

Board of Trustees Minutes  
June 23, 2014  
5:30 pm at KZMU

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

Meeting called to order at 5:30. Michael motioned to approve the previous meeting minutes, Ed seconded and motion passed.

**1. New/Other Business**

Review of job announcement postponed until next Board meeting as changes are needed. Another subcommittee meeting needs to be scheduled. Jeff not present at the meeting and the budget review is postponed and a budget meeting will be scheduled.

**2. Staff Reports**

**Christy Williams**  
See attached report

**Bob Owen**  
No crisis or broadcast problems since the last Board meeting

**3. Public Input.**

None

**4. Next meeting – July 15, 2014**  
5:30 at KZMU

**5. Meeting adjourned 6:20**

**Program Director's Report-NFCB conference briefing**

This conference stood out as transitional, with the governance of NFCB itself recently overhauled, with new Executive Director Sally Kane (lately of Paonia's KVNF) leading the event in a distinctly Rocky Mountain Radio kind of way. It had been much more urban and briskly corporate in years past.

Though workshops on best practices and changes on the legal landscape were offered, I have attended them avidly in the past and therefore focused this time on the issues related to funding and change management.

The stats about stations who face severe cuts are cold and hard. A majority of the NFCB member stations are rural, and of those who are CSG grantees, a majority does not meet the 300K NFFS.

The thrust of the conference was aimed at providing pathways for building capacity. The refrain from CPB reps was clear. The political and socio-economic winds have changed, as has the technological terrain. CPB's responsive strategy is to maximize the impact of the (anticipated) shrinking money pie by recalibrating the criteria for grantees and encouraging greater capacity to serve communities through collaborative models.

The draft COS and the Alaska Coast materials have been emailed to you, providing an extensive overview of the direction that CPB is favorable to investing in. Both Sally Kane and Jeff Pope are happy to come to Moab and discuss its benefits, its potential for KZMU as regional partner. Please do let me know if you are interested in pursuing or exploring it.

I spoke at length with Greg Schnirring, and Bruce Theirault, CPB representatives regarding our case. The short version is that there is no way to turn back the decision. He also said that it is good we are undergoing a governance restructure, for many reasons. Primarily, because the decisions regarding KZMU's trajectory are easier to craft when new energy is on deck. He further encouraged us in the area of board building for the same transitional reasons.

As to the nuts and bolts of what we can expect for support through NFCB and the DMCA Sound Exchange agreement for webcasting, it is a flat member benefit of \$275.00 for non CSG grantees. I still need to see how far that is going to get us once our status as CSG grantees takes effect; how much our licensing tab will amount to.

### **Development**

In the area of Development and digital marketing, I have arranged for KZMU's mobile service, which is available now via ZenoRadio app at this number: 716-748-0184. By dialing it, KZMU streams via phone. We will be marketing it online, on air and in print for those who have long been looking for the way to listen via cellphone. We can monetize it with ads that appear in the cell interface.

I am also negotiating a car donation service for KZMU through The Center for Car Donations. They work with community stations to profit from the recycling of dead vehicles. Because we are so rural, thus the shipping makes profit margins worth a second look before committing. Nevertheless, I'm developing a number of fundraising opportunities (like this one) in anticipation of station's need.

The bigger fundraising project I have been working on for the past year or so is a benefit concert, in partnership with Tom Frouge (Globalquerque) and Neal Copperman (AMP concerts), Dave Getz (of Big Brother and the Holding Company) and cultivating local production crew members such as KZMU's own Josie Kovash (Sundance, Telluride Film) and Amy Stocks (Pride, Moab Band Camp) to name a few. It won't happen until late 2015 at earliest, but the groundwork support and planning through these professional channels is shaping up. The idea is to work with touring acts in the region (already vetted through Tom and Neal) that would play on a benefit basis, with production fees underwritten by business partners who would reap tax deduction benefits as well as all the VIP treatments and good press. Now that our funding

situation has been starkly clarified for us, I'm aiming R&D into this potential event with more commitment.

I've produced and sold a new program, 'Poetry in Motion' which features local writers reading short form pieces to be aired weekly.

### **Staff/programming**

I've also been working closely with Shane Bartosh to address the programming improvements and maintenance of the Jukebox, the reporting for webcasting and the framework for working with incoming music, interface with label people and with the DJ's on new music to be aware of. He is planning to be at the BOT meeting in August to introduce himself and speak about the progress in these areas.

### **Volunteer Coordination**

The ongoing efforts to streamline communication with DJ's continues, as does the training and turnover management. We have created a new email server via Mailchimp which ought to help with the spam blocker problems inherent in our current server.

With the slight rise in dj's calling in at the last minute to say they cannot do their show because of work/ scheduling restraints, I'm plotting the upcoming culture shift, with a stronger set of boundaries and pre arranging for absences on the way.

We have two new shows; Tangled Roots on Tuesdays from 2-4pm beginning July 1st and The Rock Wasteland, Thursdays 9- 11pm. We have 3 new dj's (Molly Marcello, Jen Parker and Megan McCoy), and 4 new subs.

Misc:

I have re-instated some time tracking for job overview. I've averaged about 30 hours a week for some months now. For the 60 days that lead up to and away from Radiothon, it is 40+.