

Community Advisory Board Public Meeting
Wednesday June 7th 2017 6:00 PM
449 East Laurel Street in the Community Room of
the Fort Bragg Library.

The meeting was announced as an opportunity to review the responses to the member survey which went out with the most recent Board of Directors ballots. The meeting announcement went out on air ^{and on the KZMX website} 2 weeks ahead and was included in the on air and on line "Community Calendar" for 1 week. There were posters.

Copies of the CAB's summary of the results of their survey (one is included here) were handed out. In addition to members of the public the CAB representatives were Steve Fish and Ellen Saxe. Heidi Dickerson and Jonathan Middlebrook came from the BOD of KZMX. There was a lively discussion of the survey results and the following opinions were offered:

1. on schedule changes and additions

A. Think about a peaceful beginning to the day.

B. CAB should meet on air ~~once~~ and ask for feedback

C. bring back station news (also station news-letter)

D. air call in comments (like KMUD's "all sides now")

E. break up 2 hour AM block of NPR

1. NPR 6-7, Take Away 7-8, NPR 8-9

F. Promos are "unbalanced"

2. Technical Problems

- A. automated aspect is not working well - the wrong promos are going out, wrong news.
- B. Transition between studios is poor. There is dead air. (comment that this is being worked on)
- C. more training is needed for programmers - how to use voice with mic.

3. Communication:

- A. CAB meetings should be announced by programmers who host call in shows.
- B. better response to suggestions

4. Station "Structure"

- A. Develop a strategic plan
- B. hope for strategic plan to be a community project, inclusive
- C. Hire a volunteer co-ordinator (agreement from board member)
- D. CAB might try a more "invitational" stance.
- E. more board members should attend CAB meetings.
- F. CAB should work on proposed MOU to increase BOD's responsiveness to CAB's efforts

My (Ellen's) conclusions offered at meeting:

One of the most important areas to address is how to educate listeners as to what is on KZRX. Since reading surveys 2 weeks ago, I have heard quite a few listeners' needs met. But, did those folks hear the shows that they were wanting, or know that they could hear them on fake box?