

KSQD CAB Meeting Minutes 5/14/21

PRESENT via zoom: Tim Fitzmaurice, Gloria Nieto, Marla Novo, Daniel , Nikki Silva, Rachel Ann Goodman

1. Introductions of all CAB members.

2. Discussion of role of CAB in relation to program committee (advisory to program director/board) and board (owns broadcast license, governs station, fiscal, policy, legal, program). The board of directors of Natural Bridges Media consists of 9 members.

The CAB is charged with:

(i) Reviewing KSQD programming to ensure conformity with the KSQD mission. To recommend improvements thereof where necessary.

(ii) Submitting an annual report to the Board in respect of the following four tasks mandated by the Public Telecommunications Act of 1978:

(a) Review programming goals established by KSQD.

(b) Review the quality of service provided by KSQD.

(c) Review significant policy decisions made by KSQD.

(d) Advise the Board as to whether KSQD is addressing the specialized educational and cultural needs of the community served by KSQD. CAB recommendations are advisory and not binding upon the Board.

*See entire bylaws segment at bottom of minutes for entire role

Notes/minutes of previous meeting accepted by CAB members.

3. Rachel gives mission and financial update:

To get a better sense for our policies and vision, please read our handbook: <https://ksqd.org/ksqd-programmer-handbook/>

Recent pledge drive overshot goal by \$3,000. Station is fiscally sound with a \$110,000 yearly budget, and is beginning its budget process for next year.

Mission and Vision Statement for KSQD:

Our Mission: The mission of the Natural Bridges Media/KSQD is to build community through quality broadcasts, podcasts, training programs and community events that celebrate the uniqueness of Santa Cruz County.

Vision KSQD audiences are well-informed about the issues affecting their lives. Listeners feel a sense of belonging through interacting with a station that is responsive to their needs and interests. Broadcasts are primarily live and local, volunteer-hosted and produced. KSQD facilitates quality local journalism, information, culture, and music. Differing views are aired respectfully. KSQD gives a voice to individuals, groups, issues and music that are underrepresented, a clear alternative to corporate media. KSQD will broadcast emergency alerts and updates.

Natural Bridges Media is a nonprofit 501(c)(3) organization whose purpose is to run and operate KSQD-FM, a noncommercial, listener-supported community radio station for Santa Cruz County. We are incorporated in California and have our federal tax-exempt status from the IRS.

4. Discussion of Outreach ideas:

Nikki: Series of articles in local papers about KSQD and different hosts and shows. Little articles telling you about the personalities, and content.
Good Times?

Tim F. The real issue is people haven't yet listened enough to become loyal or even formulate an opinion. Need for spreading word we exist. People have to hear something 7 times. We need to get out there, seven times.

Nikki: You have to be doing something for at least two years to break through
Ideas for breaking through:

Do we have connections in journalism? Wallace Baine? Lookout? Steve Palopoli Good times?
(KSQD has a "behind the mic" series of interviews with hosts on the website)

Daniel Dodge: Wants to know more about the mission. Has some ideas about potential.

This past year has shown us the norm is not the norm. There is an opportunity to redefine radio for people in this post-covid era. When he heard Cabrillo was on KSQD was a breath of fresh air. Print media is still important, Pajaronian is the bible for a whole segment of the community in south county. If we are making an effort to enter into greater visibility, the image of squid is a crack up, it's humorous, example: Farmers Market in Watsonville, the community comes out the plaza, bringing the giant squid or broadcasting live, that could inspire stories. Tony Nunez is associate editor of RP, give him something to write about. Soccer games at Ramsey park? We shouldn't assume we cannot make the bridge to a bilingual or monolingual communities and people.

Pop-up events at local gathering places. Squid of "where's Squidmore?" Banner every where.

Food trucks at Pinto Lake? Manager of Farmer's market is taking over Pinto Lake.

Tim: Farmers Market ideal audience around county. Live broadcast from Market, interview in site.

Cabrillo Market: access arrangement for booth? Daniel has contacts here.

Remote broadcasts: you can broadcast live from various places. We lack the proper equipment. How much does it cost? In the thousands. Could be opportunity for fundraising. Ask our engineer, Sandy Stone, she will know the right stuff we need and costs.

In addition to more complicated engineering feat of a live/remote, we could also get recordings of people's response to a particular question and they will listen for their answer.

