

KVMR
Meeting Minutes
May 12th, 2016
Community Advisory Board (CAB)
COMMUNITY ROOM, NEVADA CITY, CA 95959

CAB Members: Barbara Graves, Anita Wald-Tuttle, Robert Trent, Peter Wilson, Douglas Hooper, David Parker, Erika Seward

Call Meeting to Order/Roll Call: Robert Trent

The meeting was called to order at 5:35 p.m. by Robert Trent. The following members were in attendance: Robert Trent, Anita Wald-Tuttle, Douglas Hooper, Erika Seward, and Board Liaison, Diane McIntire.

Review and adoption of Minutes:

March and April minutes approved.

Discussed:

Erika elected to the CAB.

The current issue of The Union newspaper's Prospector section has an article about the CAB. It says the survey is closed.

Anita: Let's chase down non-listeners. Survey non-listeners (with a new survey).

Robert: Survey design?

Purpose of CAB? Is it for loyal listeners, or to reach non-listeners?

Douglas: Purpose of CAB is to be eligible for CPB funding.

Erika: Does the CAB have programming influence?

Robert: CAB is advisory, not for specific programming.

Diane: Survey is closed – a final presentation to the KVMR Board is needed.

Anita got out the CAB mission statement & reviewed it.

Robert: Is David Sparky Parker gone? Should we vote on this? Should we just remove his name?

Anita: Let's make voice contact to make sure.

ACTION – Robert will call Sparky.

Douglas: Is Barbara still with us?

Robert: Yes, she is. She's active, she just hasn't been at recent meetings.

Robert: The old survey is done. Should we come with a new one?

Diane: Is/Can the CAB be on the KVMR homepage (permanently)? Many boxes are always changing. Should we create a CAB blog?

Robert: No, we don't have the time to maintain a blog.

Anita: Can/will the CAB be at the County Fair, in a booth?

Robert: free associating – “Friends of CAB” “CAB Street Team”

Robert: Can we pre-write questions, then ask the webmaster to load a new one each week?

Erika: It would be good to emphasize that KVMR serves, not just “give us money”.

Robert: Matt Harrington’s app is really good.

Diane: A printed poster advertising CAB

Robert: Can we ask the KVMR Board if we can have webpage space? CAB Board formally approved this motion.

We’ll wait to hear if they say “yes”, then make content. What should be the content? A poll? Update frequency?

Erika: “Did you know... ?” – facts & tidbits about KVMR.

KVMR Board & CAB Board should have access to the data.

One question every 2 weeks?

We’ll write 8 questions.

All 8 could form a survey for the County Fair, & other fairs.

Diane: Have we asked Julie C. what kind of data is needed?

Robert: “I asked her; she punted.”

Diane’s booth experience: She was surprised at how many people who attended the Amy Goodman talk didn’t know that KVMR existed. And some at the Celtic festival hadn’t heard of KVMR either.

Summary: get answer from KVMR Board about the webpage.

Anita: Should we meet less than once/month?

Next mtg set for July 14th.

We brainstormed questions/issues for the webpage:

Erika: Is KVMR worthy to donate to? What %-age of listeners give?

Diane: Many major donors don’t listen to KVMR.

Douglas: Q: What was your favorite program last week?

Erika: Have Qs that relate to that week’s KVMR events. Could be entertainment or political issues covered.

Robert: Not too political – keep answers transparent.

Erika: “Are you glad we covered a certain political issue?”

Robert: What pisses you off about KVMR? What don’t your friends like about KVMR?

Public Comment: There was no public comment.

Next meeting date: July 14th

Adjournment: The meeting was adjourned at 6:33pm

Minutes submitted by Douglas Hooper.