

Program Advisory Committee Meeting Minutes February 17, 2015

Present:

Celeste Soles, Herschel Soles, Per Fagereng, Roger Warner , Linda Olson-Osterlund, Erin Yanke, Kathleen Stephenson, Jenka Soderberg

Staff Reports

Kathleen

-Most of my work for the last month was work on the Membership Drive, arranging guests, helping with interviews, getting thank you gifts, some training, etc.

-IWD is Sunday March 8th

-David Barsamian is doing a benefit for KBOO at the Clinton Street on Wednesday, March 4th

- Just found out about Nation event October 13th at the Newmark Featuring Walter Mosley, Ursula Le Guin, Sherman Alexie, Katrina vanden Heuvel, Naomi Klein, Dave Zirin & Zoe Carpenter. Hosted by John Nichols

(Discussion about the air check and how its not working. Linda tells story about JTTF and Fusion Center, more talk about JTTF hearings)

Jenka - Evening News and Public Affairs Report

Membership drive: Produced, along with Kathleen and Erin, News and PA Day with the theme 'Resistance to Tyranny'.

Chris Hedges

Winona LaDuke

Newly released 'Green scare' prisoner Eric McDavid

Edward E. Baptist: Slavery and the Making of American Capitalism

and lots of other great programs

In January/February, we applied for 5 awards, including a Peabody, and a Nieman Award from Harvard, for the Smart ALEC project - fingers crossed

Working on a possible PA special in March on the anniversary of the Oso mudslide...

Working on re-writing news training curriculum to make more KBOO-relevant exercises, and to make it more participatory - tried this out during the Newsroom Orientation in January, and the participants all got really excited about pursuing a lead, and figuring out how to cover a particular story (instead of just having me lecture to them)

Currently organizing volunteers to record 'Economics of Happiness' conference next weekend - also Roxanne Dunbar Ortiz and Omar Barghouti

Working with Paul Roland to have a 'Public Affairs collective' of volunteers who can help with ongoing event recording and editing, and production of longer-form public affairs

We have hired a company to help us rebuild our website! In the meantime, we have a contractor to help me for up to 25 hours a month on the website

Erin - Programming

Membership Drive

finished Saturday - bluegrass marathon did well, news and PA day had a lot of great content, debrief will happen next week as we begin planning for May 6-16th.

Last Month Program Openings Results

-1st Monday 10-11pm, Poetry and Spoken Arts show, Turiya Autry doing "Poetic License" other applicant was Ken Jones for the Holy Crowley Hour. he will take over the 5th Mondays from 10-midnight for De Solo Vox Theatrum, since they have been on hiatus for about 2 years.

-2nd and 5th Saturdays 6-9pm, Swing n Country, Gary Baysinger

This Month Program Opening

1st and 3rd Wednesday Mornings Midnight to 3am. Deadline Feb 21st - one application so far

Indecency Suspensions

1-2-1-2 4th Friday DJ Grimrock suspended for Feb and March.

Special Programming Reports

Alan Lomax 100th birthday Jan 31st - 8pm - 9am special, with participation by the Lomax Archive, went very well, lots of positive feedback

Steam Radio Syndicate last night "the ballad of frankie and johnny", sounded great, no staff people were there, totally smooth from a listener perspective. We don't have anything set up yet but are meeting soon to set the dates for the next 6 months. Also, main producer Galen will be boating down the Mississippi and producing a podcast that we will try to air, and are meeting about it this month to try and sort out details

Will be broadcasting Jazz Fest from New Orleans at the end of April beginning of May. Erin will work out schedule in the next few weeks for preemptions and promotions

Other Stuff

Researching how programs get archived continues - I'll be going to a librarians conference in April to help find out information

Continued problems with Automagic archive, will be talking about it at Monthly tech meeting Thursday afternoon

Initial meeting happened to plan on Pickathon proposal to improve relationship

Changes and firings at KMHD are leading their DJs to us, had 2 meetings last week to start them off with volunteer orientation and encouraging podcasting to keep them involved.

Office moving - new development director is Becky Meyers, she'll be sharing what was the old music office across the hall from the newsroom with Zale and Alex, the old development office at the end of the hall will now be for music volunteers and music processing.

Trainers meeting on Saturday to evaluate the state of training and make improvements

Board Report - Raoul out of town

Committee Chairperson

Elect someone or elect rotating chair? - Decided on rotating chairperson

March - Herschel Soles - March 10

April - Per Fagereng - April 14

May -Linda Olson-Osterlund (meeting will be TUESDAY MAY 19th because of Membership Drive)

Evaluations

From Jan Meeting - Per will bring first draft of short form and we'll all work on it together in February.

Per - more to encourage feedback

Linda - like it

Roger - easy to do

Linda - people take more action on negative, if we did this would be interesting to put online and see about negative comments, not necessarily reflection on programming.

