

August 13 PAC Meeting

Members present:

Linda Olson-Osterlund, Paul Roland, Per Fagering, Roger Warner, Noah Mandro, Kathleen Stevenson, Erin Yanke, Jenka Soderberg, Rabia Yeaman

Guests:

Sue Bartlett, Celeste Solee, Herschel Soles, Dave DeAngelio

STAFF REPORTS

Erin's Program Dept Report

One day drive – 7/19/13 – raised over \$11,000 – Did a lot of work on South America issues, the music programming from 8-10 did great.

Artist in Residency program started. Marisa and Devin worked and recorded some stuff, will continue working through the fall.

Oregon Community Media show – aired the 1st Wed of the month, continued statewide partnership from Blues Fest. Meeting in the beginning of September in Salem.

Promotional organizer quit, taken over half of cosponsorships

Meeting with Monday Sampler to get more organized, much smoother show this week than recent few. Training classes for live music, and for Music Department orientation. Need support from IT to get Cattrax ready. One step.

Working with K Records on event partnership at the crystal ballroom partnership for Neoboys reissue, getting KBOO involved,

Jenka's Evening News and Public Affairs Report – 8/13/13

Live broadcast of Bill McKibben's talk in Vancouver – 7/17/13 – very successful broadcast, handed out fliers promoting our 7/19 one day drive to every audience member

One day drive – 7/19/13 – raised over \$11,000 – McKibben talk and Democracy now did the best, Africa and Antarctica did worse. For the future, recommend that programming staff be able to decide on theme, rather than finance committee

Thursday evening – still playing Wisdom of the elders, waiting for pilot from Eric and Deanne TwoRivers

Local newscast doing well- have expanded into FSRN's slot on most evenings, and occasionally produced a full hour of local content

Investigate reporting – 6 teams working on projects to submit on September 27th.

Offshore banking and ESCO

Rendition flights/Evergreen

Drones in Hood River/FLIR military contracts

Occupy Portland arrests and the local Fusion Center

Discrimination and the Oregon Department of Unemployment

Criminalization of treesitters in Oregon

Forums for board candidates next week Mon – Thurs 5:30 - 6

Kathleen's AMPA Report

- One Day Flash Drive on July 19th - Almost Made Goal
- Getting Ready for Fall Membership dRive, contacting publishers to solicit books, considering themes for specials, met with Rep from 7 stories press
- Special program planned to commemorate local commemoration of march on Washington, 1963. Special program is 8/23, Jo Ann Hardesty is producer
- In touch with Paulann Petersen, Poet Laureate of Oregon, about KBOO having a role in the series of events being planned to honor the centenary of the late william stafford.
- going on vacation next week, getting coverage for 2 weeks.
- working on connecting to a social researcher who may be able to help with surveys
- Paul Roland being shadowed by WW reporter Aug 15th

Rabia - will be on Burning Man Radio twice, as the contessa.

Jenka - Can we connect to the stream?

Rabia - encourages it.

Per and the community advisory board discussion

Per, group of one, Paul will join.

Linda - what is the value? questions are interesting, but seems more like retreat questions

Paul - we could speculate on and interpret

(paul reads document)

"Program Committee Members:

...I've taken what the bylaws say are the tasks the Program Committee should be doing and turned it into a list. I invite you to tell me which of these items the committee has done in the last year. I'm going to point out in **bold** what I, as a Board member, haven't seen in any reports to the Board from the committee.

If you know it has been, please provide a sample of that work, individually or collectively, if you will. If it used to be done prior to this year, please tell me why it stopped being done.

You are under no obligation to do this. However, it will be helpful for the Board as a whole to know this.

ARTICLE VIII: COMMITTEES

Section 4. Standing Other Committees.

