

**Community Advisory Board Open Meeting  
Tuesday, June 24, 2003, 6:00 p.m.  
Held at the Tucson Jewish Community Center**

**MINUTES**

**CAB Members Present:**

Carolyn Amacher, Tucson Jewish Community Center; Dean Keyes, Las Familias; Mike Dubs, CASAS; Nick Jones, Old Pueblo Community Foundation; Ruben Moreno, Mariachi Luz de Luna; Roger Greer, KXCI 91.3 FM; Sarah Dahlen, Wingspan; Sonya Figueroa, Information & Referral Services, Inc.

**CAB Members Absent:**

Patricia Roll, La Paloma Family

**Guest Attendees:**

John Murphy, World Former DJ-Member; Michael Holtschlag, Student; Kali Holtschlag, Member-Concerned listener; Jim Swope, Member-Former KXCI Programmer

**Introductions made by all present. Meeting called to order at 6:12 p.m.**

**Minutes from May 15, 2003 KXCI Community Advisory Board were reviewed, accepted and approved as submitted.**

**Discussion Items:**

Carolyn clarified that the meeting is run by Roberts Rules of Order.

Guest attendees voiced concerns and had various questions regarding the “closed” meetings and the demographics of the new CAB members. Carolyn asked if the guests would mind holding their questions until some business issues had been addressed by the CAB members and reassured the guests that they would be given sufficient time to discuss their concerns. The guests agreed to this request.

Carolyn reviewed the various categories that we currently need representation on the CAB. The various categories that still need to be filled are in the fields of Education (Sonya will check with prospective CAB members); Religious affiliation is being represented by Carolyn and Mike; Civic category will be represented by Joyce Finkelstein from the Green Valley Community Council (brought on by Carolyn); the Human Services category is covered by everyone currently on the CAB (there are non-profit and for profit organizations being represented); Cultural Arts is being represented by Ruben Moreno, Director of Mariachi Luz de Luna (brought on by Sonya); Pima County is needing representation (Sonya will check with a prospective CAB member); and the Media category will be represented by Jim Gilley, currently a DJ with a local radio station (brought on by Nick).

Roger explained that KXCI has an antenna on Mt. Lemmon that runs on generator power and diesel fuel. There is enough fuel to run the generator until Thursday or Friday of this week and the station is currently working on having a tanker make a trip to Mt. Lemmon to fill the tank. The website [www.kxci.org](http://www.kxci.org) will keep listeners posted on this situation. The fire is approaching the KXCI generator and the U of A towers.

Carolyn read the Creative Broadcasting Mission Statement to everyone in attendance before any questions/answers took place. The Mission statement reads as follows:

*To serve the media public of Arizona by raising awareness of KXCI and our community; increasing our listening audience; and expanding and enhancing community interaction.*

Carolyn emphasized to everyone that the goal of the CAB is to find out if:

1) KXCI is meeting the listeners' needs? This will be done in the form of a survey that will be sent out to listeners and non-listeners, a bonus idea of sending a "FREE" CD for those who respond was suggested. The second form of evaluating this question will be by having a Media Audit done; and thirdly, having computerized results that will be available by electronic mail. A sample of some of the questions included on the survey is as follows:

- 1) How long have you considered yourself a KXCI listener?
- 2) Please express what you like least/best about KXCI?
- 3) In the time you have been listening, what do you consider to be the most effective/least effective change?
- 4) What is it that you like about KXCI?
- 5) What would you like to change about KXCI?
- 6) What would you like to see more or less of on KXCI?
- 7) Since KXCI is a "Community Radio Station," do you feel it effectively represents Tucson's diverse culture? If not, what people/group are we not addressing?
- 8) If you were "Station Manager for a Day," what kinds of music would you play? Who would you have on as guests so they could plug their upcoming events or their organizations in general?
- 9) How old are you?

Other questions on the survey would be 1) demographics; 2) age groups; 3) Income status; 4) Ethnicity; 5) Political party; 6) Are you currently a listener of KXCI with the options being, "Yes" - "No" - "Former," if former listener, why don't you listen anymore? What would entice you to return to becoming a listener of KXCI?

The discussion item of budget for printing, postage, distribution and newspapers has been tabled and will be discussed at a meeting in the near future.

The possibility of sending out this survey in the Tucson Newspapers, Tucson Weekly, Good News or the KXCI newsletter "Segure" will be checked into.

A meeting of the CAB members has been set for Wednesday, July 2 to review the survey, budgets, etc.

The CAB members took turns on asking the guest attendees the following questions, to get an idea of their opinions, feelings:

**Q) When was the first time you listened to KXCI radio?**

A) 1982- While the station was still being tested.

**Q) At that time, please tell us your thoughts, of what you thought of KXCI, likes/dislikes?**

A) No commercials, no repeated music, incredible diversity, enjoyed the artists, artist backgrounds, thoroughly enjoyed the "House Rock" in Parties at the El Casino Ballroom, rhythm/blues/Cajun shows, would like to see a show that features opera. Liked everything in the

beginning, now it appears as homogenized music, repetitive music/artists, lack of appreciation for various types- political, education, activism, feminist/gay, bisexual, transgender, Chicano, Native American shows, Irish news and the Celtic Cross were also mentioned. Guest states that KXCI use to be ‘Wild and Wooly,’ now in order to become popular KXCI is becoming too commercialized. Guests feel that KXCI has moved to far to the center and needs to bring both worlds “together.’ KXCI was described as a “Healthy Station Project” vs. a “Grass Roots Coalition.” In other states, community radio stations have surpassed goals that KXCI has not come close to according to a guest who attended a seminar out of state.

A question of diversity was brought up by one of the guests to the CAB members stating that traditionally the staff at KXCI has all been Caucasian males, until a female was recently hired as an Administrative Assistant. The guest claims that the CAB is comprised of Caucasian individuals stating that there is no one of “color,” represented. In fact, the CAB members are comprised of males, females, Caucasian, Hispanic and various religious backgrounds.

Another guest states that there is to much focus on growth, more and more and more. The older listeners of KXCI feel that they are being left behind, and that their opinions don’t matter!

Another issue that was brought up was that former employees were never invited to attend community radio seminars in Phoenix or other locations. The former employees felt that they were not included and that the station is extremely secretive.

It was agreed upon by the CAB members that the recommendation of bringing back concerts to the El Casino ballroom may be beneficial in raising the communities’ awareness, support of KXCI and funds raised would help benefit KXCI financially. Plus, this would be an event that the older/former listeners would enjoy again!

It was also agreed upon that work in the CAB might benefit from sub-committees. This will be discussed.

CPB regulations state that all CAB meetings are to be open to the public. Several CAB members explained that the three previous CAB meetings were primarily held to establish our roles as CAB members and to focus on our “mission.”

#### **FUTURE MEETINGS:**

Wednesday, July 2, 2003 – Media Audit, discussion – time to be announced

Thursday, July 3, 2003 – CAB meeting

Tuesday, September 16, 2003 – Open General Meeting – 6:00 p.m. held at the Tucson Jewish Community Center

**MEETING ADJOURNED @ 7:40 P.M.**

**Minutes respectfully submitted by Sonya Figueroa**