

Foundation for Creative Broadcasting dba KXCI Community Radio

Community Advisory Board Meeting

October 30, 2019 5:30 PM

220 South Fourth Tucson, AZ

MINUTES

Present: Fernando Gonzalez

Elva De La Torre, Amanda Shauger

Prospective CAB Members: Yiselle Salafsky, Norma Izabal

Guests: George Ferris

Welcome and Introductions

New potential members were directed to the KXCI website for application. Fernando will take the application to the Board.

CAB what is it? vs BOD

Elva provided a brief explanation that the CAB does not have the legal or fiduciary responsibility that the Governing Board has and CAB seeks to ensure that KXCI is fulfilling our duty to our community and meeting the requirements of the CPB for a CAB.

Community Impact Announcements / Non-Profit Spotlight

We already engage with community through Community Impact Announcements (CIA). KXCI gets so many submissions 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

Collaborating on Stone Avenue Block Party on Nov. 16th

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.

Adult Broadcasting Workshops

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

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.