

## **Community Advisory Board (CAB) meeting**

June 15, 2016 – meeting notes

### **In attendance:**

Margrit Schneider, Felicia Baca, Erik Christainsen, Barb Guy, Chiedu Megwalu, Darin Piccoli, Amy Dwyer(staff)

### **Discussion:**

- The board did introductions and took note of minutes of the last meeting (Q1 2016) to choose a couple of focus points for the CAB to prioritize for the rest of the year. Something along the lines of Rock the Vote was recommended. Amy will take to Lara and the RadioActive team.
- The board formally requests having a staff member present at each meeting, to have question and answer sessions about their role in the organization.
- Does KRCL maximize the use of video on website and social platforms? Important to not lose out on the great opportunity happening now on facebook and everywhere online. KRCL should have a protocol and equipment that is used to make sure that content is available through video every time there is an in studio performance or guest(s).
- KRCL has the Loud and Clear Youth Radio class that SpyHop does, but is there a way to engage younger students and refugee/migrant populations in the valley to tell their stories? We are always looking to build out partnerships with other orgs that help tell stories about the community.

### **Station Report (Amy reporting):**

- Brad is back on air after getting seriously injured then having a lengthy recovery in and out of the hospital. Just back full time this week. All staff and DJs had to chip in lots of extra time on top of the already busy time that radiothon brings. Everyone came together and though it was challenging, it's a testament to the strength of the station that it happened smoothly.
- Spring Radiothon exceeded goals, totaling over \$300,000
- DJ Training scheduled by Ebay that will create more capacity for subs. It'll start in July
- Music surveys going out to donor group to test ideas like a focus group
- Volunteers – many opportunities abound this summer. We have more events than ever that KRCL will be a part of.

### **Question and answers:**

More ethnic programs? Can we get more groups on air? Currently we have the Polynesian shows Sunday night. We've got a podcast partner program that could be used for other groups to use the studio and online platforms to engage specific audiences.

- Why are there two KRCL channels on new car radios? We have upgraded to digital equipment that enables a second channel for each frequency, so KRCL has 90.9fm 1 and 90.9fm 2. The second channel has a world radio network that we get for free. Spending time and money to create a whole second channel isn't a priority because most people don't have digital radios and don't realize the capability is there.

**Ideas:**

- Communicate on air performances with other DJs to promote. For instance, if Shannalee is having a band in the studio on Saturday Breakfast Jam, have the Friday DJs announce it. We're currently using social media channels for these things and promoting on air when we and the type of music is a fit.
- Partner more with SLFS (Barb Guy) especially on music related film. Upcoming – September 8 Nick Cave movie
- Next meeting – Wednesday September 14, 2016 at 6pm