

KSER Visioning broadcast

2/21/2009 2:00pm

Attending:

Brenda Mann-Harrison, Board
Bruce Wirth, Manager, SPOT member
Candace McKenna, Board, SPOT member
Joel Reynolds, Volunteer
John Jameson, Volunteer
Karen Crowley, Board President, SPOT member
Kinuko Noburikawa, Volunteer, SPOT member
Leilani Lamarca, Volunteer, SPOT member
Mike Svob, Volunteer
Peter Dervin, Volunteer, SPOT member
Sandy Thompson Board, SPOT member
Ted Sharpe, Volunteer

Minutes of Discussion

Bruce: What happened to Frettin Fingers? Introduces Karen, studio audience.

Karen: what does Public Radio mean for your life? What should we be doing in Snohomish country? We started asking questions about a year ago: how we do our work. We created our values and mission statements.

Karen: Radio has become a multimedia experience. Introduces studio audience.

Bruce: Karen, why do we need to look ahead?

Karen: the world is changing rapidly. We value localism. Sno Co is over 650K, demographic changes, aging and emerging younger community. There are many things happening that will affect us where we live. Who is talking about that? How are we talking about that? And how will KSER as an institution change and respond to that community?

Bruce: What does KSER do for you? What should it do for you and your community? What would be an example of the kind of feedback we are looking for?

Question: Imagine a radio station that is serving your community – what would it be like and how could it best serve you?

Ted: I would like to see more on-location live stuff. I was at the Collins building rally today. I would like to see KSER being out about in community. Arts festivals, music.

Mike: second Ted. There is sort of a perception sometimes that there is not significant culture in Snohomish County. I think KSER has two roles: to represent & expose what's going on, and that tends to promote culture as well.

Vance (on phone) I like Vaughn's program "Vinyl Repair", Danny's "Rock & Roll Time Machine", John Noe's "Juke Joint", Jef Hofman's "Dusties". KSER is definitely about the music. I used to listen to the President's radio address before you got Democracy Now. I think KSER should be a music station. I don't think you have a local news program. I like Jim Hightower, but it cuts out on me. I notice you have HD – do you plan to launch another HD channel?

Karen: Vance started by saying he liked the music brought, then moved into the local news content.

Dennis (on phone): I like Bluegrass, Frettin Fingers, Coconut Wireless. I used to work at a local station in Eastern Washington which had local radio spots of things that were happening as they happened. I was disappointed to see that KSER was not at the South Everett neighborhood center. I thought 'what an opportunity they're missing'.

Bruce: You would like us to be more physically in the community. What would you like to have coming out the speakers?

Dennis: I didn't like the Canadian program in the afternoon.

Bruce: We dropped "As It Happens" because we found it was the least listened-to program.

Dennis: The Native American program seemed to center on the Canadian rather than US Native American. I used to listen to the Native American program on Sunday evening. I'm finding that what I'm hearing is a bit of a smattering, a little bit here and a little bit there. You never know when it's going to be on. The Scandinavian music is sometimes interspersed with the Celtic music. Sometimes the website doesn't match up with the programming.

Question: Who are our other partners? What events should we be at?

Mike: I was involved with moving the station from Lynnwood to Everett. I am not sure I know what groups we should work with – Arts Council, Everett Historic Theater, High School, Community College, but I don't see the legwork being done to get out into the community and actually develop those relationships right now.

Candace: What are we doing to promote the conversations in school boards, city & county councils and the items that will affect us for years to come?

Bruce: to be out in the community is resource-intensive. It's hard to get people for all these events because we often don't get takers.

Karen (on web): Bringing new or local music to town, more local news reporting, raising issues.

Karen: you have to want it really bad. The goal comes first, then you perceive how to get there. If we can name it and see it and smell it, you can find the resources.

Spencer (on phone): just moved from Seattle, A radio station first & foremost should entertain. We really like the Sunday night lineup. There could be more variety, esp with newer flavors, new music. It would be good to do a concert in the summer or a movie series. I don't think people appreciate a radio station that doesn't have commercials until they listen one for awhile, then after they listen, that's all they'll listen to. You just need to get more people to listen.

