

Foundation for Creative Broadcasting dba KXCI Community Radio

Community Advisory Board Meeting

February 6, 2019 5:30 PM

220 South Fourth Tucson, AZ

MINUTES

CAB Present: Mary Beth Haralovich

Staff Present: Elva De La Torre, Amanda Shaugher

Governing Board Liaison: Fernando Gonzalez (absent)

Prospective CAB Member: Liane Hernandez (YWCA)

Guests: George Ferris, Donna Shay

Welcome and Introductions

Miro Gutierrez and Danae Pineda both applied to CAB; applications have been submitted to the Board and have been approved.

CAB what is it? vs BOD

Elva explained that KXCI is trying to re-establish the CAB and transition between Amanda and Elva, as station staff member with the CAB. CAB does not have the legal or fiduciary responsibility that the Governing Board has. CAB seeks to ensure that KXCI is fulfilling our duty to our community and meeting the requirements of the CPB for a CAB.

To join CAB, apply online. Fernando will take the application to the Board.

Community Impact Announcements / Non-Profit Spotlight

We already engage with community through Community Impact Announcements (CIA).

KXCI gets so many submission that we cannot run all that are requested. Rotate through four CIAs on any given day.

Non-Profit Spotlight — invites different organizations to spotlight their mission and organization. Air about five times a week, for two weeks.

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KXCI Conversations - another way that we are highlighting what is going on in the community.

Jewish History Museum

Elva attended Parallel Lives, 11:00 Friday Gallery Chat at the Jewish History Museum. She connected with their events outreach person to see how KXCI might collaborate with the Jewish History Museum.

Looking for collaboration similar to how KXCI collaborated with MOCA. In fact, KXCI has an installation in the current MOCA exhibit.

May 17, 11:00 on Friday. Jewish History Museum is collaborating with a church, Prince Chapel AME. Rev. Margaret Redmond from the church is speaking at a gallery talk. KXCI is still working on how the station will participate: cross-promote; KXCI conversation or non-profit spotlight.

It might not be a traditional radio or music piece. This collaboration shows us as part of the community. MOCA and Jewish History Museum are both Armory Park neighbors.

For CAB - suggest partnerships and organizations that KXCI might collaborate with.

On-air Campaign

Spring Connections — April 2 through April 13. CAB invited to come down and participate or just see what it is like. Opportunities 7:00 AM to 9:00 PM every day.

24-Hour Ride

24 Hours in the Old Pueblo. Enormous mountain biking event organized by Epic Rides. This is their 20th year. KXCI receives \$91.30 for each hour that KXCI djs at the event.

Adult Broadcasting Workshops

Coming up, three-week workshop in the Historic Hotel Congress.

Martin Luther King, Jr. Day Programming

KP (volunteer) interviewed people at a dinner party and produced segments called Blax for MLK Day. He is interested in producing additional programming.

International Clash Day

Hannah is taking the lead, Bridgette is helping. February 7, 2019

International Women's Day

March, 8th. All women djs that day, highlighting women musicians. There will be segments with young women (from high schools) who participate in Unidas with the Women's Foundation. KXCI gave them prompts. Bridgette interviewed them and creating segments.

Liane asked about a remote for International Women's Day. Amanda explained that KXCI has not done a remote for ages.

Liane mentioned the Fortin De Las Flores community space, a space for community-based education. There is a small thrift store and all proceeds go back into the space. The organization has sex positive workshops, rapid response workshops, and immigration clinics.

Podcasting Workshops

Introduction to podcasting workshop is coming up. It is open to anyone interested in podcasting.

Projects - Youth Councils

Idea about how to reach a younger audience. KXCI has Kid DJ Camp and Teen DJ Camp. Elva has been reaching out to people from different organizations.

Elva and Jennie Grabel went to the State Capitol to advocate for the arts during Arts Congress 2019. They met people from Tucson there. Tucson Museum of Art brought youth with them and recently formed a youth council. United Way has a youth leadership council.

Youth Council is something to work towards, that maybe the CAB would want to take on over time. How does an organization engage young people? Instead of creating our own, connect with the Youth Council of other organizations. Focus groups or listening sessions, maybe.

Devote energy to what could happen after the summer Kids/Teen DJ classes. KXCI does not have a whole education plan.

Liane asked whether KXCI could partner with City High or other schools. KXCI now has an intern from City High.

Mary Beth asked whether the KXCI demographic has changed, has it gotten any number. KXCI has a survey underway by Hannah, Jennie, Laurie Starr, and Vicky Brown.

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Donna asked whether the Governing Board has looked for demographic analysis of Tucson. Amanda mentioned the UA Eller College of Business MAP project. Elva mentioned it would be more a CAB activity.

Concluding Discussion

Liane plans to apply to become a CAB member. Welcome!

Next CAB meeting: Wednesday, May 8, 5:30 PM, at KXCI.

Meeting adjourned at 6:25 PM.

Respectfully submitted,

Mary Beth Haralovich CAB Secretary