Group will meet again in Mid-June to begin its work on specific projects. Publicly noticed meeting will take place at CTV community room.

Action Items: Group:

1. Review the CAB role and bylaws(below) to familiarize yourself with the scope of duties the CAB. Think about good candidates for CAB (CAB can appoint 4, no deadline for this)
2. Take time to review/analyze KSQD program grid (located on website) and list of guests for past two years for what is being done well and what is missing. Also look at listener survey to see what is currently getting the most traction. How will you gather information from segments of the community not yet served to see what they want?
3. At next meeting, appoint chair and secretary.

Marla will create and share a Google spreadsheet w/ ideas and contacts for **guests** from diverse communities we could hear more from.

Develop a list of **topics** audiences don't get to hear enough about and KSQD ought to be airing.

Hosts from communities not heard from who might want to apply for new shows.

Outreach ideas under development: (coordinate with Omar Guzman on these Oguzman@ksqd.org.)

Booth at Farmer's Market at Plaza in Watsonville and/or Cabrillo College (Tim F. is willing to person the booth)

Contact journalist friends to do some profiles of KSQD and hosts, shows. Potential contacts: Wallace Baine, Steve Palopoli, Tony Nunez

Red Ball installation: K-Squid pop up around this event. Possible appearance of Squidmore at Red Ball event? Marla will contact Rachel re: possible collaboration/interviews. Idea to get little audio snippets from attendees in response to installation and broadcast answers a la "Squid on the Street"

***Total CAB language from KSQD bylaws:**

Community Advisory Board

There shall be a Community Advisory Board (CAB), which shall act in an advisory capacity to the Board of Directors in matters related to the governance, activities, and policies of the Corporation. The NBM Board shall provide draft Rules and Procedures, which the CAB may review and propose amendments.

The CAB is composed of 5 - 9 members and shall be chosen without regard to gender,race, age, creed, religion, national origin, color, disability, marital status, sexual orientation or gender variance.

(i) CAB members must be independent community members with no economic interest in KSQD.

(ii) Board of Directors and staff are excluded from membership. On a CAB with 7 members, not more than one member may be a programmer. On a CAB with 9 members, not more than two members may be programmers. A programmer is anyone who is on the air on average for more than 4 hours per month.

(iii) The Board of Directors shall select the initial 5 members of the CAB and those 5 members will select 2 - 4 additional members. The CAB should reflect the diversity in our county. If by the Annual meeting in May of 2020 the CAB has not filled the 2- 4 additional members, the NBM Board may select the additional CAB members. Thereafter the members of the CAB shall be selected according to such rules and procedures for the CAB.

(iv) Members shall serve a term of three years.

(v) Members may not serve more than two consecutive terms. Members may be re-appointed to CAB after a two-year absence.

(vi) Current members will vote to fill vacancies.

(vii) Announcements for appointments to the CAB shall be made on an annual basis. KSQD's Board of Directors, staff and community members may submit nominations to serve on CAB through individual CAB members or CAB's comment link on the KSQD website.

(viii) No individual member of the public or representative of any particular organization or group has a legal right to membership on the CAB.

(ix) The names of current CAB members shall be posted on the KSQD website.

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(iii) The CAB may fulfill such other advisory responsibilities as delegated by the KSQD Board of Directors. The CAB shall not exercise any control over the daily management or operation of the station. The CAB shall meet at least three times a year in September, November and March.

Meeting requirements:

(i) CAB meetings shall be open to all members of the community. They are to be announced a minimum of seven days in advance through on-air broadcast with the agenda posted on the station's bulletin board and on the KSQD website.

(ii) All meetings shall be fully accessible.

(iii) Members must attend at least two-thirds of the CAB meetings each year. The members of CAB will elect a Chair for a one-year term.

Duties of the CAB Chair:

(i) Write and submit the agenda at least one-week prior to the meeting for reasonable notice to the public (on-air and website).

(ii) Facilitate CAB meetings.

The members of CAB will elect a Secretary for a one-year term.

Duties of the CAB Secretary:

(i) The Secretary will take accurate minutes of the meetings and deliver a copy of such minutes to CAB members for approval prior to posting on the station bulletin board and website within twenty-one (21) days of the meeting.

(ii) The Secretary will keep the attendance roster for each meeting.

(iii) The Secretary will collect and present Bylaw revision(s) under consideration.

Bylaws Natural Bridges Media/KSQD September 9, 2019