

Community Advisory Board
August 11, 2020
5:30 pm Zoom
Minutes

Present at Meeting: Taz Vass, Ray Williamson, Ami Mcalpin, Clara Martinez, Wynn Jones-Executive Director, Tom Yoder-Program Director

I Meeting called to order

Meeting called to order at 5:41

II Welcome-Additions to Agenda
add Tom Yoder's report

III Approval of the agenda and minutes from last meeting

Eric moved, Ami seconds, all in favor, none opposed, motion carries.

IV Five Minutes for Public to Address the Community Advisory Board

No public present

V KSJD Staff Report

Tom Yoder

Tom sent Analytic report , one from mid march to now, and one from fall 5 months previous.

While we don't really know how this correlates to what is happening on the air, Wynn pointed out that the listening option page is showing a lot of traffic, where people are looking. The Corona-virus page has over 10K views, gets updated regularly when news comes out, this shows that people are using that as a clearinghouse for what is happening. Austin Copes piece about getting Corona-virus, has 4k views and a lot of comments and likes and shares—which is what Tom thinks is important.

User profile has gone up a lot, things almost doubled in page views and users, people are using it as the pandemic hit and during the lockdown.

Tom doesn't know what the correlation is to listeners, but people are commenting and letting them know how much they appreciate the DJ's working from home. We don't have the data to show who is tuning into what but anecdotally we see that people are relying on the DJ's and programming to keep going and keep them informed and keep it all going; As well there is a great interesting camaraderie among the DJ's who are communicating with each other and relying on each other.

5 days a week local newscast can be accessed on Apple or Spotify, or one can get a subscription. KSJD has a Spotify channel the plays the best new music and top ten music for the week, one can see that on KSJD Facebook, they are public playlists.

Wynn Jones

Engagement drives engagement; Wynn thinks if folks are weighing in they are listening on the radio. Our fall fund drive is coming up, Sept 11-18, we are using the theme, "The Beat goes On," making the connection between the beat of the music and the news, and we want to let everyone know we are here, we aren't stopping, we are going on, not that people didn't know...

We are having a premium, a neck gaiter for the Pandemic. We can't offer a trip, no other radio stations are offering a trip, a gaiter is something people can use. We decided to do that so that anyone can utilize the premium, skiers, bikers, etc. It will be one of a kind. Also Wynn would like to get the board and CAB to send a recorded message of why we support KSJD, and send it to Tom.

What is a premium? Something you get when you make a donation. WE don't typically offer them, we usually do a drawing. We have to report the premium, which is a subtraction from our bottom line. A premium is like the quintessential coffee mug. The drawings cost a lot more money. Minimum \$50 donation for a premium.

Audit is going well, we made the 300K non-federal financial support.

There has been deferred maintenance on equipment and we have a Board member working on it...

Wynn is working on getting the main signal up to 2000 watts.

We could broadcast a lot farther if it's 2000.

Tom: The issue is that when we go up to 2000 we start to interfere with emergency signals, we tried to use a filter but the technology didn't work.

We are licensed at 2000 watts.

Wynn: We are trying to get it back up to 2000 watts.

We may get more stimulus money for public media, which was distributed equitably across the state. Which is part of the campaign Wynn sent out to CAB to weigh in with legislators.

Strategic Planning is still in progress: It will consist of 5 Strategic Directions and attached work to some of them. Wynn would like to add financial stability to the plan as a goal. Wynn would like to create sustainable financing for the organization and make it so people can understand it.

Ami would like to see the news department as a priority; Wynn agrees it is a priority.

And, if we get the stimulus money we can be more thoughtful and sustainable about it, get a news director or another full time reporter, give it more oomph, we need more resources. Having the fall drive will show us what people want. She would like to have a plan to build the news department, 2 full time reporters on the payroll. We are trying to match staff job descriptions with goals to see if we need to shift job descriptions or hire new staff. We have not had a fundraiser in a while, we will have to see if we can make our goal. The strategic plan does include enhancing the news. it is definitely a priority

Sunflower is expected to be closed until fall 2021 to be safe and not "push the river."

Economic development is key, the theatre needs a business plan.

We are always going to need some funding for the theatre because 100 seats is small and if we need to sellout every show we aren't going to be able to do that.

Staff is not set up to run the radio station *and* the theatre. It is a dilemma always.

We are trying to keep reaching out to not represented people and bring more people in, youth, etc. How can we attract more listeners? We want people to listen, maybe we do an infomercial. We want to get youth involved. Voter base is split. Party divide is not an obstacle for KSJD, diversity equity and inclusion, will be a thread through everything we do, when we look for an expert, lets look for other people to be expert. Along with the expansion of the news will be a training program to adapt for shows, we have good training materials for doing a show, but mentorship is where its at.

Wynn will send five focus areas around.

VI Discuss Ideas Stories Community

Ami

There is a lot of cross promoting each other's shows.

A media promotion she has seen for a gaiter in CA showed a cowboy wearing it and a skier is wearing it and the versatility is shown.

Ami brings up that Alexa needs a specific command to be able to deliver signal.

Tom says that you have to buy a license to get Alexa to recognize you.

Tom and Wynn discuss that the pathway to connectivity is an issue to be investigated.

All the teens in her household are on Spotify, and asks if teens can curate a playlist via Spotify.

Eric

Idea for McElmo stories from people who are old timers in McElmo and at Farmers market, get to know more from the AG community.

News

VII Comments from Guests at the meeting

No Guests

VIII Develop a comment for the KSJD Board of Directors

We encourage you to continue the investment in the news as it appears to have the best ROI on media interactions on the website. It may be best at increasing the size of the KSJD listener base. Continue to expand the remote DJs from their home fronts and add more weekly shows like Bob Bragg's.

IX Next Meeting

October 6th, 2020 5:30.

X Meeting Adjourned

Meeting adjourned at 6:52 pm.