

MINUTES
KUAC Community Advisory Council
March 12, 2009, 5:30 pm
Kayak Room, Rasmuson Library

Members Present: Ellen Ganley, Tim Carrier, Connie Page, Alice Palen, Steve Hormann, Tori Tragis, Bill Holman, Mary Ann Nickles, Andrew Quainton

Members Absent (excused): Jeff Roach, Julie Estey, Jana Varrati

Others Present: Greg Petrowich, Tammy Tragis-McCook

Minutes taken by Mary Ann Nickles

Meeting was called to order by Chair Ellen Ganley

Agenda approved

Minutes of September and December meetings approved

Old Business:

- a) Absentee Policy: Tammy forwarded the change to the absentee policy to the Chancellor and he, or his designee, will be reviewing that next Tuesday.

New Business:

- a) Greg Petrowich told us he is leaving in a week. He is moving to Carbondale, Illinois to be CEO of public broadcasting at his alma mater because the job was just too tempting to pass up. Many of his family are nearby and he assured us that the weather differences were not a factor.

The challenge is what to do at KUAC without a station manager. Over the last two months the possibility of a statewide collaboration has been looked at by Juneau, Anchorage and Fairbanks stations. Discussions are ongoing including the possibility of contracting with consultants to assess the three stations, including interviewing stakeholders, the CAC, the Leadership Council and others. Being considered is Tom Livingston from Washington, DC. Tom has done station CEO searches, been an interim manager and has helped assess a similar situation with three stations in Iowa. Maynard Orn is from Oregon Public Broadcasting which is a statewide organization. He is currently retired and does consulting work. The Foraker Group would also be included to do the interviewing and give a local perspective.

There is a meeting tomorrow to decide if they want to hire these consultants. As the Board of Regents owns the license for KUAC, member Mary Hughes will represent them on the group. The task will be to study the feasibility of such a

collaboration and write a report to be submitted to the respective boards for the stations. The strategy is to find ways to deliver more services rather than to save money. Most impacted might be Coast Alaska which has five radio/TV stations.

Greg also spoke about the budget situation which is not good. There are four frozen jobs: two news reporters, one engineer and an office assistant. The deficit is anticipated to be about \$485,000 for FY09 and might be up to \$900,000 at by FY10. They are trying to cut half of that in order to get a matching amount from UAF. High costs in the budget are payroll, \$160,000 for program acquisition from national public broadcasting organizations and \$100,000 for licensing fees which cover upgrades for computer software that are purchased with capital funds. Fundraising covers about one third of the revenue.

- b) Tammy reviewed the Station Update: March 28th is the start of the TV Fundraiser, which will be conducted as it was done last year with wording at the bottom of the screen giving the phone number to call with pledges; April 23rd is the Ice Cream social recognizing volunteers; April 27th is the premiere of the American Masters program scheduled in July called "The Man on the Radio with the Red Shoes". It will be hosted at the Blue Loon. There will be a suggested donation of \$10 and includes silent and outcry auctions. The Red/Green Regatta will be the last Sunday of Golden Days on the 26th of July.
- c) CAC elections for new members and officers will be at the next meeting in June. Jake Poole will be asked to the next meeting.

Sub Committee reports

- a) Outreach: Julie has been reporting via e-mail to Tammy
- b) Program Support: Mary Ann reported that the committee was suggesting that instead of posting the entire survey, or taking it to locations such as the Fair, one or two questions be posted on the website each quarter. Tammy thought one question a month would work. The group suggested that question number 9 regarding how viewers access the TV schedule be the first one used as PBS has recently changed the format they are making available for the KUAC website. Other suggestions were questions 3 and 5 for future months. **ACTION – Mary Ann will e-mail the latest draft of the survey to all members.**
- c) Fundraising and Advocacy: no report
- d) Membership: Tori passed out the subcommittee's recommendations. Regarding regularizing seats they felt the best way to do that is to ask four of the 2011 expirations to voluntarily cut back to 2010. Including Jeff Roach who had asked for a leave of absence, there are three others who would be eligible to re-up for three years to 2013. Julie had already volunteered and Tim and Andrew also agreed to do this. Seats would be assigned letters with those ending in 2009 being A through D, 2010 being E – H, and 2011 being I – M.

Regarding changing the operating principles, there would be no leaves of absence allowed. A further change would allow a maximum of two full terms consecutively.

If the length of your first term is less than three years you may continue for one more three-year term. If you had to resign within a year, you may be reinstated at the next mid-term vacancy. Bill made the motion to accept these changes and Connie seconded with unanimous passage.

Regarding recruitment following March posting of openings, approved member applicants will be invited to the June meeting. Remaining applicants may be considered for future mid-term vacancies.

e) Ad Hoc:

Athabaskan: Steve is working on this and will have more at June meeting.

Millennial: Andrew is working with Greta, specifically targeting the web design. They are also searching for a new committee name.

Round the Table

Alice requested fewer running comments on the bottom of the analog TV transmission. Tammy reiterated that the need to change to digital is here.

ACTION Tammy challenged each member to talk to at least one person who might like to serve on the CAC. They need recruits to choose from.

Mary Ann encouraged anyone not having connected their converter box into their system to realize that it might take several weeks to get the system to work, especially finding the right antenna that works for your needs. She said that the March 2nd TV show "Receiving Digital TV" answered some questions, but just highlighted how many antenna choices you might have to try out before you found one that worked. Mary Ann also asked if there would be any more outreach events. Tammy said there are no events planned but that questions are continually being answered.

The next meetings are 06.11.09, 09.10.09, and 12/10/09.