

Community Advisory Board
August 6, 2013
5:30pm Mancos library
Minutes

Welcome

Meeting called to Order at 5:40

Present: Tazewell Vas, Peter Brind'Amour, David Scates, Clara Martinez, Gareth Martins-KSJD Board Member.

Any additions to the agenda:

No additions to the agenda.

Approval of the minutes:

Taz moves to approve the minutes, Peter seconds, all in favor none oppose. Motion is passed.

Five Minutes for public to address the Community Advisory Board:

No public to address the Board

Mr. Pope Presents: On Vacation

Review contact with the public:

The projected number of listener audience is 46,000. The station is underperforming in terms of tapping potential. The potential refers to underwriting and donations, funding.

Taz suggests that the on-air fundraising drive take place at the same time as KSUT.

Taz reported on three interviews of listeners. Taz also suggested the broadcast of county commissioner meetings, or streaming meetings from the website instead of from broadcast. Downside is that meetings could be very long. There is a local tape-delayed city board meeting. The new technologies allow that KSD is not just a radio station anymore; there is opportunity to podcast, to broaden media.

Comments from public at the meeting:

No Public

Any Comments about the questions:

Gareth asks about adding a question to the survey: Have you ever contributed to public radio...

Taz recommends in addition:

How do you pay for your media?

Do you subscribe to a non-profit journal?

Direct TV, Magazines, Satellite radio, etc.

Develop advice statement to the KSJD Board of Directors:

Keep abreast of the changing medial technology and, consider how KSJD can improve the spread of media? How can broadcasts be streamed more than once? How can we have so many buttons on the website that people can listen to anything they want anytime they want.

Access is the issue. A more robust platform will allow the access.

David moves to accept the statement, Peter seconds, all in favor, none opposed. Motion is passed.

Meeting is adjourned at 6:30.

Next meeting To Be Announced.