

Board of Trustees Minutes
April 1, 2014
5:30 pm at KZMU

Attending Board of Trustees: Susette Weisheit, Brian Quigley, Ed DeFrancia, Michele Blackburn

Attending KZMU Staff Members: Jeff Flanders, Bob Owen, Christy Williams

The meeting was called to order at 5:30. Suzette motioned to approve the previous meeting minutes and Michele seconded, motion passed.

1. New/Other Business

- The Board voted to have Michael Carlson remain on the Board for one more year as allowed in the KZMU Bylaws. The vote was unanimous and Michael will remain on the Board for one more year.
- Suzette will call Donnie D. to have him submit a letter of interest to the Board for consideration as a Board member.
- Ed has made some contacts and the solar panels will be checked for efficiency.
- Open reception for the DJs is planned for April 11 at 6:00 at KZMU. The purpose of the meeting is to provide information and facts about the financial situation. Michele will organize the meeting.

2. Staff Reports

- **Jeff** – He would like to have an executive Board meeting to talk about the budget. He will meet with accountant Tim Pain first. The meeting will be scheduled in the beginning of May and Jeff will work with Ed to schedule the Board meeting.
- **Christy**- See attached
- **Bob**-Progress has been made and the next City Council meeting will be on the air. Bob is working on setting up the Emergency Response System as required. Christy will train the DJs on the system once it is functional. Bob recommends we work towards having the ability to transmit remotely. This would give the radio station the ability to interview people remotely while the interview is being broadcast on the radio.

Additional input from board members. No additional input.

3. Public Input

Jim (last name??) – The new shirt design is good. He said listeners may have to donate more to the radio station however it may be difficult for some. Getting the word out on the financial situation is very important.

4. Next meeting – May 6, 2014
5:30 at KZMU

5. Meeting adjourned 6:30

Program Director's Report

April 1, 2014

CPB:

I've been researching and networking solutions for our current federal funding predicament, and here are top considerations for action in order to maintain some kind of fed support. There are many strategies for building capacity and strengthening stakeholder base in the advent of zero federal support in 2016 and as local and regional discussions about them will really take form as we hold space for them as a group, I have kept this report focused on the CPB issue.

In order of viability:

1) station collaboration possible with KAFM, KSJD KVNF and a few other participating RMRC stations:
<http://cpb.org/grants/465/FY2014-Radio-Collaboration-Guidelines-rev2014.pdf>

2) Making a case directly to CPB for continued funding re: RASS, (our particular Rural profile, our potential service re: EDU, our strong arguments for service re our AFSI rating and submitting full "in kind" service data to increase our NFFS minimums.
<http://cpb.org/appropriation/rural.html>

3) Shifting governance and 'title' to MASS status station, (which means having a majority of the board members be of minority status and other census criteria I am not sure KZMU can meet. Still researching this option, as KZMU remains the only station in our listening area that serves minority communities with programming and community outreach. This fact alone gives us some bargaining weight for option #2).

Please look through the collected bits and links at the bottom of this report for further information about CPB's decision making process, so you can serve as a clear communicator to anyone wanting to know why federal support is due to expire.

MISC developments in March:

~Completed the transparency criteria for continued CPB compliance with Neal, go to kzmu.org "about us"/ financials for full info.

meetings with other founders, vols about best questions for survey to go on website as mentioned in previous report.

I strongly suggest that we also think about how to phrase questions for greatest information to analyze support and subsequent strategies for the upcoming survey we'll be placing on the website. We ought to have something this month for best response during thon. Example: Public access to the microphone at KZMU is a vital service to community. (strongly agree..... neutral.... to strongly disagree).

~We have had a great spring of engaged citizen journalism from long term pub affairs and DAW (digital audio workstation) training efforts: a 70% increase in content was contributed from the larger team of volunteer DJ's journos for Feb, March and April.

~I've begun to ask for a minimum donation to KZMU for production studio time that does not result in content to be aired (such as cassette conversion projects) and additional donation if it takes my professional editing time.

~Speaking of which: Be sure to ask Bob about his engineering feats with Abbey's 25th anniversary programming, and know that we are poised to blast some good PR in renewed capacity to air live City Council meetings. new. improved. thanks BOB

Other News:

~Voices Of Youth rides again! Christy meets with Beacon after school program participants now through April, working on a handful of short pieces to be added to the archives. Bruce Hucko is completing another round in honor of Canyonlands 50th anniversary; KZMU will host the pieces on kzmu.org.

