

January 14th PROGRAM ADVISORY COMMITTEE Meeting Minutes 6:05pm - 7:06pm

Present:

Noah Mandro, Roger Warner, Kathleen Stephenson, Mark Sherman, Linda Olsen Osterland, Per Fagering, Celeste Soles, Herschel Soles, Rabia Yeaman, Jenka Soderberg, Erin Yanke

Guests:

Jody De La Vergne, Luke Anavi, Howard Thorn, Reggae Bob, Jamilah Bourdon

Not coming - Jeff Kippleman, Paul Roland

Appreciate the return of Amy Goodman

Kathleen - Report for AM News and Public Affairs

Preparing for Membership DRive

Met with some programmers, working on developing another public affairs theme special for the drive

Drive is Feb 6 - Feb 15th, or until we meet the goal. Preparing hosts for the week of the 17th to possibly have a drive show. Goal is around \$90,000.

LOO - if we tell people that we're doing it, they will be more prepared

Vacation for 2 weeks, got programming covered. Server dying the day I was leaving complicated things for all.

Looking at 2 proposals for the 2nd Friday open slot that came in at the very end of the application period.

1- person needs training before they can do a show, will get training, and do pilot shows.

Looking at a few legal/programming issues

This Month in Programming by Erin Yanke

Before we begin, I'd like to thank you all for your work evaluating the Thom Hartmann program, and your support for the process we went through to explore this programming change. I appreciate the work!

Because we had the winter holidays, I spent a fair amount of time dealing with substitutions for vacation and for sickness.

I also am the Staff Member on the Station Manager Search Committee.

Martin Luther King Day special and preemptions

Membership Drive getting specials organized, doing preemptions, etc

Noah - Beatles 50th Anniversary

GD Collective - Marathon Feb 8th

Live Remote Mississippi Records Feb 6th - Walkthrough will happen on Thursday

Possible Rock Star DJ Set

Podcasting

getting curriculum and plan worked on with Ren Green. Have a draft document which talks about training, promotion, and legal issues.

Legal Issues

We've met with 2 of the 3 program hosts that need to change their show names because of Plugola issues. We also had a legal indecency issue on Friday that we are still looking into.

Training new volunteers for the KBOO Library - Weekly help with refiling and alphabetizing

Evaluations still needed:

Active Listening

Afro-Caribbean Showcase

An Evening of Afrotainment

Anjali and the Kid

Thank you

PM News

KBOO news got a grant for center for investigative journalism - investigate links between OR Legislation and the American Legislative Exchange Council.

Jenka wrote a lot of it, Jen Davis also helped

-News room intern from LEP High School for another month, will keep volunteering after that.

-Put in the OK for Pakistani journalist in March to be part of KBOO News room, through international center for journalism

-News room starting to use Basecamp as a project management, starting to use News Scoop, an open source software, for project management and publishing stories online for more robust presence. we publish under creative commons license

-FSRN not back yet, continuing our 15 minute in depth segments, good feedback, volunteers doing a great job,

-Membership Drive specials -

Feb 14th - OR birthday and valentines day, connect with Peter from Peter Paul and Mary, drop ins on

Amandla - special - promoting the film

-Don't have Native programmer for Wisdom of the Elders, continuing the call
-Looking into broadcasting the fairness hearing, justice dept lawsuit against Portland Police. They are looking into getting us permission.

Board Report

Marc - big effort to look at membership enhancement, how all departments can work together, to listenership. Has this committee been asked what it can do to reach out to communities more and create more listeners. Whether its changes in program, schedule, something you think the members would respond to better or create more listeners

LOO - in terms of membership enhancement, board may want to ask drive to focus on new membership, make it a larger part of our pitching. Try to do new or different things targeting that. If you are talking about greater listenership, we were talking about a survey

JS- update - contacted PSU center for population studies, said we could get a list, but they dont do that anymore. She referred me to private companies saying we could get it pro bono, but haven't heard yet. Going outside of members, contacts, we got stopped.

