

**MINUTES**  
**KUAC Community Advisory Council**  
**Dec. 11, 2008, 5:30 p.m.**  
**Kayak Room, Rasmuson Library**

Present: Julie Estey, Ellen Ganley, Steve Hormann, Mary Ann Nickles, Tori Tragis, Andrew Quainton

Guest: Eric Ganley

Staff: Tammy Tragis-McCook, Jerry Evans

Excused absence: Bill Holman, Jeff Roach, Tim Carrier, Cecile Lardon, Connie Page, Alice Palen

Unexcused absence: Jana Varrati

Minutes taken by Tori Tragis.

- I. Meeting called to order by Ellen Ganley.
- II. Mary Ann asked about the status of hiring a new news reporter. Now in HR's hands to accept recommended person. Two people were interviewed. By Jan. 15 that person should be online. KUAC's first pick is a local person.

Jerry said KUAC has two new on-call announcers: Shawn Bledsoe and Isaac Paris. Nice to have good pool to hire from. These two have backgrounds in theater and have been at KSUA so have deep knowledge of radio. "On call" means 20 hrs less/week.

- III. **Change in absentee policy:** ACTION: Tammy will forward the change to the absentee policy to Greg Petrowich, who will forward it to Jake Poole for relay to the chancellor.

Council membership and term limits: Tammy noted there are no 2010-expiring members. Council discussed that it started with one-, two-, and three-year appointments, so there should be members going out in 2010. Julie recommends assigning seat numbers/letters so positions are assigned by names rather than trying to remember who cycled out when and was replaced by whom. Tori thinks there were just two two- and three-year groups. Council agreed that was the case, and that it needs to identify another three-year group so that new people come in every year. ACTION: Ellen recommended further consideration and study.

Tammy advised council that Jeff Roach is on a leave of absence for military duty and that he needs a replacement for at least two meetings. Ellen suggested that

Jeff's replacement could serve to 2010 to help solve the staggering issue, but there is some uncertainty about when Jeff returns; he does want to remain on the council. Tori advised that the previous applicant pool was probably not adequate, and that a new recruitment process should be implemented. Tammy noted that the council can operate with less than 13 members if need be. Ellen suggested waiting until March without replacing Jeff until there is a bigger pool for both his short-term replacement and more council members to replace the 2010 outgoing members. Tammy wanted council to determine how to proceed with recruiting new and replacement members.

**ACTION:** Ellen and Tori agreed the nominating subcommittee would make a recommendation prior to the spring meeting. With Gary no longer on the council, Julie agreed to serve with Tori and Connie.

Mary Ann asked how potential applicants can be reached. Tammy listed local papers, radio, KUAC online and radio. Julie added that the council's spheres of influence can also spread the word.

- IV. **Program changes:** Jerry announced that "Calling All Pets" and "AK" is going out of production, ending at the end of December but repeat through the end of March. The easiest, least controversial way to adapt is to fill the two hours with the most desirable programs and make no other changes. A second, potentially controversial option is to move "Weekend Edition Sunday" to 7 a.m. - 9 a.m. to match Saturday's time frame. In the first scenario (leave "WE Sunday" at 8 a.m.), Jerry recommends playing "Speaking of Faith" (handout) at 7 a.m. and "Wait Wait ... Don't Tell Me!" at 10 a.m. Among the comments collected from the fall 2008 pledge drive, "Wait Wait" was the only program to garner more than TWO recommendations from donors; it got 17 votes.

The second scenario is to move "WE Sunday" to 7 a.m., put in "Wait Wait" at 9 a.m. followed by another show, such as "Says You" (handout). "Says You" features a panel discussion and quizzes and games about literature, history and similar topics. Jerry described it as "a little more intellectual. Jerry handed out a CD with clips from "Wait Wait" and "Says You."

**ACTION:** Jerry requested the council solicit input from community on the Sunday program changes. He'd like feedback by Dec. 31. Julie wanted to know if we present only the two scenarios and proposed programs and time changes or should we cast a wider net to get new programs we may not know of. Jerry prefers we present the time change options with attendant program additions. "Wait, Wait" is part of the NPR package. He's unsure if KUAC would pay more to get "Says You" and "Faith." Jerry doesn't want to pick shows just because their already paid for; rather, programming has to be good for the station even if it requires more money.

Jerry advised that "St. Paul Sunday" may be going away but he doesn't know yet, so that may affect other things in the Sunday lineup.

Tammy wanted to know if the program subcommittee wants to handle the feedback to Jerry. Mary Ann said comments should go directly to Jerry.

Jerry told the council that NPR has closed much of NPR West and production of "Day to Day." There are four options to replace it: "On Point," "The Takeaway" and "Tell Me More" (all NPR). "The BBC News" (PRI) is another option; compared to the other three, it's more hard news and less news magazine. Jerry likes BBC for its worldwide and European angle; it's live, breaking news. It can be hard-hitting news, and the tone isn't so light; it's not what KUAC listeners are used to at this hour. Jerry provided a handout with brief descriptions of all news and game shows; all can be found on the Web.