(a) Program Committee. The Program Committee shall conduct:

1. Ongoing evaluations of programming and programmers;
2. Evaluate program proposals;
3. Make recommendations concerning programming changes to the Program Director;
4. **Advise the Board of Directors regarding programming goals and issues.**

The Program Committee shall also serve as the corporation's Community Advisory Board. In that capacity, it shall:

1. **Review the programming goals established by the corporation,**
2. **The service provided by the corporation,**
3. **The significant policy decisions rendered by the corporation;**
4. **Advise the Board of Directors with respect to whether the programming and other policies of the corporation are meeting the specialized educational and cultural needs of the communities served by the corporation;**
5. **Make such recommendations as it considers appropriate to meet such needs.**

Please note. Our mission is to serve communities unserved and underserved by other media. With that in mind, someone needs to:

- **Advise the Board of Directors with respect to whether the programming and other policies of the corporation are meeting the specialized educational and cultural needs of the communities unserved or underserved by other media.**
- **Inform the Board of Directors which of these unserved or underserved communities are served by KBOO and which are not.**
- **Propose how KBOO might expand its programming to meet the needs of more of these communities.**

Those bullet points are not on the list of committee tasks from the KBOO by-laws. However, it would be a great service to these communities to have a body that inform the Board on these issues, so we can better determine how to allocate our limited resources in the annual budget. Providing that information is the purpose of a Community Advisory Board. "

Paul - gets at the issue of whether or not KBOO has, should have a CAB, the fact this is de facto board, long conversation, so wanted to have a subcommittee. What are the issues? It gets to be what the people on the committee think

Rabia - can't speak for hadrian, interpret intent: Kboo foundation is required to have a CAB, in bylaws says that PAC shall act as CAB. Issues - clear that some things aren't happening, we don't go out and seek members of the community to advise us on what we're not fulfilling, all of our culling and gathering of service comes from inside. We don't know what we're not doing. Not going out as a committee and asking, not bringing community leaders back to the committee to advise us.

Paul - point of clarification - you said required to have CAB

Jenka - by law , that's not accurate. that is a CPB requirement, and we don't get CPB funding, so we are not required to have board.

Rabia - not certain

Paul - I've read the law - in order to receive grants from CPB you need to have CAB, if you're not receiving grants you don't need one. They have requirements to fufill the service with the CPB to demonstrate to them you're fulfilling requirements

Per - went around this with Hadrian and think how do you do it? What do you define as a

community? in terms of African American community, do we select leaders, who would do the picking? We have a bunch of programmers that program to that community, and I would guess that community leaders have been on our programs. It would be interesting to discuss... how do you reach out to a community/ (russian anecdote). We are here and have programmers who reach out to those communities. Ethnic, gender, like minded people, truth seekers, people screwed over by capitalism... define KBOO's relationship to a community in Portland

Jenka - is this a board directive?

Rabia - no

Jenka - Kathleen and Erin and I are working with a person who professionally does surveys, we will probably next month bring something to the committee. I think it's good to go out and find out information, hard to figure it out and working on a survey right now

Linda - thinking about all the different communities that we have served in the last 6 months or year, so we can say we're bringing them in, broadly there is a knowledge you can reach out to KBOO, but there is still who we don't know we don't know. Not invaluable to look at the questions, but may not be good use of time to answer Hadrian's questions

Rabia - overarching idea of Hadrian is that this group would be a work group and the CAB would meet quarterly. the PAC wouldn't change at all, and would be a work group. Benefit I see is opportunity to invite people to come to KBOO and say what is your community doing, how can we serve you? Benefits are opportunity to strengthen relationships to outside groups for benefits, funding and promotion. I like and support the idea for formal CAB that meets quarterly

Linda - they'd be between us and the board. Workgroup reports to cab, cab reports to board.

Rabia - didn't hear that. I see workgroup functioning the same and adding quarterly meeting where we actively invite members. We are not doing that in the way we described. Benefits I just outlined. we only benefit, don't give anything up. you can all be on the cab.

Per - few weeks ago ran across an article KPFA, things get balkanized. you need to find ways where people in isolated communities find common purpose and issues that cut across.

Sue - Curious Linda, what relationship with CAB and PAC be, how would you decide community leaders, do they get to dictate what PAC does, do they report to the board? It's like another meeting to go to. Things to think about.

Paul - want to line it out in a logical framework. Key issues

- we are not required by law, FCC to have CAB
- within KBOO structure, this committee is CAB

- Hadrian's points are correct - we haven't been doing that. Whether that's a problem or not, that's a question. It's a big job, gets into some weighty stuff. I don't know if we can decide. It would take retreat or meeting to decide these issues.

Erin - This discussion is what the subgroup is supposed to be meeting about. If you are

interested, get in touch with Per

Per - part of larger discussion. whether you want to do as subgroup or retreat, what makes us different, what are we trying to do in this town? I think Hadrian going down a dead end, but something worth talking about.

