

KHSU Community Advisory Group  
Humboldt State University  
December 12, 2007

## MINUTES

Attending: Barbara, Mark, Tom, Jan, Steve, Ed, Tedd, Jeff

Absent (with notification): Keri, RaeAnn, Art, Jennifer

Staff: Elizabeth, Beth, Pam

Guests: Al, Tom

Meeting called to order at 6:40 p.m. by Barbara. Introductions were made for the benefit of the two guests.

Adoption of Minutes of October Meeting - On a motion by Jan with a second by Steve, the minutes were approved.

### Open Communications –

Elizabeth noted that December is a very busy month and that numerous CAG members are absent. She asked if a December meeting is necessary. Ed mentioned that if we don't meet in December than we only meet eight times a year. One suggestion was to determine the Fall meeting schedule at the September meeting. This will be discussed at the January meeting.

### STAFF REPORTS:

#### (1) General Manager –

Elizabeth reported that over \$80,000.00 was raised in the Fall pledge drive. The volunteer party was lots of fun with high energy. A staff retreat will be held the second week of January. Lastly, Elizabeth introduced the new Development Director, Pam Long.

#### (2) Volunteer Coordinator –

Beth reported that she will begin to coordinate a yearly calendar of events for the station. Barbara will assist in this effort. She also reported that the web page is updated with CAG membership in PDF format. The minutes of the two previous CAG meetings are also on the site.

### OLD BUSINESS:

#### (1) Nominating Committee –

A discussion of CAG members roles for the benefit of the two guests. Al and Tom spoke of what the station means to them and how they will contribute as CAG members. (There are two other applicants.) Motion: (by Tedd) To let the nominating committee complete its duties and report back at the January meeting. Seconded by Tom. Ayes carry. With regard to CAG officers for 2008, the following motions were made:

Motion: (by Jan) to nominate Barbara as President. Seconded by Tedd.

Motion: (by Steve) to nominate Jeff as Secretary. Seconded by Tom.

Motion: (by Jan) to nominate Tedd as back-up to both President and Secretary. Seconded by Steve. Ayes carry unanimously.

(2) Tee Shirt - Mark reported that his goal for KHSU tee-shirts will be the Spring pledge drive. Tedd and Pam will assist.

#### NEW BUSINESS:

(1) Volunteer Opportunities –

Beth is planning on creating an archive of old station posters, pictures, and audio and is seeking volunteers to assist her. Steve and Barbara will help. Tedd suggested Susan Andrews.

(2) FCC Letter - Tedd reported that the FCC has a deadline of December 18<sup>th</sup> to comment on the consolidation of the broadcast industry. He would like to have the CAG send a letter to the FCC opposing further consolidation of media ownership, and has offered to draft a letter for review.

Motion: (by Tedd) to send a letter to the FCC opposing media consolidation. Seconded by Steve. Ayes carry.

Meeting adjourned at 8:00 p.m.

KHSU Community Advisory Group  
Humboldt State University  
February 27, 2008

#### MINUTES

Attending: Mark, Steve, Keri, Jan, Barbara, Tom, Tedd, Ed, Jennifer, Jeff, Al

Absent (with notification): RaeAnn, Art

Staff: Elizabeth, Pam, Beth, Katie

Meeting called to order at 6:30 p.m.

Adoption of Minutes of December Meeting - On a motion by Tedd with a second by Mark, the minutes were approved.

#### OPEN COMMUNICATIONS:

(1) Meeting Location –

Accessibility issues were mentioned about having the CAG meetings at the Wagner House. Beth will look into alternative sites and this item will be discussed at the March meeting. Elizabeth mentioned that she preferred a different location than the Wagner House.

(2) CAG Openings - Discussed during Old Business item.

(3) Programming –

Barbara discussed her concerns with “public affairs” being part of “music” programs and would like station management to address this issue. Barbara noted that on some music shows, the hosts advocate a particular view without airing opposing viewpoints. Much discussion as to free speech issues and public radio’s focus on airing views not usually heard on mainstream radio. Tedd suggested that hosts could provide a disclaimer for opposing views. Jennifer asked what the CAG could do as a group. It was suggested that CAG members could provide feedback to programmers from listeners. Al noted that there is much passion on this topic.

STAFF REPORTS:

(1) General Manager –

Elizabeth commented on a successful Social Mixer at the KHSR studio in Crescent City. Many business cards were collected and staff will follow up on these potential leads. She also reported on very serious budget cuts, approximately four to six million in cuts to the University’s 2008-09 budget. She noted that the C.P.B. grant was reduced \$2,000.00. Public affairs shows will be archived and podcasted on the web site for two weeks after airing. (Music shows will not be archived because of copyright issues.) Lastly, she reported the Spring Pledge Drive is April 5-12 and CAG Challenge forms were distributed.

(2) Development Director –

Pam reported on the Pledge Drive’s theme: “KHSU Connecting Communities for Over 40 Years” and noted that she is collaborating with area non-profit organizations for drive support during both Morning Edition and All Things Considered. She has developed “green premiums” in lieu of pledge gifts and is working with the Humboldt Fish Action Council to provide station donors the opportunity to name fish. Lastly, she reported on a \$387.00 donation from Geneva, Illinois which “came out of nowhere.”

