

KVMR
Meeting Minutes
March 10th, 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.

Call Meeting to Order/Roll Call: Robert Trent

The meeting was called to order at 5:30 p.m. by Robert Trent. The following members were in attendance: Robert Trent, Barbara Graves, Douglas Hooper, Tyler (age 14), Cally (Tyler's mom), and Board Liaison, Diane McIntire.

Review and adoption of Minutes:

The Minutes of February 4th will be revised to include Douglas's suggestion of each CAB member selecting 3 specific items from the survey to elevate to KVMR Board.

Action: Robert to revise Feb minutes

John Field and Paul Molino resigned.

Reviewed survey progress (to get Tyler caught up)

Barbara suggested closing our current survey, & creating a second survey only for non-listeners.

Robert will attend the 3/28/16 KVMR Board meeting.

Tyler will ask 12 – 15 students at Bitney College Prep School to take our KVMR survey.

Robert asked the CAB to pick survey issues that each individual member finds important.

This started a brainstorming session:

Robert thinks we should discuss the content which will be made available online. His example is that he doesn't like to hear news in the morning. 12 hour delay would help. Archives help now.

Barbara would like to hear more different voices on air. Shows sound same-old same-old to her. She thinks this relates to becoming a broadcaster, and the perceived ability to get a show.

Robert: an important issue is how a listener can get on air, get a PSA announced, or get interviewed by a broadcaster. The process is not obvious; it's not outlined. If the

listener's message doesn't match the theme of the radio show, it can be a problem. A listener could ask Steve Baker, the Steve can ask a broadcaster. Broadcaster profiles on website could indicate willingness to accept outside interviews.

Douglas: issue of concern is broadcaster professionalism. Can community calendar cards, & PSA cards be read ahead of time? Can broadcasters be taught how to pronounce each other's names? Can the cards be proof-read for typos?

Diane: perhaps the broadcasters can get the cards with PSAs & sponsors ahead of time (they don't now). Perhaps Steve & sponsors can help.

Robert: KVMR has an age problem – not enough young listeners. Our survey showed that 1% of our listeners are teens. Maybe teens don't use radios.

Diane: teens don't know that KVMR has music they like, & when it's on.

Robert: personal connection with KVMR means something.

Douglas: connect to outlying areas?

Diane: pop-ups & remote broadcasts are being planned, here & in Sac.

Diane: what is KVMR? A public presentation.

Douglas: organize high school field trips to tour the KVMR studios.

Anita said she feels out of touch with KVMR.

Robert: we need to hold elections to replace John & Paul as secretary.

We approved Robert to speak for us at the KVMR Board meeting on 3/28.

Let's close the survey in April.

Cally said it was nice to be at our meeting. It made her want to listen to KVMR more. Tyler said she'll join the CAB.

Public Comment: There was no public comment.

Next meeting date: April 14th

Adjournment: The meeting was adjourned at around 6:30pm