

KUVO/KVJZ COMMUNITY ADVISORY BOARD
Minutes April 19, 2016

Members Present:

Phil Cortese (Chair)
Jeffery A. Brimer (Vice Chair)
John Shippey
Wayne Fowler
Carolyn Lievers
Nasiri Suzan
Paul Bates (Phone)
Djamila Ricciardi

Members Absent

Colin Paley (Max)
Chris McNaughton
Woody Laughlin

KUVO Staff

Steve Chavis
Tina Cartegena

Guests: None

Business Discussed:

- 1) Minutes for March 2016 were approved as drafted on a motion by Nasiri and a second by Jeff.
- 2) Phil proposed and the CAB members agreed that Cab members would contribute funds for a member challenge to the business community/others during the late spring pledge drive. Steve invited the CAB to have representatives be on air during the fund drive to encourage community businesses and others to join KUVO and to give information about how to contact the CAB. Phil, Jeff, Nasiri and John agreed to participate on air. Phil will contact Max and Chris about joining in this venture.
- 3) Most of the meeting concerned Wayne's proposal for realigning and sharpening committee descriptions/responsibilities in time for the June meeting and before our new members join a committee. It was agreed that the committees need to have sharper focus. *Phil appointed a subcommittee: Wayne/Jeff/Djamila/John. Jeff volunteered to lead the subcommittee.* This subcommittee is charged with taking in consideration suggestions and points discussed at this meeting and Wayne's draft and developing a final committee proposal for CAB consideration. The CAB generally agreed that 1) there would be no one person committees, 2) committees would follow the energy of the group, i.e., the focus

of a committee could be flexible about which FCC duties to emphasize; 3) that the substantive work of the CAB [review of what and how KUVO performs its FCC duties and evaluation of whether KUVO's efforts are effective] would be done at the committee level and reported back to the full CAB; and 4) to review and evaluate the tools the CAB has used to connect with the community. It was suggested by Jeff that the CAB consider resetting our meeting schedule: committees could meet once per month and the full CAB could meet every other month.

Paul added that we should put most of member effort at the committee level. The Committee members are Wayne, John, Djamila and Jeff. Wayne and John will flush out a proposal for the committee on tools and measuring the impact of KUVO's work. Djamila will work on a design for the community connection committee. Jeff is the subcommittee coordinator. They will meet in May to develop a proposal for the full CAB to consider at the June meeting. Everyone should look at the KUVO report on the website under reports for valuable background information.

- 4) Phil reported some progress on updating the CAB webpage even though Natasha's position has been eliminated.
- 5) Paul attended the RMPBS CAB [it is a sub-CAB] meeting in Grand Junction on our behalf. He was treated as an honored guest and he made a report about the KUVO CAB. Paul also suggested that we ask this sub-CAB to join in our membership challenge. Tina suggested we ask RMPBS's regular CAB to join in this challenge and let them know about the live music at KUVO on Sunday during this drive. Phil agreed to contact these two CABs. As expected Nasiri did outstanding work to help make the volunteer party a success.
- 6) Tina updated the CAB on the 2016 Ballisteri fund raiser. The headline act is Monte Hall and Harlem Kingston Express. Tickets have gone on sale on the KUVO homepage. She is working on rearranging the tents to improve the flow for attendees and make the event more intimate. She is putting more information on line about jazz and coming jazz events. Tina is also filling in for Elizabeth Mayer who is on vacation. Tina's, and Elizabeth's when she is back, role is to help the CABs focus and get their projects done. Also Tina talked about the process for laying off 8 staffers on the production team as a

part of restructuring the news team. The plan is rehire only four people. It is also challenging to keep the stations social media effort growing. The person who replaced Natasha is a journalist (she does great stories) and is learning the tech stuff enthusiastically. Dual roles for staff are part of KUVO's necessary belt tightening. Lastly she gave an update on the building project: there is one *hold out* among the condo owners; RMPBS is likely to work around that person to avoid a shakedown.

- 7) Steve Chavis reported that the winter pledge drive was great: KUVO raised \$3k over its goal. KUVO got contributions from Japan and ten other states, and 36% of new members agreed to be sustaining members. In response to questions from Wayne about I-News, Steve stated Laura Frank makes the final decisions on what to investigate; their focus is untold stories and community interests. He invited the CAB to send him ideas for I-News investigations. The top topics for I-News are arts, food, government and community driven issues. He announced that John Ferrugia is the new Principal News Anchor and Managing Editor. Ferrugia was hired to give I-News the benefit of his great story telling skills demonstrated by his long and celebrated career in the Denver media market.

Additionally Steve announced the April is Jazz Appreciation Month and that KUVO would focus on music "by instrument" and put a spotlight on the selected instrument once per hour. There will be some audience engagement activities as well. Nasiri suggested KUVO should include the 30 under 30 artists by instrument in its Jazz Month celebrations. The spring drive is short (April 21 to 29). Also there will be a celebration in Washington, D.C. for International Jazz Day.

Phil asked Steve about the monthly CAB question for KUVO listeners. Steve said it has not started yet (Since Natasha left he has not had the time so far, but plans to get it done.) Also the hosts are mentioning the CAB separate from the PSAs about when/where the CAB meets.

- 8) Phil announced a plan for the CAB to meet at RMPBS followed by a tour for the June meeting. The May meeting is cancelled. The next meeting is June 21st. Phil will get someone from the oversight committee to give us a report on what they are doing and their plans. He reminded members of the date for the Five Points Jazz Festival (May 21st) and invited the new members to join him and others at the KUVO booth.

Minutes submitted by Carolyn Lievers (5/16/16).