Kathleen - some people regularly call to say they liked something, more often complaint

Erin - would you recommend it to a friend, would you listen again - yes or no questions, maybe change

Roger - back of page to listen again

kathleen - public affairs only?

Per - yes, wasn't thinking about music

Linda - like what was said that caught your attention, did you learn something?

Jenka - what's most helpful to me feedback wise, is notes taken during a show, if I listen to the news and take notes, thinking back is too hard, only way I've found to be helpful is to take notes during the show

Linda - instructions that go with it, not intended to replace the evaluation process.

Jenka "if you're listening, write down the time" , if not, just us getting the feedback that is vague and not helpful. most general is least helpful. could put it on the website

Kathleen - turn notes "topic" "host" into questions - was the topic interesting? were the guests interesting? How were the phone calls handled?

Jenka - instead of yes no "what was compelling about the topic"

Per - like "what caught your attention"

Erin, Jenka, and Kathleen will work on it and post to website - make promo

Can be filled out online, download, or pick up at station

Jenka - also say "if you want to do more extensive, here's a link to the full form"

-Discussion:

Conspiracy Fact show "remember the Maine"

Website RFP

KBOO Website Project

1 Introduction

KBOO is looking to replace its current website with something that is better able to handle our needs. The current website is too hard to manage, extremely slow, has frequent problems with updates and stability, and doesn't allow for updates and security patches to be implemented in a timely manner.

The purpose of this document is to identify possible replacement solutions for our website as well as to solicit proposals from web development firms.

2 Goals for site redesign:

- Make our site easier to use and navigate.
- Improve the reach of our site to expand our audience.
- Attract listeners - to broadcast, to web streaming, to mobile apps.
- Attract members/donors by involving them with the station.
- Attract volunteers by involving them with the station.
- Make information about the station available to members

- Link KBOO to other groups and the broader community.
- Be a bulletin board for KBOO events and for other community groups.
- Interact with our social media, Facebook, etc. presence.
- Allow our audience to access KBOO programming including archived content and additional content that is not broadcast.

3 KBOO website requirements

The new website must meet the following requirements:

- Live audio stream (including on mobile devices) prominent and easy to access
- Ability to donate or become a member should be prominent and easy
- Archived audio of past programs (two types: public affairs permanent archive, plus two-week archive of five-hour blocks of music shows) should be easy to access and reliable
- Archiving of content and automatic removal of music after 5 hours should be done automatically
- Site should be mobile compatible, and listeners should be able to come to the site (web or mobile access) and find what they are looking for within three clicks or less.
- Social media share buttons on audio episode and all other pages
- Schedule of KBOO programs - 'week at a glance', listing by time, name, category, program host
- Listeners should have a way to contact the each program's hosts through the website
- Radio hosts and other volunteers need to be able to put information in about their shows and make sure their audio is linked and archived properly.
- Other trained volunteers should be able to do minor updates (mostly text updates) to website.
- More trained volunteers and staff to do more significant rearranging of content/layout

- Radio hosts need to create and update playlists - which needs to be downloaded quarterly in a format that can be submitted to SoundExchange (Spinatron)

4 possible new features

KBOO is investigating the addition of the following features. These are not requirements for the project but are things that we would like to include if possible and not cost prohibitive. Any additional cost to the project for these items should be broken out separately in the bid.

- Updated design that incorporates “paneled” pages. This would include overhauling of our front page and the ability to display different categories. For example there would be sections for 'what's hot', 'coming events' News stories on current topics and maybe a scrolling image slideshow or other dynamic content.
- Replace community calendar with a better system including different views for KBOO events, music events, speaking events, protests, etc This calendar should be available for subscription (iCAL or similar) and able to be loaded on mobile devices and desktop applications.
- Podcast hosting and delivery with dedicated archive section on the side: Recent Podcasts (like recent audio)
- Have playlists and audio on the same page, so people can refer to what song was playing while they are listening
- News and public affairs page - make into dynamic page incorporating feeds, multimedia content, news stories with text, audio and photos, and other elements
- Second audio stream: Beginning with time shifted - 12 hours from regular schedule and an automation system to allow scheduling of recorded and live content.
- Multi-lingual support with content translation (Spanish priority)
- Have links on playlist music tracks that allow users to click through an affiliate link to purchase music (with percentage of that purchase going back to KBOO).

- Similar affiliate links for books whose authors we interview (with percentage of that purchase going back to KBOO).
- Allow visitors to create custom playlists which include ability to download (low priority).
- Allow visitors to post comments for programs so they can provide feedback and feel involved with the programming. This system needs to support spam control and moderation.
- Integration of user participation with existing Social Media (Facebook and Google login for comments, etc)
- Internal social media (Ning or similar) integration, and 'member-only' section with exclusive audio and content

Erin Yanke

Program Director

KBOO Community Radio

20 SE 8th Ave

Portland, OR 97214

(503) 231-8032 x221

program@kboo.org

KBOO - Igniting conversation through music, news and public affairs.