

Draft minutes

KUVO/KVJZ COMMUNITY ADVISORY BOARD

Minutes September 16, 2015 meeting at KUVO Community Room, 2900 Welton St., Denver

Attendees:

Jeffrey A. Brimer (Vice Chair)
Carolyn Lievers
Wayne Fowler
Paul Bates

On Phone

Nasiri Suzan
Woody Laughlin
Erica Garcia

Absent

Phil Cortese (Chair)
Percy Lyle
Max Paley
Chris McNaughton

KUVO staff

Steve Chavis
Natasha Pepperl

RMPBS Staff

Elizabeth Mayer, Director of Community Engagement & Audience Services

Call to Order: Meeting called to order at 8:15am

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

Motion to Approve Minutes: The minutes of the July 21 and August 18 meeting are not available and will be approved at the next meeting.

Action and Discussion:

Nasiri reported on the volunteer committee. Pledge drive starts in October. Work continues in merging the KUVO volunteer data base into the RMPBS data base. This will make contacting volunteers more efficient and effective. The software program being used for the data base is called Volgistics.

The committee that is preparing the draft for our inaugural annual report to the Board of RMPBS had their first meeting on September 1. There was a healthy discussion about the proposed scope of the report and what issues should be addressed. It determined that it is necessary that the report be consistent with the FCC Act. The committee concluded that there should be two parts to the report. Part one will address what the CAB is charged to do. This can be found in our By-laws. Per the By-laws we are to review station policies and advise the board on the educational, cultural and informational needs of the station and how we assess this is being done. The CAB currently does this as part of our ongoing function. Part two of the report will describe the other things we do as a CAB. The completed report will have added importance since it likely will be in a public file and open for discussion.

Elizabeth reported that the Fun Fest was a huge success with over 10,000 attendees. Victor Cooper was the mc the entire day and there were 80 volunteers from RMPBS. The KUVO brand was evident throughout the day. The event schedule is robust with 30 events scheduled over the next two months. RMPBS will be conducting listening tours across the state. The meetings will be conducted by a neutral moderator. RMPBS has completed a new series called "Race in Colorado". Among the issues presented are race as it relates to the economy and to education. There will be screenings at many schools this fall.

Paul reported on the successful Vail Jazz Party held over the Labor Day Weekend. KUVO was present the the party and several of the on-air hosts introduced some of the musicians to the audiences. Vail Jazz is very active in promoting jazz to the young. The year long Jazz Goes to School program is presented to all fourth and fifth graders in Eagle County. A nationwide search is conducted to locate twelve of the most talented high school jazz artists in the USA. These students attend a two week workshop in Vail with nationally recognized jazz stars as their teachers. Their work culminates in several performances at the Vail Jazz Party.

Steve presented the results of a nationwide survey that distinguished how people get their audio services. Radio still reaches more listeners than online streaming. Not surprisingly, the younger the listener ("Digital Natives") the more likely that online streaming is preferred.

Natasha, our website and social media manager, presented a summary of efforts that are being made to reach listeners and potential listeners online. Per Natasha the best way to reach potential listeners is online since they are already looking. The efforts are showing success in reaching a young audience. Some of the successes mentioned by Natasha include: Facebook reaches 13,500 people; Facebook promotion of the the KUVO birthday at Dazzle's resulted in many attendees who did not know about KUVO; The 30 Under 30 promotion has resulted in 4,000 YouTube views; and , the KUVO photo contest generated 1,400 online visits to the contest. Natasha spends approximately 80% of her time promoting KUVO via online tools.

Next meeting: The next meeting is scheduled for October 20.

The meeting was adjourned at 9:30am

Respectfully Submitted by:

Paul Bates

Approved by:

Phil Cortese, Chairman