

Program Advisory Committee Meeting Meeting Minutes August 14, 2018

Present: Roger, Celeste, Hershell, Del, Erin

Facilitator: Roger

Note taker: Erin

Introductions

Meeting Guidelines

Public Comment (if any) - none

Staff Reports

Derric

1. Finished and submitted FCC Quarterly Report on Significant Treatment of Community Issues for the 2nd quarter of 2018
2. Consulted with programmer Thom Flynn and helped him to create a mini-series on aging in Portland called *Retired or Rewired*
3. Helping to train a new showrunner for *The Politics of Living* as the current one is moving away
4. Creating plans for special programming during the next Membership Drive, coordinating gifts and guests
5. Filling program needs with curated syndicated material for the rest of the month
6. Filled the Board op need for Monday AM shift
7. Helped to craft a response to community reaction to the change in Blues Fest organizing
8. Looking to recruit new hosts to join the *Between the Covers* collective
9. Searching for female talent of color that can be recruited and trained as talk show hosts

Erin

- Preparing for Fall Membership Drive
 - All Programmer meetings happening, We've had 3, there will be 3 more before the drive
 - Paperless membership drive - will have phone answerers type directly into database, which will significantly cut down on data entry needs after the drive
- Hired Jessy Damon as a contractor for 100 hours with restricted funds of the CPB Grant to support national programming
- Finished FY 2019 Programming budget
- Ended the 50th anniversary exhibit at the Historical Society
 - Painted Studio 1 and installed panels
- 50th anniversary street party and remote broadcast

- Identified need for better communication between outside sound and Board Ops
- Lots of positive feedback and reports of good times
- Working on Field Recording
 - Curriculum revamped
 - Bought new recorders with CPB money for national programming - this will allow us to produce more content - interviews and recording lectures that will become national programming
 - Resorting kits so that they are available for both recording lectures and ready for on the street reporting
- New programming in development
 - PUGS on news once a week 10 minute report - starting in the fall
 - New 5th Monday show hosted by Nick from Helium Comedy Club will start in October
 - Partnerships with Friends of the Children and NAYA for podcasts
 - Partnership with Multnomah County Library - will teach them to record events, they will train volunteers, and we'll work on "Everybody Reads" programming for next year. Will develop into other things
- Beloved Community
 - New structure after October
 - 2018 Schedule:
 - **August 18th:** 3rd Saturday 1-4pm Workshop for people who benefit from white privilege - run by Selena and Del
 - **September 16th:** 3rd Sunday 1-4pm Workshop for POC/people who are negatively impacted by racism
 - **October 21st:** 3rd Sunday 1-4pm Workshop for people who benefit from white privilege

Board Report - Danielle (10 minutes)

- No Board Report

General

- **Staff Changes**
 - As of Friday, Zeloszelos doesn't work at KBOO
 - Sam Bouman and Theresa Mitchell will be job sharing in the interim. Del will meet with them Wed night to clarify what that looks like
 - Sam filled in for Zelos during their medical leave
 - Hoping to have job posted by Sept 1st, and to hire someone in Mid October
 - Pamela Santos - Membership Director - has also left, and Becky Meiers - Development Director - is also moving on, will leave in October
 - Restructuring the dept, trying a part time person working on cultivation and member services and building sustaining members, and a part time

person to support with the drives a few times a year, and focus on getting new members

- Create a system where we don't rely on membership drives to be our only interaction with members - to have more personal asks besides just asking everyone on the air - and to communicate with the members besides asking for money.

- **PROGRAMMERS SURVEY**

Programmer Survey Past Notes

- focus of the first survey
 - improving the communication between KBOO and the programmers
 - learning how KBOO can help programmers do their shows more easily and effectively.
 - It will also mention that there will be a second survey to talk about program changes and the process that programmers would like to see
 - five questions or so

Dan Email since he couldn't make it to the meeting (excerpts)

As we have talked about, I think the first survey will be a great opportunity to build trust with programmers by seeking their feedback and asking what KBOO can do to make their programming easier. The survey can also introduce the idea that we are seeking to expand our programming, and value their feedback to help guide the process.

I think before we ask them specific questions about adding/changing programming, we should give them additional context and info regarding current and future programming opportunities at KBOO. (Podcasting, second stream) (Note from Erin - 2nd stream is not ready because of the technological aspects. There is not funding to get Live Assist software, and we don't have capacity in programming to organize it well, so it is being postponed. Yes, it will be an option sometime, but I don't have any idea when it will happen)

Regarding the first survey we are working on now, I think we should offer the opportunity for responders to stay anonymous. However, we could consider a couple of intro questions that will help us analyze their responses, such as:

- whether the programmer is doing news, PA, or music (or multiple)
- how long they have been programming at KBOO

For example, it might be very useful to understand how long-time KBOO programmers feel about adding/changing content compared to newer KBOO programmers.

- Everyone committed to bring 5 questions for the survey to the last meeting, there were only questions from Erin and Dan.

Erin's questions:

- Name and roles at KBOO

- What are the communities that you identify with?
- What are underserved and unserved communities that you identify with?
- If KBOO started to have a time limit on longevity of programs, what do you think we need to know to make it an inclusive process?
- If KBOO does not have a time limit on longevity of programs, how would you approach getting new voices and perspectives on the air?
- What do you think the role of podcasting should be for KBOO in the next 5 years?

NOTES FROM THIS MEETING

Del - disagree with 2 surveys, wants to have categories. Reason against 2 surveys is people will see 2nd survey and say they already took it - will think it's the same survey

Herschell - could label - survey one and two

Del - or have lots of time in between - what was rational?

Celeste - wanted to warm them up with a easy survey

Del - doesn't see it as a threat. Both options in there.