~Spoke with Joe Lema (who is partnering with Jason Parriott) of the new LPFM in town 102.9 FM, rock playlist; automated. Their scope of service and coverage is small, but still another listener choice apart from KZMU. They are focusing on live event amplification as a service, which is an area we have not capitalized on. Neither Joe nor I see the two stations as truly competitive, but for those concerned about the pull of 'market share' that a new 'community' station represents:

We remain competitive as a local media hub, but we must double our efforts to define and sharpen KZMU's scope, its brand of service to community if we are to weather the changes upon us from many directions.

~Spoke with EAS state rep John Denell and Utah association of Broadcasters to update our info, hook them up with Bob to get us updated and rolling with full measure of compliance on our emergency broadcast preparedness and testing linkage.

~Over a decade ago, KZMU changed its transmitter equipment and its frequency on the dial. At that time, with the old transmitter in storage, a plea for community radio assistance came from Senegal, West Africa. KZMU was the first to respond to the dream for a community station with youth educational focus in Dakar by gifting the old transmitter. This initial support was huge for Baobabs fm. I have been providing additional time and consulting support for Assane Diallo, the founder since that time, and we can all

celebrate as they have had their first broadcast day last Saturday. Attached is a picture of that long awaited moment. We can all take pride in it. As for Assane, he had this to say about KZMU:

We have our first broadcast today! The transmitter you gave me is the heart of the project. You were the first one to help. With most important equipment. Thank you for helping the dream for my people comes true. Assane Z

Here is the article I wrote for the Moab Happenings April Edition, and a paraphrase of it will be sent to all the DJ's with phone calls, emails, flyers and where needed snail mailed bulletins about the funding challenge. It is important that all DJ's and volunteers understand that KZMU is Able to Make It. This is not a death sentence, but a strong call to action: to let the community know that CPB thinks it will take at least 300,000 per year for community radio to have any impact. It is upon us to argue that point any way we can. Station spokespersons would do well to tell stories on air and elsewhere that prove that point and draw similar stories and support from every corner.

The Only Constant Is Change

Spring Radiothon is April 23rd to May 3rd this year. As in most years, \$25,000 per fund drive is the basic amount needed to nourish the broadcast garden for another 6 months, and decades of successfully meeting that mark says a lot about Moab, and its love of community radio. Since KZMU's beginnings, the media landscape has changed in ways that have altered almost everything about the way we connect to each other and our world. But need to connect is as strong as ever, and so is the need to adapt, as this piece of news makes clear.

Mid November 2013, KZMU received a letter from the Corporation for Public Broadcasting regarding the 'Glide Program", a plan to eventually (2016-2017) defund stations outside the scope of their new criteria for federal Community Service Grants. KZMU has been a Community Service Grantee almost since the station's inception. The grant of approximately 50K comprises half of the stations operating budget. The loss of funds is not due to any insufficiency in the station's operations; the new CPB criteria require a minimum annual operating budget of \$300,000 . With one of the lowest operating budgets of any rural community station in the country, KZMU's has remained steady at \$100,000 per year, which includes CPB grant funds. This recent news poses big challenges, but not insurmountable ones. Fortunately, the station is blessed with a healthy savings account, a devoted community donor base, a board of trustees and staff who are leaning into the challenge of doubling its support in the next 3 years with confidence, team spirit and an eye to the future.

The CPB is proud to point out that most of the stations it supports provide 30% locally produced content. KZMU is far above average in this regard, locally producing nearly 80% of all on air content from a circulating, somewhat seasonal roster of over 100 volunteers who change shifts every two hours. No stranger to adapting to variable conditions, KZMU offers, for free, valuable opportunities to communicate the events, ideas, needs and aspirations of our time and place. Community driven, staffed by a handful of part timers, this resilient, adaptable station has weathered many changes and keeps its overhead among the lowest in the nation of its kind. Our reason for being is to provide open broadcast access to the public airwaves along with training, tools, content, educational and creative support, with additional outreach for the underserved.

Several strategies are in the works, but the main point? KZMU, Moab Community Radio is owned by and for the community. At this time, the station needs input from all stakeholders interested in shaping the future of community radio in Moab. The radio term for it is "feedback loop" and here are a few ways to get you circulating:

The board meets monthly at the studio on the first Tuesday's, and public is welcome to attend. KZMU.org has a full roster of financial information for those interested in crunching some numbers.

The station's Community Advisory Board has several openings, and meets on its own schedule to discuss and deliver its reflections. Call program director Christy Williams at 259-8824 to participate in CAB, an easy way to make a big difference.

A survey on the kzmu homepage at kzmu.org will soon be available for a convenient way influence with feedback. The website itself will be getting a makeover, so if there is anything you wish you could access or do with the website, from better archives and streaming to simpler browsing, please let us know at: info@kzmu.org and neal@quietlittlestudio.com

This spring and in the seasons to come, please consider contributing whatever your capacity allows. Time, money, creative juice, hands on deck, all deeply appreciated. Thank you for all the love, Moab! We'll be 22 years old on 4/2/14, some good numbers for a new era.