(3) Volunteer Coordinator –

Beth reported on the policy review committee meeting which has suggested job descriptions for the CAG President and Secretary. A CAG Proposal was distributed and will be discussed a subsequent meeting. A Planning Retreat was held with one goal being to define what staff and volunteers are trying to accomplish for the station.

(4) Program Director –

Katie reported that she is considering program changes later in the year.

OLD BUSINESS:

(1) Nominating Committee –

Keri suggested revamping the CAG application and creating a new cover letter to eliminate some of the problems during the recruitment and approval process. Of particular importance is a line for the applicant’s e-mail address. With regard to Al’s pending application to serve on the CAG, Steve made a motion to recommend Al Steer for a three-year term. Seconded by Keri. Passed unanimously.

(2) Tee-shirt Contest - Tabled to subsequent meeting.

NEW BUSINESS:

- (1) Volunteer Opportunities - Tabled.
- (2) Letter to F.C.C. - Tedd reported on sending a letter to the F.C.C. about media consolidation on behalf of the CAG.
- (3) Upcoming Meetings - All Staff Meeting, March 8<sup>th</sup>  
Policy Review Committee, March 19<sup>th</sup>

Meeting adjourned at 8:00 p.m.

KHSU Community Advisory Group

Humboldt State University, March 26, 2008

MINUTES

Attending: Keri, Steve, Mark, RaeAnn, Barbara, Jan, Art, Ed, Al, Tom

Absent: (with notification) Tedd, Jennifer, Jeff

Staff Attending: Elizabeth, Pam, Beth, Rob

Meeting called to order at 6:30 p.m.

Adoption of Minutes of February Meeting - On a Motion by Mark with a second by Keri, the minutes were approved.

OPEN COMMUNICATIONS:

- (1) Meeting Location – Beth reported about hoping to have a new location by next meeting. The problem with the Wagner House is that it is not handicapped accessible.
- (2) Meeting Length – Barbara reported on the issue of having longer meetings. No action was taken as to meeting length.
- (3) CAG Proposal from Staff Retreat/HSU Administration – Elizabeth shared background on this proposal which came out of the planning retreat and what the CAG can do for the station. The discussion turned to what the CAG role will be in the financial crisis the station is facing. Rob noted that this proposal seeks to clarify the role and, due to the decline in funding from the State, there is a greater need to focus on fund raising. Ed noted that the CAG has historically done: (1) the “bread and butter” of raising money, (2) indirect longer term development, and (3) advice on issues such as staff and programming. Ed noted that the proposal seems like diminishing the role of the CAG. Rob noted that subjects like personnel should not be discussed at CAG meetings. Mark mentioned that not many HSU students listen to the station and the CAG should reach out to them to become listeners and members. Rob said that the expectations of the CAG becomes higher in light of the present situation. Al mentioned that if raising funds is the current

issue then that needs to be addressed, and he suggested providing sales material such as schedules and order sheets that could be filled out on the spot.

The discussion turned to CAG's advisory role versus that of raising money. Keri would like to know the specifics of the proposal. Rob suggested that this will be a topic for the next meeting. Ed suggested establishing an endowment fund; Elizabeth noted that this is already in the works. Barbara suggested that volunteer programmers also be included in the community outreach. Pam noted that the station's rating is high and keeps improving. Listener demographics show that listeners have a higher income and education level. Al wondered if the station is getting money from these listeners proportionally. Mark noted a way to reward higher donations is to have special functions such as dinners. Rob stated that he and staff will develop more clarification on topics, and added that the station is in the "need help" mode.

(4) Report from All Staff Meeting – Elizabeth was impressed with the staff and disappointed with the volunteers as there were so few in attendance. Keri suggested monthly information sharing.

(5) Nomination Committee – The revamped application and cover letter with steps to follow works well.

(6) By-laws Change – It was suggested to change the by-laws to have a closed session when discussing and voting on new CAG members.

Motion: (by Art) To change the by-laws to reflect a closed session when discussing new members. Seconded by Al. In the discussion that followed Art, Steve and Keri will work on drafting this by-laws change for discussion at the April meeting. Ayes carry.

#### STAFF REPORTS:

(1) Spring Pledge Drive – Pam noted that at this point during last Spring's drive \$18,070 was pledged with \$20,705 having already been pledge for this drive.

(2) Adopt a Salmon – Elizabeth reported that the first salmon has been adopted by a supporter in San Francisco and has been named Hector.

(3) Spring Pledge Drive – "Connecting Community for Over 47 Years" is the theme of this drive. Elizabeth noted that leaders from local businesses and organizations will assist with the drive.

(4) CAG Challenge – Elizabeth reported that \$530.00 has been raised for this challenge. It will be split into two challenges.

NEW BUSINESS: (1) Date of Next Meeting – April 30, 2008 at 6:30 p.m.

Meeting adjourned at 8:10 p.m.