Erin - responding to past changes and the PTSD from other programming changes. Also, if we learn how to better communicate in Survey One, then we'll have better results for Survey Two

SURVEY ONE

Intro to survey

PAC is coming to you with a series of surveys this year to improve our communications and how we serve listeners and programmers. This series of surveys is linked to our current Strategic plan, which we are following until 2020. Strategic plan goal 3 is "By 2020, KBOO's dynamic programming better serves and engages the local community to connect us with the broader world". This goal includes objectives to increase listenership survey programmers needs and interests and develop and implement a plan to increase their programming skills and capacities, to implement one new programming stream, and to stay relevant to the listeners. To do all this, we need your help, and your input!

Our first survey is about COMMUNICATIONS. The link to the survey is live! Our second survey will happen in November, and is about our current programming and programming changes. Our third survey will take place in February, and will focus on your listeners and your communication with your communities. This will set us up for a listener and member survey to take place in 2019.

For your participation, you will be entered to win a raffle! For each survey, we'll raffle of a KBOO Schwag Bag (Hoodie, Beanie, Tshirt, and button), and a second prize of a chinook book. You can answer the questions anonymously, but then we can't enter you in the raffle. Sorry bout that.

Thanks for your participation in the first of our three programmer surveys!

- Name and contact info (optional)
- Demographic information (not optional)
 - gender age abilities race
- What type of programming do you currently do at KBOO? (select all that apply)
 - Music
 - News / PA
 - Public Affairs
 - Cultural
 - Non- english Language (sub questions - spanish/farsi/russian/yiddish/
 - Individually produced
 - Collectively produced
- How many hours are you on the air per month at KBOO
- Are you on the air
 - More than weekly
 - Weekly
 - Every other week
 - Monthly
 - other
- How long have you been a programmer at KBOO?
 - (Fill in the blank)
- Is there anything KBOO can do to help you produce your show more easily and effectively (such as tools/equipment in the studio, info/trainings, website, etc.)?
- We currently send out a monthly programmer's newsletter by email.
 - Do you read it
 - Always
 - Often
 - Rarely
 - Never
 - why
 - Is there a way you'd rather receive the information
 - is there any additional information that you wish to receive from KBOO?
- As part of KBOO's mission and charter, we strive to offer programming for unserved and underserved groups, and programming that fills needs that other media do not.
 - Are there any types of programming that you think KBOO should add or increase?
 - Are there any types of programming that you think KBOO should reduce or eliminate?

- Incentives
 - if you take the survey you can win a KBOO Merch package - KBOO Hoodie, Beanie and Shirt and button! Or a Chinook Book App as a participatory prize
- Timeline for the survey and distributions plan
 - Release the survey on Sept 1st - or the date that the All Programmer Email is sent out
 - Survey Due Sept 30th
 - Will use Google Forms, as it is free, and they compile the data for us as the survey progresses
 - Erin will make the form
 - Erin will send out the form in the all programmer email
 - There will be paper copies of the form in the air room, on the volunteer board, and will be a place to collect the forms To Be Determined depending on the containers Erin can find

Meet Sept 11th at KBOO - in news room or back hall, or lobby

- We'll work on the second and third survey

Results for survey will be compiled in early October, and sent to PAC before October meeting

- Oct meeting we'll talk about the results that we've already read, and get plan for Nov survey for programming changes

Adjourned 7:30

PROGRAM ADVISORY COMMITTEE (PAC)* RESPONSIBILITIES

Programming Task Breakdown

A. The Program Director, AM News and Public Affair Director, and/or the PM News and Public Affairs Director (called Program Staff for the rest of this document) can take these actions: 1. develop new programming 2. fill attrition slots: in cases of no format change, no consultation with the Program Advisory Committee (PAC) is required 3. fill attrition slots: if there is a format change, Program Staff should seek advice and recommendations from the PAC 4. change existing programming, after seeking advice and recommendations of the PAC 5. develop overall standards for broadcast and podcast 6. shape yearly goals for programming 7. revise programmer rights and responsibilities document as needed 8. suspend programmers for not fulfilling on-air responsibilities laid out in the Programmer Contract 9. any other items listed in the current job descriptions.

B. The Program Staff works through the PAC to: 1. provide active leadership of the PAC 2. shape yearly goals for PAC 3. ascertain community needs in a pro-active and mission-driven way on a regular basis 4. evaluate broadcast and podcast programming quality on a regular basis 5. report all programming changes to the PAC

C. PAC is responsible for: 1. assisting Program Staff in shaping all policy items listed in Section B above 2. working with the Program Staff to solicit input from community 3. working with the Program Staff to meet yearly PAC goals 4. serving as the Community Advisory Board to ascertain community needs 5. serving as a work group to assist Program Staff in all areas as needed Policy #6 Proposed Revision 2

D. Committee makeup: 1. Committee is self appointed (any KBOO Foundation member who attends three meetings in a row and who agrees to fulfill responsibilities can become a voting member). 2. The board has the option to appoint a maximum of five (5) individuals from underrepresented groups at any time. The appointees will have immediate voting rights. 3. . The Program Staff, as well as at least one (1) and no more than two (2) members of the board, shall all be voting members of the committee. 4. The committee is open to new membership any time. 5. Any member who misses three (3) meetings in a row, or consistently does not fulfill PAC responsibilities, shall be removed as a voting member, per KBOO Bylaws Article VIII, Section 5. 6. Members appointed by the board under Sections D. 2. and D. 3. above will be reappointed by the board annually. *The "Program Advisory Committee" or "PAC" is the commonly used name of the "Program Committee" referenced in KBOO Bylaws Article XIII, Section 4a.

Approved by the Board 5/14/84 As Amended 10/85 As amended by the Board of Directors
1/23/07