Look for the Donate link on www.kzmu.org, visit volunteers at the City Market table April 23 - May 3rd, connect to DJs at onair@kzmu.org or call the studio at 259-5968. Staff is glad to hear from you at 259-8824 .

For more information about the Glide Program, and CPB, go here: www.cpb.org

PS: Re THON: Got T shirt art, just trying for cheapest deal on shirts. It's another cool one by Michael Hallberg. see attachment in this email.

FYI:

Here are a few collected data for context/info about CPB's funding criteria and the decision to defund the little guys.

From the CPB site review panel of 2012 re: * MASS, RASS, ASCFI

Increasing Minimums

The Panel continued to examine the NFFS (Non Federal Financial Support) minimum requirement and whether the current minimum of \$100,000 for CSG program eligibility is sufficient. NFFS is an indicator of a station's overall viability to provide public service, i.e., the basic foundation to build a strong public radio operation that can provide a significant local service in its community. CPB has been presented findings from two independent studies showing that the amount of NFFS that indicates minimum viability is a little more than \$300,000. In addition, the minimum NFFS threshold first introduced in 1975 would be valued at \$300,000 in today's dollars if adjusted for inflation.

Some federal sources of revenue have been lost to the system in the past few years, including PTFP and the digital appropriation. The remaining public broadcasting appropriation remains under significant pressure and will continue to be for the foreseeable future. Stations need to be positioned to sustain services in a persistently uncertain environment. The Panel is strongly considering recommending an increase in minimum NFFS required for program eligibility from the current \$100,000 to \$300,000 for Level B/C stations and from the current \$200,000 to \$500,000 for Level D stations. Changes will be phased in over a three-year period as follows: CPB's policy for minority stations includes a higher base grant and a 50% multiplier on NFFS - resulting in about \$4.7 million in additional support to those stations. In FY 12, CPB's total support to the 81 stations qualified as MASS was \$14 million or 15% of the CSG pool. The Panel reviewed and confirmed its commitment to maintain current funding for Minority Audience Service Stations (MASS) as they are an important source of service to unserved and underserved audiences.

MASS Qualification Criteria

The Panel discussed and agreed that the audience qualification criterion for MASS status, which currently requires that the minority percentage of a station's audience should be at least 35% of station's total Cume, should be changed to require their minority audience be at least 51% of a station's total Cume. This is an update to the decades-old standard of significant service to minority audience consistent with the overwhelming demographic shifts that have taken place since the standard was first adopted. Any stations affected would be given a one-year advance notice of their upcoming change of status. This change only affects stations using minority Cume composition to qualify as MASS, therefore, this change will not affect stations qualifying as Historically Black College or University (HCBU) or Native American stations.

re: **AUDIENCE SERVICE CRITERIA (LI & CFSI)

The Panel strongly endorsed maintaining Audience Service Criteria (ASC) as a requirement of the CSG program. It sends the clear message that audience, significant community support, and measurable public service are important. The Panel supports using ASC as a measure of public service and said it should continue to be utilized to evaluate the minimum level of station service required to merit a CPB grant. The Panel supported a resetting of both of the indices (i.e., LI & CFSI) used in the ASC; both to recalibrate for the revised Arbitron measuring methodology in PPM markets and to more accurately reflect a generally lower AQH across all Arbitron markets. The last "reset" of the ASC indices was done after the 2005 CSG review and, given these system wide trends, it appears that a "reset" beginning in FY14 is warranted.

Listening Index (LI)

Community Financial Support Index (CFSI)

KZMU is a LEVEL B/C LEVEL D : FY14 \$200,000 \$300,000 (affects FY16 grant). CPB's measure of a stations capacity to serve community does not adequately consider Moab's unique rural profile, and in its own website states that:

MASS

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Several important issues are facing congressional policymakers as they address federal appropriations for all forms of public broadcasting. On the most fundamental level, many question the 1967 law that created the national public broadcasting system and whether the federal government should be in the "business" of providing general appropriations to CPB every year since 1969. They ask: is this still a relevant and appropriate role of the federal government? On a second level, some may contend that in an era of spiraling federal deficits, in which many (if not all) federal expenditures are being re-examined; appropriations for CPB should be reduced if not eliminated. These questions revolve around whether federal funding for public broadcasting should be continued at its current level; whether the funding should be modified or reduced; whether the arrangement between the federal funding process and public broadcasting should be changed; or whether federal funding for public broadcasting should be eliminated.

- via 2012 report on cpb and congressional appropriations issues: Mark Gurevitz Info research specialist for the Congressional Research service