

**KPFT Community Advisory Board (CAB) Meeting**  
**9:00 -12:00 am, Saturday, November 14<sup>th</sup>, 2015**  
**KPFT Conference Room. 419 Lovett Blvd**  
**Minutes drafted by CAB secretary, Timothy O'Dowd**

**Attendance: CAB members attending:** Marianne Martinez, Tim O'Dowd, Susan Young, Terry Lafave, Craig Lightener, Carol McGregor and Anisa Faruqi .

***CAB members absent:*** Stuart Snow, Sue Wittee and Lena Baines.

**Special guests:** Ernesto Aguilar, Program Director. GM Duane Bradley was present and provided some input also.

**Call to order/Minutes/Meeting Agenda:** CAB Chair Marianne Martinez called the meeting to order at 9:05 am; took attendance and review minutes of the previous meeting, distributed the agenda.

### **KPFT Program Director, Ernesto Aguilar**

PD provided CAB with an overview of the state of the station programming. Ernesto spoke of many things concerning station programming and what is currently in the works. Some things discussed:

- Need to adapt to so many fund drives and training programmers to “pitch” in such a way that sounds different and more interesting
- Current search for Spanish language programs to comply with mandates from the PNB
- How the HD3 channel facilitates the development of programs
- Facebook page and ideas on how to obtain information from that source.

### **New Business:**

- “Assist new LSB members with outreach efforts for the station?”

Discussion centered on the need to do this. Both Carol and Susan felt that this is duplication of efforts since the KPFT outreach committee is already involved in providing outreach efforts for the station. GM Bradley mentioned that he would like to see a coordinated effort with LSB and CAB rep to provide new incoming LSB members with “new member orientation”.

### **Committee Reports:**

***Outreach:*** Marianne Martinez

- Marianne gave a summary of the Electroluv Benefit for KPFT that took place on 11/7/15. Station Mgr, Duane Bradley stated that the event was successful even though it rained all day, the event made approx. 2k for the station. Duane estimated that profit could have been tripled had the event not been rained on.
- Other ideas that were mentioned by Duane Bradley were the station's close ties with venue events like Shakespeare's, Dan Electro's and the Big Easy, and the need for an "outreach setup team" for these events. The team would set up banners and promotional materials. Using stickers to promote KPFT.

*CAB Grantwriting subcommittee:* Timothy O'Dowd

- Tim provided a summary status report of this project. The committee is currently doing research to identify organizations for this project. This committee is a work in progress and will be giving updates.

*Membership Card Committee:*

- Terry Lafave has done extensive research on this topic and provided us with an update on the status of this project. (Terry's report will be included in the annual Community Needs Assessment for 2015). Costs for hiring this service were discussed. GM said that Tony Cox is currently in the process of working on a membership card list of participants.

*Facebook Outreach:* Craig Lightener

- Craig Lightener provided CAB with summary of his work on Facebook outreach efforts. Talked with Ernesto Aguilar about the KPFT Facebook page and will working together with Ernesto in order to obtain information about listeners. This may also be a useful tool for CAB survey and assessment.

**Public Comment:** No members of the community were present to speak.

**Other comments:** Anisa mentioned that there needs to be KPFT presence at Space City ComicCon.

**Next Meeting:** Saturday, December 3<sup>rd</sup>, 2015. 10:30am-12pm. KPFT Conference Room, 419 Lovett Blvd.

**Adjournment:** Meeting adjourned at 12:00 pm