Joe in Lynnwood (on phone): Saturday lineup is fantastic. I've been listening since 1.5 yrs ago. I am involved in volunteering at the schools, schools are one of our largest investments but do a poor job outreaching to the community to show us how our money is spent. If they could do a better job, these bond issues would have an easier time being passed.

Bruce: so should KSER be reaching out to the schools, showing how good the education is. Should KSER be reaching out to young listeners, to the schools to try to involve students in producing programming for the station?

Joe: Just don't put it on Saturday.

Anonymous poster and David in Darrington: we should do local programming only, screw the syndicated stuff.

Question: Should KSER have a point of view?

Mike: It's a double-edged sword. KSER has a responsibility to have a point of view, but also a responsibility to be sure it represents a broad cross-section of the community.

Bruce: we have a range of programs that represent (unions, League of Women Voters, senior citizen activists, peace activists, we have a finance program)

Mike: Deep down, it's the dialog that matters. KSER needs to be a forum for that dialog. The discussion is part of the fun

Email from Hazy Day: more new music, more local programming. Saturday and Sunday could be rearranged, morning programming is good. Need more volunteers to work in the community – how do we get them?.

Don (Snohomish): calling to heap praise, just discovered us a year ago. Keep Saturday like it is. Love classical, old rock, new rock, frustrated my whole life switching stations. Don't change a thing. The mix is important. Get to hear music would never hear. So I don't want you to change. If it ain't broke, don't fix it...I get to hear music on your station that I don't ever get to hear anywhere else and in my whole life don't ever get to hear.

Ted: I like to think of the world as a diamond – it has facets. Point of view – we can be the bridge without agreeing with everything. I don't listen to what we play that I don't like. We need the input to be the bridge.

Bertrand (Port Townsend): it's great that you want to look forward with a strategic planning process. I have listened for many years. Tend to have more leftist views, but I miss the more balanced shows like Left Right & Center. A wide variety of political views not only is interesting but it will involve more listeners. You have Democracy Now three times a day. I think it would be good to find people who are really dedicated to an art form and would do cameo programming. Even if the presentation is a little fumbling or amateurish, the passion is what matters.

Brian: (Web comment): If it ain't broke don't fix it: keep the music you can't hear anywhere else.

Karen: we have a value stating we should air voices and ideas you can't hear elsewhere. I want to challenge people: how do we get there. The idea struck me that you will see a local play holding auditions for folks – what are the new “how” fresh ways we reach out to folks.

Candace: thanks to everyone who called in. Point of view: we have this frequency, we serve our community by keeping them as well informed as they can be so they can be citizens and live the quality of life that they want. When I think point of view I think inform people to be good citizens.

Bruce: our license is to serve Everett and the surrounding communities with a non commercial educational radio station.

Leilani's Whiteboard notes

Should KSER have a point of view – if so, what?

Imagine a radio station serving your community – Define

Promote/represent localism. Responsibility to have a POV – needs to be rep of cross-section of community – Dialogue/discussion/conversation. “Be the bridge” the connects.

Music shows/local news/Hightower/Dem Now

Presence @ local events; BBC, Native Am programming; Variety

Partnerships: Arts council, k schools/colleges – resource intensive. Cameo appearances/programming from public. “Balance” is important – diversity brings more people to the table.

Cover/communicate issues on city/county councils. Content/passion more important than production

Believe in & articulate your goals – resources will follow

To entertain is a priority. Inform people to be good citizens

More community involvement – local arts/music events. Licensed to city of Everett.

Reach out to schools, students – cover the quality of local education.

Locally produced programming <vs. nationally syndicated>

Heavy duty volunteer campaign

Don't change anything – all the music/mix is perfect.

Summary of suggestions

Some of these points were made more than once. I tried to consolidate them without injuring the content. I also tried to assign each point to a category. Both of these processes necessarily involve some editing, and a different person might look at the same material in a different way. Please feel free to slice & dice in any way that seems relevant to you!

