



## MINUTES

### **KUAC Community Advisory Council**

**December 13, 2007 ~ 7:00 p.m.**

Joint Conference Room ~ UAF Rasmuson Library

**Members Present:** Gary Bender, Bill Holman, Mary Ann Nickles, Connie Page, Tori Tragis, Cynthia Bethune, and Ellen Ganley via conference call.

**Members Absent:** Steve Hormann, Cecile Lardon, Alice Palen, Nicole Stewart.

**Other's present:** Tammy Tragis-McCook and Victoria Kilgore.

**I. Call to Order:** Gary Bender called the meeting to order at 7:05.

**II. Agenda:** The agenda was reviewed by the Council. A possible sponsorship for television was added to the agenda by Ellen Ganley. The agenda was adopted by the Council.

**III. Minutes:** The September 2007 minutes were reviewed and adopted by the Council.

#### **IV. OLD BUSINESS:**

**a. KUAC FM Fall Fundraiser:** Tammy Tragis-McCook thanked Council members who volunteered during the fall fundraiser. The goal was \$171,000 and over \$195,000 was raised. There were more volunteers than ever before, more pledges were received, and for the second consecutive year the fiscal goal was surpassed. Ms. Tragis-McCook said that this increase is unusual and goes against what is happening nationally. She added that it was moving to see the amount of support received by, and the enthusiasm displayed by the volunteers who come to help during the pledge drives.

**b. Alaska One Spring Fundraiser:** Tentative date is set for March 8<sup>th</sup> to the 16<sup>th</sup>. There will not be any live breaks during the fundraiser, but Ms. Tragis-McCook said that there was discussion about having an Alaska night and there might have been the possibility of going live on such an evening. The decision was made not to have an Alaskan night because there are not any new Alaska specials to air at this time.

Many Council members expressed disappointment because they feel that the connection to the community is greater when donors can see local people on the air between programs, whether it is an Alaska program or not, as long it was something interesting. Ms. Tragis-McCook said that AlaskaOne is looking into ways of airing pre-

taped spots featuring community volunteers, adding the local flavor, but without the costs of holding a live television pledge drive.

**c. Community Needs Assessment:** Council members requested feedback on the information gathered last fall on community needs assessment. Ms. Tragis-McCook said they are looking for other ways to connect with the community, thinking ahead to the day the Red Green Regatta ceases to exist. She gave an example of how a series dedicated to health related issues provides a lot of promotional materials. The program could be tied in with educational seminars at the hospitals with specialists in the same field. Mary Ann Nickles said that there was a similar thing done when a special on Alzheimer's disease was aired.

Bill Holman brought up the current local lack of facilities and providers for those in need of mental health care. Tori Tragis said that again she had heard the comment from someone that they never watched AlaskaOne because it's only has programs about arts and nature. She suggested that we put effort into targeting these misconceptions about what programs AlaskaOne has to offer. Gary Bender suggested medical programming directed towards seniors – such as shows on aging, health care, and those caring for aging family members.

## **V. NEW BUSINESS:**

**a. Alaska One TV Testimonials:** Nine more testimonials are ready to air, including Gary Bender's. Some of the previous testimonials are also being re-worked to fit into the new style. It will be a continuing project, but no new ones will be produced for awhile. The council members have suggested that testimonials from viewers around the state for more geographic diversity. Aaron Elterman is working on the testimonials as well as a spot for the change to digital.

**b. AlaskaOne Poster:** Ms. Tragis-McCook distributed call for art handouts for the 25th Annual Poster contest. The poster signing event is the kick off for the Spring TV fundraiser on March 8<sup>th</sup> at New Horizons Gallery, who host and helps promote the poster. She said that a very exciting partnership has been re-established with the University of Alaska Museum of the North. They have approved that they will have a KUAC exhibit for the 25 posters, and this will also be a first Friday on March 7. The exhibit will remain at the museum until June 1, 2008.

