

KRCC Community Advisory Board Minutes of the October 30, 2007 Meeting

Present: Delaney Utterback, Tex Stuart, Cynthia Nimerichter, Sydne Dean, Rick Furtak, Noel Black, Matt Mayberry, Jackie Goode, Lisa Tessarowicz and Connie Dudgeon.

Tex called the meeting to order at 5:35. The minutes from the July 31 meeting were reviewed, and were approved unanimously.

NEW BUSINESS:

1. HD and HD2

Delaney reported on the rollout of high-definition broadcasts and the new HD2 channel for the station. This was an opportunity to make some changes to the programming lineup.

Programming changes:

“What do You Know?” will be cut. It was getting poor ratings no matter where they placed the show on the weekly schedule.

E-Town will be taken off Friday nights.

“This American Life” will be moved from Friday nights—they are running promos to tell listeners where they are moving the program to.

They will be airing Radio Lab, a KNYC 12-part special.

“Thomas Jefferson Hour” will be moved to noon on Sundays. It has its own legion of fans.

“Sound Opinions” news show will be moved to Friday nights after “Democracy Now!”

Evening music programs will also be rearranged. Thursday nights will be classic jazz. Wednesdays will feature Americana with alt-country and bluegrass. Blue-Plate Special is very popular.

Sunday afternoons are getting very strong ratings.

High-def rollout and timing

Noel asked if the HD content can be streamed over the web. Delaney said yes.

Delaney noted that KRCC has been transmitting in HD since June 2007, and they will be airing HD2 (with its own “channel” of new content) beginning in December. The CC students’ station will be HD3. They had been searching for a “home” studio for the student-run station, and it will be in Benjamin’s (the deli in Worner Campus Center) with renovations

taking place over winter break. HD3 only transmits to Cheyenne Mountain for now, and is not being broadcast over the whole listening area. KRCC has applied for assistance with the Corporation for Public Broadcasting (CPB) and should get help with more translators soon.

It was asked if FCC regulations will be a major concern with a student-run radio channel, and Delaney said definitely! Still, with proper training, the student station has great potential. It can be used for community boards, campus organizations and events, outreach and collaboration with UCCS and PPCC, making it a true “college” station for all local college students.

What will be the legal on-air ID’s for the HD2 and HD3 channels? We’re not sure yet, so Delaney will look into that.

A logistical challenge is that there’s a 7-second delay on the HD signal as compared to the terrestrial signal, so you have to get it matched up with the analog signal so they’re live on the air at the same time. The equipment all seems to be working well.

2. Jamie Dening

The next item of new business was the matter of whether new board member Jamie Dening could remain on the CAB now that he has been hired at Colorado College.

Jamie came forward as a KRCC member as a volunteer for the CAB nearly two years before he was hired as a budget analyst at CC, and was working at Merrill Lynch at the time he was appointed to this board. There was no real question about his interest in and support for the station; the only question was whether it would be appropriate to have him continue as an advisory board member once he began working for the college. Jamie excused himself from this meeting so that we could discuss it.

The two main issues discussed were the perception of outsiders of a possible conflict of interest on the CAB, and any potential real conflict of interest over money in CC budgeting. The group reached the consensus that any unfavorable perceptions could be dealt with by direct communication. If anyone came to Delaney or the board with a concern, we can honestly say that Jamie was not appointed to this CAB to weight the board with more college staffers or to push a CC agenda. There are enough community members on this board to make balanced decisions and represent the community as intended.

As for the possibility of an actual conflict of interest about KRCC’s share of CC budget allocations, it was decided that Jamie’s position as a CAB member and known station advocate working in the Business Office would almost always come out in KRCC’s favor, not the other way around. Thus it is Jamie who would need to protect himself by excusing himself from making decisions about the station in budget deliberations in his job. A vote was taken and everyone present voted to allow Jamie to remain on the board.

3. Fall 2007 Membership Drive

The Fall membership drive is over—the station successfully raised its goal of \$180,000. This time it was harder than spring; Delaney said that usually KRCC raises about \$30,000 on the pre-drive weekend, but this time they raised only about \$15,000 that first weekend, and it dogged them all week. There was bad weather on Sunday which may have kept people from visiting the station.

NPR memberships are dropping off nationally. This should not be confused with listener-ship or ratings, just paying members.

This board can help generate ideas for development and fundraising for the station.

Noel suggested having well-known community leaders pitch on-air for the membership drives and asking their constituencies to join.

Cynthia suggested we use more “matching challenges” and matching grants to maximize the dollars raised. These always seem to motivate people to join.

Matt mentioned that he loved the membership drive webcam and that they could continue to use that to connect with listeners while the drive is going on.

As always, the membership drive is when KRCC gets the most direct personal feedback about what programs the listeners like best, and what programs motivate people to give and to join.

This drive, the drivetime evening programs were most popular with members; the news-magazine shows generated about 60% of donations.

Delaney referred us to the website for a listing of the most popular shows, in order, as told by KRCC members this fall. Top five were:

- Morning Edition
- All Things Considered
- Car Talk
- This American Life
- A Prairie Home Companion

4. Role of the Community Advisory Board

Everyone gave their impressions of what they hoped the CAB could accomplish.

Some ideas were:

To help make contact with the larger community and help new people learn about KRCC.

Matt suggested that we work with existing organizations and programs like the Rising Professionals of the Chamber of Commerce, the student editors of the Cipher and Catalyst, etc. What do young people like and dislike about living, studying and working in Colorado Springs? As representatives of public radio, can we help “bridge the moat” for younger

people to the rest of the community? It was suggested that we enlist a cadre of students to help lead in this effort.

For some reason, Connie took the following note, at the end of the meeting:

“Humpty Dumpty peanut butter”

If anyone remembers why, that would be super.

It was agreed that we would meet quarterly, and our next meeting would be on Tuesday, January 29, at 5:30pm at the station. Meeting was adjourned.

Respectfully submitted,

Connie Dudgeon

a very popular program.