Category	Suggestion
Local News & Public Affairs Coverage	Have more live local coverage on location (Collins building protests, South Everett Neighborhood Center)
Local Arts & Culture Coverage	Represent and expose the arts in Snohomish County, which also helps promote culture in the community.
Local News & Public Affairs Coverage	Help engage citizens in school boards, city and county councils, where decisions are being made that will affect us for years to come.
Local Arts & Culture Events	Bring more local music to town.
Local Arts & Culture Events	Summer concert.
Local Arts & Culture Events	Movie series.
Local News & Public Affairs Coverage	Help schools show the great work they do, which would help bond issues be passed.
Local Programming	Promote local programming, screw the syndicated stuff.
Political Viewpoint	KSER should make sure its viewpoint is broadly representative of the community.
Political Viewpoint	KSER should promote discussion and dialog.
Political Viewpoint	A wide variety of political views is more interesting and will involve more listeners.
Local Coverage	Get more volunteers to work in the community.
Local Programming	Find people with a passion about an art form and let them do "cameo" programming (the passion is more important than the presentation).

KSER Visioning broadcast

2/23/2009 2:00pm

Attending:

Bruce Wirth, Manager, SPOT member

Ed Bremer, Public Affairs Director

Karen Crowley, Board President, SPOT member

Leilani Lamarca, Volunteer, SPOT member

Sandy Thompson Board, SPOT member

Margaret Riddle, listener, former board member.

Minutes of Discussion

Bruce: why are they interrupting the Sunlit Room? Introduces VQ.

Karen: Introduces Strategic Plan. Fundamental questions about who KSER is as a part of the community.

Bruce: what's the best way we can serve community?

Karen: visualize, close your eyes and imagine a radio station serving your community.

Margaret (14:08): On Saturday, people were calling for more local coverage, but that's hard. But we've made so much progress. When we started, I couldn't even get the signal at my house. At the Library, we see the growing diversity of Everett; we have Russian, Spanish other languages.

Karen: Library may have been asking some of the same questions.

Margaret: Library has just been wrapping up a plan when I left last summer. I was the historian in the Northwest Room.

Bruce: what questions was the library working on in how to serve the community?

Margaret: computers, providing that for people who can't afford them – libraries used to supply books for people who couldn't afford them. I just got an HD radio; where is that going?

Bruce: HD is a new technology for delivering radio. The internet is having a profound impact on all media. It has not been affecting radio so far, because it's not available in your car, but that's changing

Bob (on phone) (14:13) Longtime listener. I like the Undercurrents, doctors, Zorba. Keep the strength of what you have now. Passport should be longer.

Bruce: What's the best way to serve?

Bob: strengthen what you have. Reggae longer, Passports longer or at different times.

Bruce: more hours in the day.

Karen: focusing on music.

Bob: I teach glasswork in the evening. I have my ipod on shuffle, which is like Sunlit room. When people come to the studio, they ask what the station is and I say KSER.

Karen: how do we engage with people in the arts world. Is there a role for KSER there?

Bob: do I have to answer now or do I get to think about it?

Bruce: iPod is an example: a new delivery method which competes with radio. KSER is up against that kind of thing.

Bruce: (14:19) last Saturday we got a lot of comments to drop syndicated stuff and just do local. Others said if it ain't broke, don't fix it.

Karen: our first key value is to be of service. To be timely and effective, and to be local. The mission, as newly conceived, is to advance the common good through public radio *and other services* dedicated to arts, ideas and public engagement.

Margaret: about ten years ago, we wondered if people would even want to continue to read books. They do. But we are providing the new services. I love the audio books, but I would still check out a book.

Bruce: radio was the first mass medium, TV made a radical change but didn't kill radio. Internet is driving radio usage down, but it's unlikely to go away.

Margaret: partnership. KSER has been a help to the library, with PSAs and author interviews. There are ways it can work together. When I was doing history, KSER was always airing stuff on the radio, like the Women's Legacy Project. It helps advertise meeting.

Bruce (14:24): asks for phone calls. Can email us or visit website.

Karen: Partnership is a major issue we are working on. Snohomish County is pushing 700K. We should have 900K in 10-15 years. We have an influx of new people, age-wise and different ethnicities. So who are the new partners we should be searching out? Who so you see that's not represented on KSER.

Bruce: reviews upcoming schedule.

Bob (on phone) (14:29) Point it more to music education, classical music, background on the music. More live performances.

Bruce: we are getting a grant for codecs – they are not cheap.

Bob: I liked your programming at KBCS.

