

**KUVO/KVJZ COMMUNITY ADVISORY BOARD**

Minutes December 15, 2015

Because of weather the meeting was held telephonically

**Attendees:**

Jeffrey A. Brimer (Vice Chair)

Carolyn Lievers

Wayne Fowler

Woody Laughlin

Paul Bates

**Absent**

Phil Cortese (Chair)

Max Paley

Chris McNaughton

Nasiri Suzan

Erica Garcia

Steve Chavis

**RMPBS Staff**

Elizabeth Mayer, Director of Community Engagement & Audience Services

**Call to Order:** Meeting called to order at 8:00am

Meeting chaired by Jeffrey Brimer since Phil was not available for the meeting.

**Approval of Minutes:** The minutes of the November 17 meeting will be approved at the next meeting

**Action and Discussion:**

The draft of the CAB's first annual report was completed last week. Phil sent a copy to Chad Hollingsworth (Chairman of RMPBS) and to RMPBS board member, David Leonard. It was well received and it should be on the agenda of the next RMPBS board meeting.

The report committee is continuing to expand the annual report. There is still a need for some committee reports from the CAB. The expanded report will delve more into what we have been doing as a CAB. It is expected that the expanded report will be available for the next RMPBS board meeting to be held in March. This report will be presented to the CAB at the January meeting. This report will be an effective planning tool for what the CAB should be looking to do in the coming year.

Jeff reported that he attended the RMPBS CAB meeting two weeks ago. The meeting was interesting and Jeff learned a lot about how this CAB operates. The CAB members were given an assignment to answer this question: what is the future of RMPBS? Elizabeth also attended and she found the discussions to be lively and powerful but with no big surprises. Jeff reported that the CAB said that the impact of digital media will never go away. All of the discussions were centered around the television side of RMPBS and not on the audio side (KUVO). There still is not a recognition by the RMPBS CAB that there are two distinct entities in the RMPBS family (television and radio). The

relationship is young so it will take time for there to be a complete recognition that there are two very different forms of media in the RMPBS organization. The next RMPBS CAB meeting is in March and Phil and/or Jeff plan to attend.

Elizabeth reported that RMPBS will be celebrating its 60<sup>th</sup> anniversary. There is a lot of marketing activity around this celebration and in the new year a new logo will be announced. As part of the celebration there will be an exhibit at the Denver main library running from Jan 11 to the end of March. KUVO will be represented in the exhibit.

At the last meeting there was a presentation that the FCC is trying to buy unused spectrum from television stations around the country. This spectrum will be resold by the FCC to wireless companies. The proceeds from the sale could be meaningful for RMPBS.

On Jan 12 the KUVO staff (not the radio hosts ) will be physically relocated to the RMPBS site.

Elizabeth reported on the work of Elizabeth reported on the work of Natasha, our website and social media manager, reports that a YouTube video was prepared for the Colorado Gives day held in October. The video had 1,000 views. The social media continues to show a strong following of 8,000 Facebook visits.

Jeff reported that one of KUVO's HD channels could be dedicated to RMPBS news. This will be another step in strengthening the recent merger.

The "Christmas Host Night Out" was a success. There was a good turn out of hosts and everyone seemed to enjoy the evening. Consideration may be given to having a summer social event with the hosts. These events are seen as a good way to enhance the lines of communication with the hosts. It was suggested that we follow up with the hosts to get their impression of the evening and what can be done in the future to attract even more hosts to these types of events.

**Next meeting:** The next meeting is scheduled for January 19.

The meeting was adjourned at 8:50am

respectfully Submitted by:

Paul Bates

Approved by:

Phil Cortese, Chairman

Approved on January 19, 2016