

**Community Advisory Board
August 1, 2012
6:30pm KSJD Studio**

Minutes

Meeting called to Order at 6:38

Agenda addition: Tour of Station, Kristin Nunn will not attend.

Approval of the Agenda

Tami moves, David second's, all in favor, none opposed.

Five Minutes for public to address the Community Advisory Board

No Public attendance

Mr. Pope Presents: Plans for the new station-KZET translator for Mancos--maps, demographics an update on the venue, congress and CPB.

\$5000 dollars earned at Summer Splash membership, tickets were given for Telluride Jazz and Telluride Ride. The membership is up 25% this season. The projected earnings were \$3000.

Next membership drive October; The Summer fest will occur August 25 and will be a free event-- Boris McCutcheon headlines, Native American dances second act. KSJD will collaborate with KBNF, KOTO, KDNK, and KBUT Telluride, Crested Butte, Paonia, Carbondale in order to mitigate the Federal budget cuts
See Community Service Grant Review, Panel #3—Document on file.

The Radio is focusing on recognition, identification and signage.

KSJD will take part in a national field test for (DEI) Development Exchange Incorporated and In order raise more money to provide more service at a \$400,000+ minimum budget

There will be a Signal Test on August 2 Coverage Study FCC NGDC, which will increase listening demographic from 20,000 to 50,000 when operational.

Theatre construction project to go to bid in August

Kristine Nunn asked CAB to discuss a political underwriting policy.

Kristine not in attendance

Jeff Pope on behalf of the KSJD Board asks the CAB to weigh in on political underwriting policy

Taz and Clara are in favor

Tami suggests trying it out for a year and then reevaluating the policy

David wonders how much revenue is to be made

Jeff said that the radio station has to charge the lowest rate for political ads

David says that if he hears a political ad on a public station he will think that the station supports the person

Armida says that she listens to public radio in order to avoid hearing political ads

Tami suggests cap the amount of ads, which can be placed, and to run a disclaimer of support for any candidate

Taz wonders about political underwriting for public policy and other issues, e.g., election districts, issues, mill levy's and marijuana initiative.

David thinks that ballot issues are more political than individuals running for office
Because they could be paid for by entities whose names call out action

Armida is concerned that political underwriting not inundate the airwaves and to keep the proportion balanced

Tami suggests that Jeff speak to Rob Rawles about KSUT's experience with political underwriting.

Discussion of Interviews , Some salient points made:

One interviewee didn't realize KSJD was public

Folks want stream stuff on demand after live show but not necessarily have to download

Download podcasts

Add vocabulary to broadcasters

New system is coming to expedite process

Email links to 5 minutes of the best stories--add underwriting to e mails

People want information: "when I want it"

Folks don't know that the station has moved

Community Calendar is not easily accessible on station website, "can't fucking find it!"

Make phone number easily accessible

Submission of handwritten interviews to the chair for insertion into the CPB File.

Submitted to Taz.

Review and Develop Questions for Second meeting-

Questions will be reviewed and re-worked in approximately 60 days. The next CAB meeting will be scheduled for October 2012, TBA

Develop advice statement to the KSJD Board of Directors.

Evaluate the impact of the new station in an established neighborhood

Meeting adjourned at 8:53