Bruce: KSER is my one true love.

Dennis (recorded) (14:32): (South Everett Neighborhood miss).

Karen: we asked "should KSER have a point of view", and we would love to hear your feelings about that.

Bertrand (recorded) (14:36): (have DN 3x, could have a more balanced view. Could have passionate people to do cameo shows.)

Margaret: I'm just starting to listen to KSER all day. But I do think the station should have a diverse voice, encourage dialog. How do we know if we're really serving that way? I remember an NFCB talk from a person in another state; they targeted an audience that wasn't listening. They had thought they would listen to Spanish music, but they wanted disco. This is a diverse county, and the economic changes the county is going through. I think some of the homeless, we

see at the library, may be listening to radio. I would like to see lots of local programming but not lose all the syndicated stuff. We should look at what people can't get elsewhere.

Karen: we valued uniqueness. Not available elsewhere, uniquely represents the people we serve.

Margaret: I would like to hear a little more background on the music I'm listening to. I would like to hear the history, since I'm a history person.

Bruce: (14:43) prompts for calls, emails, letters.

Karen: NFCB coming in Portland this April, and we are going. We take our public trust seriously. If you build it they will come. You have to be able to see it, smell it, taste it.

Bruce: how do we make best use of our limited resources.

Joe (recorded) (14:48) Really like Saturday shows. Schools do a lousy job giving the community a sense of what they do.

Tim (14:50) Favorite station, like the format. Want stronger signal.

Bruce: we wish we could. We can't raise our power. FCC won't let us. We are licensed in Everett. There is no other public media licensed here, radio or TV.

Karen: Tim, ideas about point of view?

Tim: I like that you have all kinds of music and personalities. Especially the music you can't hear anywhere else.

Taryn (14:55): signal in Seattle. I got you guys all the way to Buckley. You can drop it in a busy area on the way, but then it comes back.

Karen: who should we partner with?

Taryn: really like the music. Would like to get more African music. Don't like the Takeaway.

Bruce: Tony from Everett asked for more business news on the road home.

Bruce: announces upcoming shows.

Leilani's Whiteboard notes

How could our community radio station best serve you?

Community involvement

Technology challenges/opportunities (internet, HD radio)

Partnerships

Live remotes/presence @ local events

Should KSER have a "Point of View"?

Diverse voices, open & encourage dialogue

Locally produced programming important, but also seek out unique programs that could serve community.

Increase signal? -> not possible due to FCC regulations

More business news during the road home.

KSER Visioning broadcast

2/26/2009 6:00pm

Attending:

Bruce Wirth, Manager, SPOT member
Karen Crowley, Board President, SPOT member
Kinuko Noburikawa, Volunteer, SPOT member
Leilani Lamarca, Volunteer, SPOT member
Sandy Thompson Board, SPOT member
Joel Reynolds, volunteer
Dave Ramstad, volunteer, music librarian

Minutes of Discussion

Bruce: why are they interrupting the Bioneers? Introduces Vision Quest.

Karen: Looking for ideas, innovative thinking. Strategic planning is critical for any organization. We are building a plan to create our future. We began asking listeners what we should be. We began defining our values, had meetings with board members, volunteers, did dot voting. Mission and values are posted on the website. This is the end of one part of that journey and the beginning of the next – what is our vision?

Bruce: why do we need to do anything different than what we are doing right now?

Karen: Snohomish County is changing significantly. Our listenership has changed. Approaching 700K people. Growing diversity, incoming industries, balancing of growth and agriculture.

Bruce: our mandate as an FCC station: educational noncommercial service to residents of Everett and surrounding communities.

Introductions of people in the station.

Karen: imagine a radio station serving your needs. What would it sound like? What kind of programming would it have? What is missing that you would like to hear?

Dave R: get even more intimately involved with this rich and growing community. More volunteers on the street, working with the public and other groups

Leilani: People are really busy. I think of websites as a place to go for a lot of information: what's happening around town, what's going on with local government. Maybe the community can post things.

Bruce: Phone #. Comment last week: "listener since Jack Straw; seeing the music shrink and more talking, esp. at drivetime. I find I'm listening less and less." Plays recorded comments from Vance and Bertrand. Can comment online, send email.