Rabia - in the past 10 years, KBOO has had 2 large listener surveys. No actions were ever taken, nothing happened. So, why wouldn't you use existing surveys? Survey is a survey, what is the goal of doing a survey?

Jenka - 2007-8 was used to inform programming changes, we went through it thoroughly.

Linda - have to make use of surveys, the demographics have changed dramatically in the past 5 years would not be used again

Jenka - we want to go out of our base, a focused survey

Rabia - not to listeners

Jenka - not necessarily.

Noah - best course is to have subcommittee, meet through email. Survey should be next month, or so?

Jenka - we'll bring something next month

Rabia - staff will meet and develop survey

Jenka - we want the committee to have input

Kathleen - Want to ask her a few questions about structure before we get input from the committee.

PROGRAMMING VISION

Jenka - come out of several meetings

Vision for Programming 2013 - 14

Music programing - evaluation, looking at flow of programs to make changes, live broadcasting events

public affairs - evals local events and outreach, live broadcasting events

Ani, Erin, Jenka, Kathleen, Lynn

Jan 18, 2013

Program Changes:

In the past, PAC would announce they were looking at a day and time, and all hosts would show up at the PAC meeting and make emotional appeals and nothing would happen.

Repercussions

Sense of entitlement because we haven't told programmers anything different. Expectation that air time will be renewed. Evals - compelling programs.

Structure should be critiqued and thought about holistically - look holistically at the schedule, not volunteer by volunteer, building up support for that.

Program changes need PROMOTION

Define what we want to do, present in a way that builds support, from some point of view. Last time we were after more listeners, not the best operating principle.

Move things for FLOW

Theories:

Strong shows before and after new/unknown shows - Tent pole

Prime listening: 6am - 6pm weekdays, 10 am - 2pm weekends

Niche programming does not serve the communities they want to serve. How do we measure?

Decide on goals for us.

Arts Commission - capacity building grant for marketing / listening survey.

LOCAL PREEMPT.... LIVE REMOTES

Testing the waters, representing communities

PROGRAMMING IDEAS IN GENERAL (where we want to go)

KS

Strong African American public affairs

Latino PA in english

Talk radio strip that was longer and had producers and a team, so it can be involving and connecting to local issues

Regular show on OR Legislature, City government, Regional Environmental issues

JS

PA on weekends

Some sort of community Calendar

News headlines throughout the day (top of the hour?)

Neighborhood issues

Racism in PDX/ Northwest

Bilingual shows - instead of shows that are monolingual in another language, make them accessible to Eng audience

Sunday AM broadcast from Saturday Market (Issues - Vox pops- local music - vendors)

12 hours PA / 12 hours music per day

Topical all day specials - Focus Days

Similar music each weekday evening

AH

Immigrant Community - place for immigrants to talk issues

Multilingual (example of 3 language show in BC)

Bridge between communities w/out losing essence and importance to original community

Direct Access for Local Musicians - rock during the day - vagabond opera story

Invigorate local communities to produce good programs (blues, maybe jazz, new americana)

NW Genre

Local African American Public Affairs - still reeling from the loss of the soul strip, replace HKR with locals

Racism show

LF

LOCAL - live remotes, of events people can't get into and/or can't afford (more structure, template, process, quicker response, don't fall all over ourselves)

More reflection on who's coming to Portland, why, what struggles and opportunities are they finding

EY

Storytelling (pdx story theatre, listening project)

Variety show - Noon - 1pm gentle switch from PA to Music, music goes until 5

Consistent showtimes : 2 hour or 3 hour music shows, one hour hybrid or niche community shows

Look for new music genres, not just responding.

Relationships with clubs for live music remotes

Access for local musicians

Music Live Remotes

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Discussion:

Jenka explains background, includes retaining audience during preemptions.

Rabai - is there a second stream on the radio

Erin - no, internet

Rabia - what if live events were on the internet, why not that?

Jenka - depends on the event, what it is.

Linda - lot recently - pickathon ... I've enjoyed them, when they're on, I enjoy them. The 2nd stream I don't go there

Jenka - we don't have it

Linda - question of promotion, is it something that will make us feel better? get research from other stations to see how it works

Rabia - in touch with software guy at WMFU, has a lot of information to offer about those types of things. i would field questions to him and bring back to the committee.