LOO - Voters, get contact . Anyone who wants to run buys those things

JS - costs \$150.

LOO - we need to go back to the woman and see. Committee would be helping that way,

JS we did come up with questions, survey expert and staff, for that survey, could bring that back

LOo - Need Database

MS - Speaking for board and myself - one way to pick up new members is new listeners, we can get 10% off of that, important to survey members 1 or 2 a year, how are we meeting your needs, how are we serving you. Tell us something so we can take an action. What do you like, what could be improved... not sure if its the right committee

LO - it has been the PAC that have done survey in the past

KS - how does People's do it?

Ms - monthly newsletter, member survey and non-member survey, on line, long period of time. questions are good, may still be on line. Will send a link to that survey. Good opportunity to tie it into the membership drive

RY - talking about survey for 6 months, what's the hold up?

LOO - data base,

RY - why is that a hold up? subscription for newsletter is ideal place to start. Don't understand why we can't make a survey and sent it out

JS - been on the lower end of my priority list, stopped at PSU, didn't pursue it after that

KS - wasn't a clear , member survey ahs to go through membership department. Didn't get a clear go-ahead. Andrew is concerned about what goes out to members, separate from the Random Sample survey, which depends on accessing data.

RY - problem can't pinpoint it, failure to organize the simplest of tasks and execute it.

LOO- Proposal?

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NM - vaguely remember

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LOO- don't want staff to work on this before the drive, have my own issues about issues.

KS - volunteer to talk to membership about sending it out

MS - who would help create survey?

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MS - so you create it, and goes out through membership.

LOO- Maybe work on it with Development, but have concerns since they are about making money.

KS - may be easy, with upcoming drive, if we put a survey in with each mailing. Don't know what it involves, maybe more postage, but may be a bit of data that would be easy to get without extra costs. We can try for that.

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Ideas - post paid postcard, one page,

MS - high quality survey is important, if it happens before Feb, good, I'll report you are aware of survey, agreement. Postage comments. Lot of things to think about.

NEXT MEETING

2nd tuesday is Membership Drive, maybe meet 4th Tuesday. FEBRUARY 18th

LOO - Promotion of Program

Programmer Promotion - do a survey of programmers, we need to get more structure and thinking, so we are assisting programmers to help them do the best on their programs. My time at facebook is better than twitter, maybe that's not true for others. Have structure and plan about on air promos. Have a larger discussion about promos. Have larger discussion about when they are scheduled. Discussion what assistance programmers need from the station. We've been trying to move forward with digital promotion, and haven't gotten very far.

5 question programmers survey. Ask how they are promoting their programmers.

NM -WE have written expectations that may be excessive.

LOO- do it, but then I hit a wall where I don't want to do anything.

Want to get it on a future agenda

Promotions

Rabia - Feb 13th Clinton St theatre, Live show with Contessa de la Luna, followed by movie Dogma. \$100 in preticket sales.

- \$238 for cowbells as thank yous for membership drive

Feedback

MS - programming wise, things are getting better, better tie ins, better PSAs, I can hear a positive difference. Working hard to make it happen. Things are good. We appreciate your efforts. Please pass it along.

Back to promotions

NM - get shows to team up to do promotion. We're all stronger when we work together, instead of

people kind of promoting their own shows, doing cross promotion and team work.

RY - show before hers always promotes her next show, small act of introducing whats coming up next, I would say 50% of programmers don't do that

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EY - segues good to evaluations of shows, which are not happening. We need help with

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Guest Comments:

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LOO - Felt like we were heard.

Other Idea

Hershell - Watched a thing on frontline about concussions at the NFL -will discuss how to turn this into a program with KS

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Erin Yanke

Interim Program Director

KBOO Community Radio

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Portland, OR 97214

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program@kboo.org

KBOO - Igniting conversation through music, news and public affairs.

The foregoing minutes were by the secretary on January 14, 2014.

Mark Sherman

Secretary