Mary Ann asked if we'd go back to repeating the first hour of "Morning Edition." Jerry says probably not for reasons of timeliness and accuracy.

**ACTION:** Jerry wants feedback on the weekday morning program change from the council and community by Jan. 15. There won't be another meeting before the change. He always welcomes phone calls and e-mails to [jerry@kuac.org](mailto:jerry@kuac.org).

Jerry will check on costs for any of the proposed programs.

- V. **Miscellaneous KUAC outreach efforts:** Tammy reported on the KUAC fall fundraiser. She thanked the council for the nearly 100 percent attendance. Revenue was greater than expected.

The holiday postcard will be mailed soon; the mailing list sets is determined by donor level plus certain groups (e.g. council, legislators).

The "Connect" newsletter is available online and by mail, and is sent out to a combination of donors and special groups for a total of 4,100 people.

The local version of the Reading Rainbow contest is cancelled due to constraints on KUAC staff's time with the upcoming DTV conversion and Bob Bartlett feature.

The Bob Bartlett documentary and DTV are taking up lots of time. Jan. 29, 9 p.m., is the air date for the Bartlett special. Theresa Bakker has been hired for promotion and publicity.

Tammy reported that she's still looking at overhauling the Web site. She'll set up a committee and would like a council member's participation.

- VI. **Digital TV:** KUAC hosted a DTV presentation at Chamber. Eighty percent of the population knows message, and now the questions are getting very specific. The public library meeting drew only 10 people but they were very passionate and

interested. The message is turning to "do it now." The FCC coming to town Feb. 14 – 16. KUAC has asked the FCC for funds to continue using analog for rural communities and people in Fairbanks who can't receive the digital signal. KUAC wants to expand the signal. It needs a tower analysis and make adjustments to make more forgiving signal, but this can't be done until the spring. The grant is for \$1.6 million in discretionary funds from the USDA . There is CPB money but it's contingent on university cofunding. Mary Ann said Bill had heard that channels 7 and 11 are still broadcasting in analog. Tammy was unsure but skeptical. Mary Ann thinks KUAC's Checklist for Alaskans isn't thorough enough. Tammy and Tori suggested Mary Ann review the checklist and make recommendations improvement. Mary Ann agreed.

Tammy said she's constantly updating and refining the conversion FAQs. KUAC will conduct a soft test in the Interior in conjunction with commercial stations -- Jan. 15. That night, from 6 p.m.- 9 p.m., KUAC will have a phone bank and TV crawl saying, "If you don't see anything you're not ready for DTV." Other phone bank days: Feb. 16- 22 live phone banks 6 p.m. - 9 p.m., including Sundays; Saturday, 9 a.m. - 3 p.m. **ACTION: Tori and Julie will recruit council members to do the phone bank.** Tammy said phone bank training will require about 30 min. preparatory reading, and the volunteers will have a flow chart to help callers walk through the steps.

DTV allows three KUAC channels: regular KUAC, "Create" and "World."

**ACTION: Tammy asked the council to call donors to thank them for their donation and remind them of the conversion. Ellen asked Tammy to send e-mail about this.**

- VII. **Committee reports:** Julie and Tori are the outreach committee (Jeff Roach is the third, and absentee, member). They met with Tammy to make sure the committee complements Tammy's work and goals. The committee's general goals are to increase awareness of the council; create and improve feedback mechanism; build alliances with other council committees or other organizations like the chancellor's KUAC committee; ensure council representation at events as part of publicity for council and get feedback; and assess new opportunities for community engagement.

Andrew is on the millennial outreach committee. He is happy that Greta Johnson will be on website committee. Millennial sees a larger web presence, podcasts and programming as ways to reach millennials. What program options are there that fit younger audience?

Mary Ann is part of the program support committee, along with Andrew and Bill. Tammy handed out the draft program survey, which started with Nicole Stewart's survey. Ellen wants to list other kinds of music instead of what's just on the radio now ("other" as a category is difficult). Tammy wants to determine the intent and

distribution of the survey, and how KUAC will be expected to handle the results. Tammy is concerned about offering it at the fair because the audience is so vast and the current questionnaire too long, but it could be shortened and modified. Tori said that the fair audience may listen if there were more things they like. Tammy wants to set a January/February time frame to finalize the survey, and said Jerry wants to participate. Mary Ellen was concerned about taking up time in the lead-up to DTV. Tammy wants to add website question, and Julie and Tori may want a community engagement question. **ACTION: Ellen suggested meeting in January to further discuss the survey.**

Fundraising – Alice, Connie and Cecile were all absent.

Julie wanted to know if Ellen wants the committees to continue working on their respective projects. Ellen said yes.

Alaska Native outreach: Steve has met with four or five people so far, and was at the Athabascan Old-Time Fiddle Festival for 13.5 hours.