**c. Digital TV Updates:** Getting quite close to the year countdown to February 17, 2009 and they will start to do more promotions about digital TV and have a countdown and a dedicated page on the website. Ms. Tragis-McCook will be attending the National Education Telecommunications Association conference in January where the primary focus will be the change to digital TV. Mary Ann Nickles cited an article that appeared in the Fairbanks Daily News Miner about the change to digital and felt that it was very informational.

Ms. Tragis-McCook said that other networks are beginning to air PSA's about the change to digital. Bill Holman said that he understood that any deficit in the station's budget due to the change to digital was to be covered by the governor's budget. He said that he had reviewed Governor Palin's budget and that there was no line item for public broadcasting and asked if there was anything that the Community Advisory Council could do to see that the funds be reimbursed. Ms. Tragis-McCook said that she would make that an action item and follow through on it.

Ms. Tragis-McCook reported that Greg was in Anchorage meeting with President Hamilton and representatives from New York Life who has given AlaskaOne \$175,000.00 gift of support to produce a documentary on Senator Bob Bartlett.

**d. KUAC Newsletter/ Holiday Card:** Ms. Tragis-McCook brought extra copies of the holiday edition newsletter and holiday card.

**e. Current CAC Vacancies and Terms Ending in 2008:**

i. Terms ending in 2008 are Bender, Bethune, Holman, Hormann, Nickles and Stewart. According to the operating principles these members have the option to reapply for another three year term. Gary has asked Council members to let him know who wants to be considered for another term by the end of December.

ii. Two Vacant Seats: The station has received several applications for the two vacant seats that need to be reviewed. The station will continually accept applications. Ms. Tragis-McCook asked the CAC to think about the best ways of orienting new members.

iii. Nominating Committee. Gary Bender, Tori Tragis and Bill Holman volunteered to be the nominating committee for new members coming in to fill the vacancies by January 18th. The new Council members would begin their term at the March meeting and continue for the three year term. The Council discussed qualities they would like see in new members.

iv. Absences: There was some discussion about a member who has had many unexcused absences and enforcement of the existing policy. It was suggested that Gary Bender contact this member about their intention of continuing on as a member. Tori Tragis suggested amending the operating principles to being dismissed from the council after two unexcused consecutive meetings since initially the Council met monthly and now meets quarterly.

v. Time of meetings: There was discussion about the inconvenience of meeting at 7:00pm. An earlier time of 5:30pm was suggested as a better time to meet. Bill moved, Cynthia seconded and all were in favor of changing the time of meetings to 5:30 p.m. effective immediately.

**f. CAC self-assessment and Moving Toward the Future: ACTION ITEM** Ms. Tragis-McCook handed out a self assessment and checklist for success. She asked members to complete the self assessment and submit it before the March meeting.

**VI. ROUND THE TABLE:** Ellen Ganley mentioned that she had received a call from Jim Dodson with the Fairbanks Economic Development Corporation. He sounded interested in doing something locally similar to Anchorage Edition that appears on AlaskaOne on Sundays, and that they would be able to financially support the project.

Mary Ann Nickles suggested that KUAC consider targeting specific groups of the listening audience to be of more community service -- her example was giving school bus information when buses are late, giving the time of day on a more regular basis, emergency weather or traffic information.

Bill Holman was in Spokane and heard that they give the listeners an opportunity to call the Community Advisory Council, and suggested we try that during a future meeting. Tori Tragis suggested PSAs to announce the CAC meetings. Ms. Tragis-McCook suggested that could go along with the announcements inviting listeners/viewers to apply for the council.

Ms. Tragis-McCook reported that Jeremy Cate will be leaving the station; he is moving away from Fairbanks. He will remain at the station through the Yukon Quest. Dan Bross will be the reporter on the Quest trail this year and Libby Casey will report from the studio.

The next meeting is scheduled for March 13, 2008 at 5:30 p.m.

Adjournment: The meeting adjourned at 8:55 p.m.

Respectfully submitted,

Cynthia R. Bethune