Paul - this is amazing, very ambitious, lots of good stuff. What is being asked of PAC?

Jenka - Is it a good idea?

Paul - there's a lot to think about. are you asking

Erin - think about it, discuss next time.

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THOM HARTMANN

Program staff ideas re: Thom Hartmann

The programming staff propose a trial period of four months for the Thom Hartmann program. For the trial period, the Thom Hartmann show will air M-F 4-5pm, Monday September 2, 2013 - Tuesday December 31, 2013. We will have announcements before or after each Thom Hartmann show saying that we will put Democracy Now back on at 4pm on January 1, 2014, and evaluate the presence of the Thom Hartmann show on KBOO.

We will have certain concrete criteria that the Thom Hartmann show should meet, and evaluate the show on that criteria, and the other evaluation tools we use for KBOO programs.

- membership drive numbers should be significantly higher for both the hour of Thom Hartmann and the hour of local news following it
- we will tally calls and emails for and against the change

- program committee members should use the KBOO evaluation form to listen to and review at least two of the Thom Hartmann programs
- we will incorporate some question about this into the community survey we are working on

We are still unsure whether we will air the first hour of the show, the produced, edited hour-long version, or what is on the Thom Hartmann feed.

Questions:

-Could we have news volunteers produce local five minute news segments to plug into the repetitive pieces that replace the commercials in Thom Hartmann's 'non-commercial' version

Discussion:

Jenka - would start 6 weeks before drive, and plug it. see if there are more people listen
 Erin - criteria

Per - DAvid Packman - Hartmann show comes in various forms, 3 hour callers, Noon - 3, has one hour digest version, or could take the straight first hour.

jenka - we talked about 12 - 1 option. this is a trial period instead of disrupting whole afternoon, we do the trial period in a timeslot that is already a produced show. Board Op just switches show, will play 12-1 hour during 4-5.

Per - condensed thing?

jenka - condensed thing is not ready in time

Rabia - in trail, is there an implication that if Hartmann hour is successful based on reaction from drive, implication that it would be expanded?

Jenka - not necessarily

Erin - eval Sept to Dec - using our evaluation process to see if it fits for us, and base it on our criteria, and listening not emotion.

Linda - more background on how you came to proposal. Money should not be the only option. Why are we putting it on? Because of Blueoregon? Want to hear more about recommending the trial period?

Kathleen - we did do queries of other community stations that put TH on and how it worked. People who did a test seemed to have a better sense of how it worked. KPFK did a test while someone was on maternity leave, (describes). We are emulating that kind of approach rather than a more "da da da da" here it is! As far as how we came to that, we are seeing if it is a

community need, what we've heard from people, does it constitute an unmet need?

Rabia - one of the caveats that TH people gave to KBOO is that KBOO could make a decision to have TH exclusively. If KBOO runs one hour, but another station runs more, we won't see financial benefits of TH. Have you talked about exclusivity?

Kathleen - we didn't consider that. The issue we mentioned would not be an issue. If he was available, then it would not be an unmet need.

Rabia - can you follow up with his people?

Jenka - just putting it out there.

Rabia - can we have exclusive while we have the test period?

Linda - who are other stations?

Jenka - we don't know, suspect it's XRAY

Rabia - just guessing KZME, they need money.

Noah - don't need to speculate.

Per - safe to say we're the biggest of the bunch

Dave - Linda and Rabia brought up points that I wanted to discuss. Makes sense, repeated show, I think it's a good idea. I listened to a lot of TH, I understand what he brings, he's more mainstream than news and PA, brings perspective that is not provided, I am concerned with the narrow window. Don't know if 4 months is enough time. 4-5 is prime time? Then the Blue organ list, can we get those names (yes) we can contact them. Seems like a good experiment. Let's contact them and see what happens. Money is important. conflating TH with money and membership.

Hershell - would feel more comfortable if we identify the unmet need or underserved. for some people that don't get up at 7am, DN is not a repeat program

Per - TH (story) represents a bunch of people. Halfway between us and OPB. worth reaching out to the people. Danger is that if we have TH on for an hour, would rather have it live than compendium. Say you give TH people an hour, you'd want them to listen to other KBOO programs. talk about balkanization... dialogue with conservatives. (story) to reach out to other people we need a dialogue

Rabia - acknowledge Programming charter, inherently is almost in opposition to raising funds to

keep the station on the air to fulfil the charter. conundrum is reaching an apex. Don't' need to fulfill charter 24 hours a day. Ideal we love, don't want to change it, reality is that it can't fund the station. Need strong programs to subsidize the programming charter. I believe that's a fact.

