

PAC Meeting Minutes June 14 ,2016

Attending: Lisa, Del, Erin, Celeste, Herschell, Roger, Per, Kathleen

Facilitator - Del

Notetaker - Erin

AGENDA

Staff Reports

Board Report

Strategic Plan process and how the PAC will be part of it

STAFF REPORTS

Lisa:

- Breaking stories in the news department
 - Ramming of Golden Rule boat and follow up were scoops!
 - WA County sheriff made a statement after we asked them about What the Hell?
 - Homer Williams interview
 - Getting news
- Could use a reporter at the CRC (Celeste?)
- Have 2 show proposals out, deadline July 1st

Kathleen:

- Working on planning for One Day (25 hour) Drive on July 14th
- Attended board/staff workshop on strategic planning and defining a vision for where the station is going. We are continuing to work on this with Monica directing during staff meetings.
- -We had a pretty thorough debrief as to what worked and what didn't at the last drive
- -Program proposals for the 1st Friday were due this past Monday. I had 6 proposals.
 - 1 Jessie Damon - A Radio Geekly - Focus on all things Geek – submitted demo audio
 - 2 Kristin Yount - Water World – submitted demo audio
 - 3 John Shuck - Progressive Spirit – submitted demo audio
 - 4 Tsixx and Belinda Jiles - What's Life without Laughter? – submitted demo audio
 - 5 Dan Johnson - Radiozine - audio demo is Dan talking about what he wants to do
 - 6 Jay Thiemeyer - Aging in Portland - no audio demo

In my opinion Kristin's is the only proposal that seems to qualify for the Political (9AM) slot. I see the other 5 as more appropriate for the 11AM - Arts, Culture and Community slot.

Not all is in form to make accessible to the PAC, wants feedback, but do you have the time to listen?

- Celeste, Del, and Per will listen and give feedback by date to be set by Kathleen in the very near future.
- Roger asked about pilot program? Kathleen will set dates for pilots in July, decide before August

- I had a brief training from Jenka on how to do certain tasks on the website. Some involve work-arounds because the site has bugs. Jenka made one video about one of the issues and is working on another one. Unfortunately I have not had time to view the video. Hope to do that soon.
 - Lisa will transcribe the video using voice recognition software that is very good on her mac product.
- I am working on defining an extra interview class that I can teach. I need to observe Lisa's class at the next opportunity. This will help give me an idea of what I should include in a follow-up class (or whatever we are going to call it.)
 - Way to connect with more people to get them into AM Public Affairs
- Natasha Delepine is taking over Kate Welch's board op shift on Monday's from 10-Noon
- Liam is still doing the early AM Board Op shift (6-9am) on Wednesdays, until I find someone else interested in that slot. So far no takers.

Erin

- The Spring Drive happened, the one day drive is happening one month from today, July 14th. It will be a 25 hour drive, and We are working on special programming and on new outreach. Noon - 4 will be a live remote broadcast hosted by Shocks of Sheeba at Fire on the Mountain.
- Strategic Planning is happening, we have 3 main goals, lots of objectives and tactics. Later in the meeting we'll talk about evaluations
- Actual programming: working on summer fill ins for the 4th monday poetry show, Judith Arcana will be hosting for the summer, Todd Wilson is on paternity leave from Music without borders, lots of vacation taking and vacation fill ins.
- We have a few summer college interns and will have some high school students as well. I will have them working on digitizing the CDs and DATs in the archive. We got our reels back from being digitized at the the Bay Area Video Coalition, and I am currently making back up copies and will be posting the audio to the website
- Youth outreach is going well, we had the NAYA youth poet group come in and be recorded for the poetry show on June 27th, we had an interview with the Big Up show (Youth cable access show) on The Motif and will be working with them to eventually live broadcast their show, and have a fall plan for Tyler and the I Love This Place blog to create weekly content for the news in the fall (so he can have a summer break)

- Stevie is a new roving reporter who will be filing stories from Puerto Rico for the next 5 months. We have a new radio theater suspense show that I'm putting on the website, and other podcast ideas are coming weekly.
- Training progress is being made with the Field Recording, where Del and Theo Burke will be team teaching a 2 part class. Looking for digital editing and Intro to audio production trainers for the summer
- Our 2016 Artist in Residence is Lou Watson, she is an experimental composer.
- We are helping teach a class at PSU in the fall, where the students will be making "This week in history" podcasts that will be broadcast on the news in the Winter.

We are still broadcasting the blues festival

Board Report

Reggae Bob is now on the Program Committee! Please add him to all the lists

Been doing Strategic planning

- Setting and agreeing objectives (magic wall is in Production 3)
 - Brainstorm 10 minutes - what is role of PAC in meeting goals, and setting our own goals - what can we work on as a group?
 - Use this time to create a plan of what the process could be like
 - Agree what we're going to work on with next steps as goal
 - Develop evaluation plan - not going to do evaluations - want to create something that doesn't rely on small group and that actually happens. Make a plan to get the evaluations done.
 - Outside evaluation - requirements. Budget, etc
 - How can development support by funding evaluation
 - Develop group to become a Community Advisory Board
 - Requirement from CPB
 - Conduct Evaluations
 - How do we get feedback from listeners
 - In house evaluations
 - Community evaluations
 - surveys
 - Evaluate Program Proposals
 - Make recommendations about programming changes, advise Board on programming goals

Thoughts about Evaluations as being part of the objectives?

