

## Meeting Notes - KXCI Community Advisory Board meeting

November 17, 2005

6:40 PM

Members in attend: Nick van Kleek, Jerry Anderson, Jim Lipson, Tony Novelli (note taker)

### Outreach:

- Jim Cook called the Eller School about assistance in outreach, but hit a wall. Not likely we will get assistance in this area.
- Luan is still pursuing similar support from University of Phoenix.

### CAB Membership:

- Still looking for new members.
- Jerry brought John Crouch as a candidate
  - John is a former KXCI board member 1990-95, went through many challenges with the station
  - 30 yr Tucson resident
  - Friend of KXCI founders
  - Helped found Access Tucson, been on board 10 yrs
  - Involved in the upcoming survey of community cable needs
  - Is concerned with current station direction (too non-political)
  - Native American heritage and worked with reservation radio
  - Feels station had stronger ethnic programming
- Decided to make recommendation to accept John to the KXCI CAB
- Nick will bring another candidate to next meeting
- Jim will put out the call to programmers for additional CAB members

### Discussion:

- Looking at ways to do outreach, recognizing underserved communities
- Nick- Take a step back; what is goal of outreach?
- Jerry- Use programmers to reach out & brainstorm
- Tony- A sense that we're not ready for prime time, in terms of outreach. Do we have the bandwidth right now to add programming?
- Jim- Likes the idea of engaging programmers, supports a flexible space for programming on the schedule, asks the hypothetical question: "what would you do with 30 minutes?"
- Nick- Our mission is to reach out to the underserved
- Jerry- Sees a conflict in the decision to reduce news programming
- Jim- Larry's trying to break up the Sunday news block
- John Crouch- ... has done a lot of outreach
- Tony- Pushing for multiple web streams, "radio on demand"
- Nick- Prefers to do more homework
- Jim- Will investigate

CAB Recommendations from Town Hall:

- Nick- Provided email summary
- Jim- Please make it as specific as possible, avoid making operational recommendations
- We want to include the topic of paid programmers
- Nick will rewrite and circulate

Next meeting: December 1, 2005 at the Children's Museum, 6:30 PM