

12/10/13 Program committee meeting minutes

Present members of committee: Noah – chair, Joe U., Jeff – board rep, Roger, Dave D., Linda, Per, Paul, Rabia, Celeste, Hershel. Guest: Jody

Staff reports:

Kathleen – Winter drive starting Feb. 6th – Feb. 15th – will go over if we want to reach the goal - \$95,000. Building book/thank you gift list. Got an early start on quarterly report. Homelessness marathon will be in February – going back to old format – Feb. 19th. Will be gone last two weeks of December.

Program opening – 2nd Friday of the month 9 to 10 am – should be a political show

Erin - thanks to EVERYONE who was a part of the **45th birthday party**, hosting, showing up, the multimedia team, cookie makers, food bringers, cake impresarios, etc. It was really a wonderful event, and I appreciate all that you all bring to such things. So, thank you. Happy Birthday!

Pledge Drive the Musical

We did not get the Awesome Foundation grant for this, but we got galvanized and excited to make it happen! Initial thoughts are that we will try to produce this in June 2014, so get your pitches ready! Please record your ideas, and put the audio file into the PLEDGE DRIVE THE MUSICAL folder, which is on the S Drive, in the Music/Arts folder. We'll meet about this in January, and get things underway!

Winter Drive dates

We are having a Winter Membership Drive this year, to take place Feb 6-15th. Please plan accordingly on specials and ideas. we may get a bit experimental this drive, but we'll see. thanks!

Job Posting: Station Manager

We've posted for the Station Manager Job Opening. Victoria will be here until February, and we will have someone hired before she leaves.

Artist in Residence – application for 2014 now available

Jenka - Web Update

From Jenka (who is now helping to oversee the website while we do not have another staff person to do so...)

KBOO program hosts -The 'coming soon' box, as well as audio archives, comments, and blogs for individual programs, are all now visible again on the Program Description pages on the KBOO website!

Jenka – Evening News and Public Affairs update:

1st Wednesday – program opening beginning January

Thursday indigenous slot – Wisdom of the Elders – will continue to air Wisdom of the Elders until David Barsamian – event recorded on Saturday

Sandy Polishuk radical Portland history series – will be another one in January

MLK Day – January live broadcast

Rabia: February 13th – fundraiser at Clinton Street Theatre – Contessa de la Luna Thanksgiving extravaganza

Jeff – from Board: How does KBOO decide what programs to air, what programs to sunset, how it reviews programs to ensure quality, and how are programs relevant to the target audience. Michael P. has taken up the cause of a Citizens Advisory Board, and he suggests that we should make the Program

Committee into one in order to try again to get CPB funds.

Noah – Program evaluations – we have a form that we updated last year. How often we evaluate shows has varied.

Jenka – Evening PA evals are done every year, morning shows every 2 – 3 years. Music shows have not been evaluated in a long time – Erin is starting the process now, to determine how long it will take to go through one program at a time.

Noah – As far as sunsetting programs, that doesn't happen on a regular basis.

Jenka – The last time we had a full review of the schedule as a whole and re-configuration of programs based on that was in 2008.

Noah – Ultimately the decision is made by the Program Director

Thom Hartmann review

Listener responses:

Joe: 175 for Amy, 102 for Thom roughly.

Kathleen: What about the other questions on the form

Joe: There was no consistency in the forms themselves

Drive numbers:

Jenka – drive numbers from Andrew: averages from 4 to 5 pm from 2009 to 2012, averages from 5 to 6 pm from 2002 to 2012

Rabia – it takes two pledge drives to determine the impact of a change. BlueOregon doesn't owe KBOO anything – some KBOO people posted insulting things on their board. In my opinion, airing one hour of pre-recorded talk radio is not the same as live programming. I think it should be live, for at least two hours. It is not long enough to be able to judge

Program evaluations:

Linda – I was confused about the segment when Andrew Campbell came on to talk about what they were going to have on in the coming two hours. He had no female guests, had guests from think tanks, I don't like his quick news over the music. Liberal, not progressive, not an under-served community. Very Beltway centered.

Dave D – Agrees with much of Linda's comments. Cons: bumper music jarring/Show is only 50 minutes/Combo of dem now/thom hartmann news – doesn't care for/not locally produced/Doesn't like repeating Dem Now – may be an opportunity to create a public affairs/Slightly in favor of thom over Dem Now, more in favor of locally produced.

Joe – Hates all talk radio/repeated himself too much with anti republican diatribes/Goodman gave a specific analysis, more in-depth discussion/more diverse voices/analysis of founding fathers is bullshit.

Herschel – Feels like he's being groomed by commercial radio. Prefers Amy. Bumper music annoying.

Per – Music bothers him, but likes how he deals with his callers. Had a female guest today. Per felt it was engaging when he did brunch with Bernie. Per wants more live Thom, pretty good dealing with callers. Thinks KBOO sings to the choir, impressed people came to powells to hear him.

Jody D – Wants Amy, can't listen in the AM so missing Dem Now

Kathleen – Powells was packed for Thom Hartmann – Jenka got huge applause from packed store for bringing Thom back to KBOO.

Noah – Would Thom make accommodations and modify.

Community Survey

Random Sampling with expert in surveys, how is target audience being served and how do listeners, listen.

Do listeners have access to cable or satellite/direct tv/dish/comcast

Remove KPOJ

Do they get their news from television

#10 add “radio”

Where are you when you listen? In your car, at work, at the gym,

The foregoing minutes were submitted to the Board of Directors on 12/13/2013.

Mark Sherman

Secretary