In the past -

Kathleen - always been an issue - before Pittman trainings (2007-8) less formalized and would be a conversation with people about their program, Pittman trainings - we paid money for it. Some advantage for

outside trainer to be here - all programmers were mandated to go - strong personality, didn't get along with everyone - comments were made to the beginning of every show

Had follow up trainings by Dmae, Julie, Emily - out of that developed eval form, and got some money for Chris, Jenka, and Kathleen to stay home and listen to programs, fill out forms - minute by minute and final eval form - and evaluation. Quite valuable to Kathleen, made for buy in from programmers (before that there was not form, hard to track... impersonal and right there, documentation made it easier to hear the feedback) provided proof of bad habits. Got 2 weeks. Incredibly time consuming. Will take 2 hours to listen to 1 hour show, plus congregate data, plus conversation - 1 hour show is 5 hours of work. Found it helpful and helpful in the interaction. "Here's what you need to do to improve" and saw some improvement. NOT a lot about content in the particular way of evaluation, but about the formal elements of the show. Downside is the time it takes. Hiring from outside experience was not much buy-in from hosts. More ability to hear from staff people.

Difference with people who have NOT had Pittman training, try to make it up to them, but handouts are not really doing well

Del - research how evals have been done? Get armed with institutional knowledge - talk to Ani or other long term volunteers

-do we need to revise the form - helpful, but let's check it out

-why do we do evaluations? - keep it in the forefront

-time consuming, but maybe people won't buy in if it's outside consultants. Important to keep in mind when we figure out how to make it happen

-consistency in training

Roger - may not need to revise the forms, we went through it recently

Next big questions - which part of the programming is most needing of evaluation?

Del - think we need to do all of it. This group will be spending all year making a plan and will execute it next year. This group is not responsible for doing the evaluations - use successes and failures to make a great plan

Lisa - if this group came up with a system that is a success - decide we're going to spend the next year doing this

Kathleen - one of questions - does system have to evaluate everyone? Certain shows within purview that could use evaluation? Can brainstorm ways to make it happen

Del - SP is for 3 years. Create a plan in year 1. Year 2 is do it - one time evaluate EVERYONE to get a reset on everyone, while we create a plan for on-going in-house evaluation. The way we have trainers right now, maybe we can have evaluators.

Strategic Planning - Evaluations (Erin)

- \$20/hour contract employees
 - \$500 budget is 25 hours of staff help
 - 5 hours of work for 1 hour show evaluation
- What resources do we need to get evaluations done, per staff person for one year? What do you have to have in place to get there? Is it better to have staff do evaluations, or to hire someone else to do them? Are there other things to try?
 - What do we need to do for multi year plan for sustainable evaluation process
- How much time realistically can staff spend on this?
 - Not just staff time, but what other resources
 - Clear budget
 - Make PAC Objective to research possibilities for funding

Del - ideas for other thing to focus on - see supporting the Community Advisory Board - what Becky brought back - where people could come here and give feedback, and set up other ways to get feedback, and we process it. Makes us more in tune with the community needs. How do we know what our listeners want, what do we value? How do we make these decisions?

Celeste - do we do on-air promos to encourage feedback?

Del - not at this time, because we have no system. - forms at front desk, etc. We can spend monthly time

Celeste - hadn't gone that far, but never heard encouragement

Kathleen - some shows on ohe stations ask for feedback and say how to give it. We have talked about PAC having an on-air announcement about filling out evaluation forms, not sure if we ever did it (Erin says only Thom Hartmann)

Lisa - angry people call and are abusive on the phone. That kind of behaviour we are trying to stay away from.

Del - people call less often when they like something. Make a process for working on it

Kathleen - is structure gong to continue to be discussed in meetings?

Del - yes, reports, and then look at goals, develop objectives next month maybe, creating plans for action and systems. If we agree on 2 goals tonight, what are our thoughts? Spend the next few months making a plan

Lisa - proposal to Make Program Advisory Committee, as part of the Strategic Planning process, works on the goals of designing an evaluation system to be used in house by the Program Staff and make sure the PAC works as a Community Advisory Board

Roger - ask people for feedback during the drive?

Del - we need a system for receiving feedback before we ask for feedback, and figure out more specifically what we are looking for. Have conversation in the next months about how we'll receive the feedback and what we'll do with it - make sure feedback goes somewhere.

Lisa - likes rogers idea

Del - recruit for committee on one Day drive

Lisa - 1 day drive about community and reach outside the building. WE'll have one meeting - create a survey monkey "what do you really value about KBOO" - take less than an hour to create - take the report and have it

Del - but plan - ask Jenka to set it up, or Lisa - we need to spend a lot of time thinking about what feedback we want to get from our listeners, what do we want from our listeners.

Kathleen - more systematic about feedback that we get now, but have a place to put it. Receptionist gets some and doesn't pass it on or board ops. Whether it's something we can benefit from or not

OUtreach during one day drive to recruit PAC members - promo

One day drive is not a great time to do it

Erin - box of evaluations and strategic planning documents in my office, first step to work from.

VOTING ON PROPOSAL

Make Program Advisory Committee, as part of the Strategic Planning process, works on the goals of designing an evaluation system to be used in house by the Program Staff and make sure the PAC works as a Community Advisory Board

UNANIMOUS passed

Lisa - getting the word out before drive, get promo going, and put it in the MESSAGING FOLDER (Erin wrote Becky and asked her)

Del - Next month come with ideas for flushing out goals and think about financial reality.

Roger - angry man - does he have a point?

Lisa - sometimes, but it's wrapped in abuse about how we're all incompetent and need to be fired.

Staff will start tracking all feedback phone calls and emails - ask receptionists and Board Ops to track it - will work on this in the Operating Team Meeting

Kathleen - some stations have a comment line, recorded - then even air it. Voice messaging system.

