

Community Advisory Board
December 6, 2012
5:30pm KSJD Studio- Cancelled
Rescheduled to March 14, 5:00pm

Welcome

Present

Taz Vas, David Scates, Armida Huerta, Peter Brind'Amour, Clara Martinez, Jeff Pope

Meeting called to order at 5:11

Any additions to the agenda?

No additions,

Approval of the agenda

David moves to approve agenda, Armida second's, all in favor, none opposed agenda approved.

Move to accept an applicant for an open seat.

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

Application accepted from Peter Brind'Amour

Armida moves to accept Peter Brind'amour for a seat on the board

David seconds

All in favor none opposed.

Peter Brind'Amour accepted to the board

Five Minutes for public to address the Community Advisory Board

No public

Mr. Pope Presents:

Fundraising strategies

<http://www.nfcb.org/5x5-model-primer.jsp>

Jeff disseminates a flow chart of hierarchical management and programming with the projection of the inclusion of the ArtSpace Venue and venue manager.

Included are the five priorities of the Development Director

(See Flow Chart attaché)

The overall goal is to keep people listening and grow the audience by 10% by March 2013. This is the mandate of all six operations.

The staff doesn't consistently promote the internal shows via radio, this needs to improve.

Optimum Effective Scheduling approach is being studied and considered for implementation by KSJD.

NPR Digital Services webpage will go up and will go live in April and will be a place for community to post pages. This is the place where all the digital media can be posted and archived and accessed.

Lindsey Isbel is going to work with volunteer DJ's and help them become more professional to include improvement in level of continuity between DJ shows: DJ's need to know what was just on before they follow the show.

One of the key critiques is to not lose the soul of KSJD when we have an NPR page
The discussion centered around homogenous vs heterogeneous and the question is how do we go national and remain local...

Two approaches:

1. What are the elements of a great show, or a series of shows, implement formats with cohesion of show names. Who are the listeners, and when during the day and program to those listeners
Not called "formatting" anymore

2. Example is "All music all community" in St Louis, what they did was let DJ's keep their show names but have more cohesion between shows. Move DJ's around to fit into the cohesive programming of the whole

Looks like there is funding to complete Art Venue and the construction starts in mid April

If the Cortez Journal reduces services and if we could hire a journalist we could cover daily news
Have a full news website, news website for KSJD

Two new KSJD Governing board members:

Dustin Coles MD

Gareth Martins from Osprey

July will make the one year anniversary of serving 4 corners with the big signal

People call from Kayenta, people call from Montezuma Creek, and Bluff

People call from Newcomb. The new upgraded signal in Mancos means a lot to the station, which can now compete with KSUT

91.1 in Mancos

91.5 is better in weber canyon half way to town 91.1

The demography of the service area is as follows: 45% of the service area are Native American

7% Hispanic the rest anglo

The board does not reflect the listener demographic

In order to provide real public service the board needs to have an increasingly diverse board

Financial acumen and fund raising are big targets for skills of potential board members

Service and Access are the goals of the station.

The station provides access to folks in the community who want to voice want a voice

How do we serve the community?

Service is very different from Access.

The question is posed and the staff is working on answering the question

The Watch model for regional stories? Taz

Hear your story, tell your story—proposed tagline for KSJD

Station is adopting a 5x5 model of national federation of community radio

KSJD Mission, Vision, Values have been ascertained from the core value study done in the past 18 months.

Please see attachment

Please see attachment of five categories and five levels of attainment.

Staff is using matrix to evaluate the growth and efficacy of the organization.

The organization is focused on becoming sustainable and has moved from a start up to the position of maturation and needs to mature in order to become sustainable—the 5 x 5 model is the guide

KZET 90.5 Towaoc station just went live broadcasting.

KZET 90.5 Towaoc connection to the station might make station eligible to receive additional funding from the CPB for serving Native Lands.

Jeff reaffirmed that the CAB are being asked to be ambassadors in the community and feedback information from listeners to the station.

Mr. Pope leaves the meeting.

Brainstorm expansion of possible mediums for KSJD.

One expansion of medium could be podcasting. All archived material could be accessed via point and click on the KSJD website.

It appears that right now it takes two to three months to get shows archived at all on the website.

Zine work could be archived, shows could be listed in the printed Cortez journal and online Cortez journal as well.

If more mediums are at work on a story then the Journal could have a link on ink and paper and in their website and click and point linked to Zine article. Good synergies to break into more mediums and get more underwriting.

Suggestion to field-test broadcasting the county commissioner meeting live every month.

Suggestion that Phil's world conditions be broadcasted

What the are unforeseen benefits being down town?

wireless weblink to county commissioners, use new technology for wireless

web streaming, new medium worldwide, should we get on the iTunes website for broadcast

propaganda at the new Mesa Verde Visitor center? We could then reach foreign tourists who go to MV...

800 tourist pamphlets were requested and went out in 2011 in April and May from Dolores, Mancos and Cortez Chambers of Commerce and included the Cortez journal summer guide...Can we get in on that dissemination of local information, any other Electronic mediums we could join?

Some of the individual disc jockeys use twitter.

Board Comments-

Review and Develop Questions for 2013 Spring meeting.

Add questions to our list: Are you affected by the journal going to two days

What does it mean that the Star moves to another day

Armida will review questions and give professional opinion and advice for next set of questions

Comments from public at the meeting-

No Public

Motion to elect CAB officers for 2013.

David moves that current offices continue for another term, Peter and Armida second,
All in favor none opposed.

Taz Vass, Chair

Clara Martinez, Secretary

Develop advice statement to the KSJD Board of Directors:

Advice statement is to focus three goals for the use of:

Short-term goal: jump in whole heartedly to expand NPR Digital Services

Capitalize on the Journal News void

Mid-term goal: keep your eyes open for media expansion

Long-term goal: don't lose your soul

Meeting Adjourned at 7:45 pm

Next meeting to be scheduled.