Roger - Have TH said anything about if we carry them, they'd stick with us?

Jenka - we haven't asked them specifically

Linda - other places have brought them on after trial period.

Kathleen - KPFK used one hour, had a good response, and moved him to one hour in the afternoon. Would say, guessing, something we would do

Linda - Do they have comparable programming (yes). Is he committed to pitching?

Kathleen - yes. One of their selling points.

Linda - money shouldn't be in the charter, we need to do the charter 24 hours a day. Love to raise money for KBOO and is enthusiastic about it. making money criteria is a slippery slope. (Utah anecdote). We've brought in big money on news and PA day, etc. Locally produced shows do make money.

jenka - don't agree program is not a strong program if it represents underrepresented communities. We have a number of those. I take issue with the idea that we need to not use programming charter. That's what KBOO is. Don't think we're setting ourselves up to lose money.

Sue - do need more members. we have great programming, but we do have syndicated shows (lists). Do those cost money? How did you decide to bring those in

Jenka - under one cost

Sue - do they bring in more money? How do you evaluate what's bringing what in?

Linda - andrew does have a breakdown by show.

(discussion on how shows track money making)

Celeste - when I do call in, when it's convenient, doesn't matter what time of the day. They used to ask if I had a favorite show. Time has nothing to do with support.

Paul - is there a reason why the edited hour long thing couldn't go the next day?

Kathleen - we do one the next day, it is problematic in my opinion

Noah - makes more sense to run it at 7 am, and keep DN at 4, but

Linda - don't want to start the day with a test.

Noah - wrapping up on this issue,

(discussion on taking a poll)

Rabia - you've made sort of a proposal, as an Advisory committee, let's give our opinion

Jenka - Quick go around...

Rabia - you don't need to ask me, you know what I think

Linda - appreciate work, TH won't interest me, I think it's a step back. Hoping it would bring us new listeners, if this were a formal vote I would abstain. Not happy about it.

Roger - Feel it would catch people's attention, have new listeners, if it's canned show or live, how topical that would be to catch people's attention. If he has parts of it that we have to fill with our own content, that would be problematic. If he's cutting away for commercials, how do we keep momentum going?

Sue - can we squish all that and have a 15 minute program?

Linda - No (discussion)

Paul - I think if we had to vote I might abstain. I see different issues. initial reaction I didn't like the idea, TH struck me as retrograde,(Palestine, immigration) and then I thought that national show that didn't seem to reflect my political perspective, the generally expressed perspectives on PA, the style didn't click. On the other hand I see arguments. for engaging. maybe we should try it. I don't like that it's a call in show, and we won't have people be able to call in. Strikes me as odd. Again, it's a risky interesting thing. These things balance for me at this moment.

Per - if we're going to do an hour of TH it would be to have people call in. Would involve moving one time slot to later in the afternoon. Think it would be interesting to try an experiment ." If you don't agree, call in ... "

Rabia - I agree with you Per. If I could do what I wanted, 2 hours from 12-2 live so people could call in, more engaging. If you're gonna do the 4 thing, and it's successful, I'd suggest you shift it around and move it to a live time. I do agree that the opposing points of view are lacking. when you only have one perspective it doesn't build audience trust.

Follow up show on TH issues of the day, one hour live of his , one hour local call in on the topic. They want to interact. 12-2 is wishful thinking . 3-5 maybe. Strengthens news.

Linda - can we get demographics on TH audience from TH people?

Sue - have to disagree - just because it's a call in show you don't have to call in, not that big a deal. If you are going to do one hour, I'd try the first hour.

Noah - I think this proposal is a good idea to try. Never hurts to try something different. Not ideal way to present it.

Kathleen - I agree with Sue, in this case the first hour lays out his positions for quite a bit of the first hour, idea that portland people would get through, no. Doesn't make that much different.

Linda - What's next steps?

Jenka - We still have questions,

Rabia - Let me know and I'll let the Board know.

Adjourned at 7:51