Program Advisory Committee Meeting Meeting Agenda
November 13, 2018

Present: Roger, Erin, Rachel, Dan, Shaheed, Del

Facilitator: Del
Note taker: Erin

Introductions
Meeting Guidelines
Public Comment (if any) -
Staff Reports
Board Report
General:
- **Programmers Survey**
  - **Results**
  - **Work on 2nd survey**

- **show evaluation status and future**

Staff Reports

Derric
- Overwhelmed with board op needs - coming up with ways to fill the spots
- Air Cascadia - 6 month suspension - has accountability process happening. She can volunteer in other ways just not on air. We'll keep playing flashpoints in full while figuring out the situation
- Special programming day
  - Dec 15th - war on drugs and criminalization
  - Give guide Green Hop remote from black owned dispensary, may be JoAnn Hardesty's first show back on the air.
    - Maybe she wants to be a guest on the air before that day - Rachel will contact her

Rachel
- Election Night - start of my second week, I just did night structure, lots of groundwork was already done, great model, spanish language seamless, liam's a great board op
- From here, St Mary's College in the Bay Area,
- Housed KSMC - oldest station
- Coming back here was important to me, the plight of the black community and gentrification - where am I? After I got home
- I love music and radio, this is what I learned and what I'm coming back with
- Podcaster

- King breakfast coming up - tommy starting to go to the meetings for that remote, the producer is on site, coordinating what's happening on the stage and in the KBOO booth - making sure the content is good for the radio

Erin
- Planning for next year
    - Mic - 2 weeks ago - get ready for youth and beloved community next year
    - Jessy - last week - no more free music archive, will use archive.org as national platform
    - Jenna - on Wed or Thurs
- Election night support
- Multnomah county Library - everybody reads - programming and future podcasting
- Hollywood Theater series over
- Latinx open house Nov 30th
- Recruiting new slavic host - meeting tomorrow Andrii - slavic leadership coordinator at IRCO

Board Report - Shadheed
Personnel issues
Board retreat this weekend
Reuben - new president, Danielle VP, Kat meow -Secretary, new Reuben - Treasurer
Optimistic about structure, commitment, and going forward

Del - look at annual report
Give edits tomorrow, go to mail house by Friday, out next week hopefully

General:
- Programmers Survey (erin)
    - Work on 2nd survey

AL KAHN WINS THE KBOO SWAG BAG-
ED MELNICK WINS THE CHINOOK BOOK APP

Going over survey results:
Rachel likes the ideas about operations and instructions, and getting more remote tools for the newsroom. Require us to have more software -

Roger - "put skype on main studio computers so programmers can use for interviews"
- Del - we are already doing skype, skype is not ideal. Sound is not great. International call is more reliable
- RAchel - used skype for business at last job, wouldn't use it again. Quality would cut out, could drop a call easily

Del - new types of programming - some interesting suggestions.

Less than 10 questions - use Survey Monkey next time

Second one - program changes

- 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?

From Dan:
Based on our discussions, it seems that a key goal of the second programmer survey will be to get input and feedback regarding a reasonable and fair way to expand KBOO programming. I think it would be helpful to start the survey with a bit of background, like:
"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. As we explore ways to expand our programming to serve our community, we are trying to develop a fair and reasonable process for making new programming opportunities available. In addition to our 24/7 "over the air" programming, live streaming, and on-demand listening via our website and mobile devices, we now have the capability for programmers to develop podcasts, which contain on-demand programming content that can be accessed via the KBOO website and other "pod catchers" such as iTunes and Google."
From discussions with several programmers, I believe that many do not understand KBOO's current podcasting capability or how it fits in with our plans. It would be valuable to include several survey questions designed to help us better understand what programmers know about podcasting, and what they feel the role of podcasting should be at KBOO in developing new programming. We could also get feedback on how many would be interested in a training on podcasting.

I think it would also be valuable to better understand how many programmers currently have regular reliable subs that they can call on to fill in as needed. If they do not have a regular sub, we could ask them if they would be interested in having KBOO find them a potential regular sub. Most programmers have not likely thought of a "succession plan" for their show - who will take over for them when they want to or need to step down? It is possible that many programmers would appreciate having KBOO help them with this. This could also help us open new programming slots due to programmer attrition/retirement. As we have better knowledge of who would eventually want to step down, and when, it will help us plan for new programmers to have

opportunities. As KBOO continues to help "place" regular subs for shows, we can ensure that they have completed the proper training as well.

