

CAB Meeting 10/08/2020

In attendance: Paul, Peter, Douglas, Robert, Shelby, Barbara, Ali, Brian T.

Minutes - move to approve by Douglas and 2nd-ed by Peter. Approved.

Emergency procedures reviewed -

1 - Sometimes nobody answered phone when Pasqual called (maybe out of studio, in bathroom, etc). So now emergency services can call Ali and Steve's cell phone numbers to alert station of emergency.

2 - When listeners call - don't always have people in studio and during emergencies listeners start calling A LOT - lots of questions which maybe should go to 2-1-1. Sometimes 2-1-1 doesn't answer or doesn't know answer. Ali says community needs the hand-holding that the station can provide. We don't have a phone team now to answer phones. In the nighttime it's Ali and Steve, and sometimes Felton.

Next plan - get all broadcasters certified as emergency broadcasters. Big packet in studios that tells broadcaster who to call and in what order. Steve Baker does morning updates, and does during the day. Now several people to do updates (Felton, Keith, Joyce M, Claudio).

Peter asked about Emergency Services' reliance on KVMR and what kind of information is being dispensed. KVMR is trying to standardize our reporting of emergencies. County has given us the designation of Emergency Radio station, a center for information. We don't get funding for being an Information Center. Other stations have gotten money for being the Emergency Station from grants but not built into County budget. Ali suggests maybe we can apply for money from FEMA.

Robert talked about how listeners complained about our programming during the emergencies in 2019. Did we get complaints this year about our programming during fires? Once, when the Loma Rica fire was going. Need to tell listeners KVMR is paying attention but maybe not go to full-time coverage. Just basic coverage. Hand-holding still important. Difficult to do full-blown broadcasting of emergencies when we have so few broadcasters allowed in the building. Staff is there 7AM to 7PM - so broadcasters needed in evening and weekends. Will bring in additional broadcasters over time.

Brian: Training program to train volunteers for emergency reporting began before Jones fire. They're ready to go but need to get in the station. The other broadcasters can be trained by watching videos and answering questions (ie., a test). The first broadcasters to be allowed to come back will be those who fulfilled the emergency training.

Douglas: asked whether KVMR is aware when listeners complain. Staff is usually at station to address complaints.

Shelby: Suggested announcing when updates will be provided. Maybe say updates in 15 minutes to reassure listeners.

Another survey! About too much talking. Ali loves the topic and Douglas thinks we'll get some great info. Douglas suggests we try to whittle down the list. Ali wants to reach more listeners to answer survey because it seems mostly broadcasters answered the last survey. How many responses have we gotten? Robert reminds us that we left last survey on the website for a long time. How to reach out - hit up people who are donating?? Can we email donors? Can we send out the request to do the survey in the

news letter? Brian suggests giving the survey its own designated newsletter. Peter suggested CAB sending out its own request. Maybe put it on Facebook. Can get good info from people who don't listen all the time. Robert wonders about making an announcement about the survey during special programming - ie., Celtic weekend - when lots of people are listening. Ali points out its importance because KVMR makes decisions based on survey responses. Majority respond we're doing great. Robert wonders about how expansive the survey should be. A shorter survey could go on more platforms. We need to figure out how short or long the survey should be. Ali wonders about the new News Director who will actually be a Staff person. About 10-15 broadcasters would like to do interviews and produce news. Ali wants to know what news listeners want to here - less national? More local? Less COVID? Etc. What topics and issues are important to the listeners? Brian suggests that longer survey maybe not a bad thing - for those for whom particular issue is important, they may have lots of opinions. Brian and Douglas think this would be a survey people will want to answer. Paul suggests that there is a lot of talk during Music Magazine and maybe we should have a survey about talk just on Music Magazine. Ali says MM is the highest listening time. Brian says Morning Show and MM had about same purpose - but shows have changed over time. What is the mission of these shows??

Next topic - CAB's Annual Report to the Board of Directors. We can do that in November. Douglas says we can email back and forth to discuss what should go in our Report. Brian would like to have our Annual Report because a lot of new people on Board of Directors. Should CAB have November meeting to help prepare report? Brian says we may want to be ready 4th Wednesday of November (Board of Directors meeting).

Next meeting = November 4th, Wednesday, 5:30, Zoom.