Here are a few survey questions I think would be worth considering:
- **Understanding KBOO's current programming options (24/7 over-the-air programming & unlimited podcasting capacity), what do you think is the most reasonable process to add new programming content at KBOO in the near future?**
- **What role do you feel podcasting should have in adding programming content at KBOO in the next few years?**
- **On-Demand & Podcasting**
  - **Have you listened to an "on-demand" archived KBOO program via the KBOO website or mobile device (yes/no)?**
    - **If yes, which show(s), and how did you listen to it (computer, mobile device, etc.)?**
  - **Have you listened to a KBOO podcast-only program?**
    - **If yes, which show(s), and how did you listen to the podcast (KBOO web site, iTunes, Google, other, etc.)?**
- **Are you interested in attending a podcasting training at KBOO to learn more?**
  - **If so, what is generally the best day and time during the week for you?**
- **Do you have a regular sub (or subs) that you can rely on to cover for you if you cannot do your show (yes/no)?**
  - **Would you be interested in having KBOO find a potential regular sub for you?**

Regarding how to increase survey responses, I think it would be extremely helpful to discuss the surveys during the programmer meetings prior to the membership drives. You have a captive audience, you can "sell" the importance of their feedback, and you can entice them with the prizes they can win! You can even pass out paper copies of the survey during the meeting.

How to make room for new folks? How do you feel about a show sabbatical, or having your show as a collective?

Del - how can we reach more to listeners who are podcasting or on demand, how do we get them to become members as well? Major model is on the air, how do we get the web people to donate

Del - "need to remove the spanish programming because it's difficult to the listeners" - which listeners?consider the other listeners who are gaining something,

Say name of show more, find on site -

Dan - Should we ask about the Programmers and social media?
Erin - Jenka would know about that, she creates analytics report

Del - ask about that in the 3rd one, how they communicate with the listeners, then do a survey with the listeners, using the info from the 3rd programmers survey focused on how they communicate with the listeners

Roger - listener survey also have a prize, love to be acknowledged, ask the listeners about programmer sabbatical

Erin - listener survey in the annual meeting

Dan - programmers need help finding regular subs - succession program?
Del - 6 months - 5 years,and a new person doing the show - can keep the concept, bring on someone to take it over, rotation of the hosts, not necessarily the show

E- thinking about that more deeply -where then is the room for brand new shows that are not just legacy shows?

Dell - lot to consider about changing programming, do it in increments - few questions about timeline - how would you feel about the timeline for implementation? Don't know how we'd go about it, good discussion. If we are looking at something like the folk strip and changing the hosts or music focus, how would it happen, it's kind of a loose collective -

Shaheed - Paul in the last meeting, can understand his point, think about opening up for the next people to come in, training ground for new ideas. I've been on the air 30 years, when is someone else getting a chance

Del - nothing prevents you from reaching out and training new folks. Both happening, people preserving air time for their community, people are on the air because of personal reasons, feel strongly about that. Desire is to share as much as possible. Program staff expectation is to train and mentor, important to have others on the air,

RAchel - intellectual property, this is yours, but not really, where are we at when it comes to community?

Erin - more couragement for fluidity

Del - are you attached to the format of your show? Rose city Native as an example - music is covering more than could be covered in a straightforward public affairs show, More commentary, more topics more fluid-

Erin - rigidity may have come from past staff and station expectation, need to communicate that fluidity is encouraged at this point

Del - question of emotional support - how much of your identity is your role at KBOO? How does your community rely on you, how do you rely on that show?

Use the shows to promote their work and community, use it as a hub, to funnel in and network in his way, what may we lose when we lose a show - the whole network - we don't want to lose   That, piece that is unique is experts are all ---throughout the community, in that niche, we don't want to take away lifelie for community, we may need more of that on the news cross promotion, not just one outlet

If we frame this as changes are needed, we want to commit to more diversity, many communities are not represented, make space in the most collaborative fashion. We do have 2nd stream, possibility for us to have other program director, all music directors curate the 2nd stream, looking for funding for those folks. Variety of genres and music, opens up dcreativing

Are you interested in a curators role? Offer options and other opportunities - mentor - teach - help new people start shows - support with creating and curating content on the Second stream

Shaheed - 50th - when you cease to change you cease to grow
Rachel - music stream, kids are tired of mainstream -

Dan - del - plan for second stream? - not yet, no plan for it, not a lot of people who tune in, nothing on it yet, besides 50th anniversary content - we don't know what's playing on it, weird. A big loop and less audio. We need curators. We are not accepting digital files. We don't have a digital library, Arthur at Free Form will give us his digital library platform, able to make use of more digital . we have 3 staff on air, we'd need at least that much for stream, no promotion or consistancy at this point.

End meeting 8:05

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