Karen: Leilani was talking about the website. The growing media connection – how do you integrate voice on the radio with the website? Lots of talk in the community radio community about how to do this.

Bruce: Phone # Can email. Etc. How can we evolve to support that

Linda (Whidbey): We have a new station on Whidbey, in Coupeville. It would be nice to have a relationship with them.

Bruce: we do have a budding relationship with them. William has visited. We would love to partner with a station like that – that’s an important vision for us. We have also applied to the FCC for a frequency on Whidbey. We could collaborate to create programming.

Karen: LPFM stands for Low Power FM. Designed for smaller communities.

Reginald (Snohomish): It’s really important to capture ways for people to listen to your station. The website is really fantastic now; I didn’t used to like it. We could engage youth with polls, blogs, and interactivity. I don’t year the voice of the youth, from high school and college level. They are the ones who are actively mobilized, like in the last election. I rarely hear Latino or Spanish-speaking voice, African-American voice and contribution, or the faith-based voice. People from diverse cultures need to be heard on this radio station. There is a good interfaith organization that could work to coordinate that and get it on the radio. Not a camp meeting, but what people are talking about in their faith-based communities.

Bruce: summarizes comments – should use web interactively, reach out to youth, use chat rooms etc. Need more youth on the air. More diversity of voices – Spanish, African-American, faith-based. One show from Mary Ellen Wood from interfaith council. Reginald: that’s good, but we need more. This is stuff that came up at all our strategic planning sessions. Bruce and Karen were nodding their heads.

Fred (Everett): Three: First: I’m a local pastor, your music is unbelievably varied. It’s great to turn on the radio and not know what will be on. Second: It’s important that you are talking about a vision now. Third: you used to sponsor artists at the Flying Pig? Bruce: we do them now at Wired & Unplugged, Red Umbrella, PUD Fred: does that not present the opportunity to develop local talent? Bruce: We do see ourselves as a cultural convener. As a revenue model, concert promotions are dicey. A different business model to do concerts, websites – needs to be explored in detail and with partners.

Karen: If we are doing our work well, the resources will come. This is about growing smart. Fred – come to work with us on that.

Bruce: I love the idea of more concerts and events.

Fritz (Marysville): Calling because of the youth. Lots of local music coming over the internet. The radio has a special magic. For a band that has thousands of friends on Myspace gets excited when they get a clip on the radio. People will only go to your site if they are referred to it by someone who saw something there.

Three ideas: One: Rock and roll that has never been played before, appealing to older listeners like your base. It’s a band that has only been together for two years, but they are really great. Two: Guest DJ: people can send in a CD or audio file and you curate the show, put it on the radio. Third: forgot it

Bruce: can email it.

Karen: How long have you been listening?

Fritz: I live in NYC most of the year, but I’m a listener three months a year.

Karen: I liked what he said about the magic of the voice.

Fritz: you are the most conscientious and interested group of radio programmers I have heard. I work in media. You are on the right track.

Bruce: Email from Ruth Lowe: more like KPFFK with alternative talk all day. Free Speech radio news.

Karen: one the interesting questions we have been asking is should KSER have a point of view, and if so, what, and if now, how? We have had folks on different sides of that issue.

Bruce: Reviews what this program is about.

Dave R: Point of view should be open across politics and religion and ideologies.

Bruce: A community kitchen table.

Karen: Reviews current mission: to advance the common good through radio and other services dedicated to arts, ideas and civic engagement. Our primary focus is local. We search for programming that is not available elsewhere and reflects the communities we serve.

Yvonne (Everett): I listen to KSER all day, stream it on my computer at work. Around local issues, could have call-in shows around topical issues like sex offender housing, development. That's how we find out what the community's opinions are so we know we are being representative.

Tracy (Marysville): Listener for 8 mos, found you by accident. I haven't listened to another station since. I have learned so much, not just through the talk programming but the music as well. Not many changes to suggest. I like the Sunday programming last spring.

Bruce: Uncle Pat will be spinning the vinyl in four more minutes.

Karen: Yvonne was taking about specific neighborhoods. There is a robust office of neighborhoods here.

Bruce: recapping comments: youth, faith based, new music. Saturday March 7 we are having a community forum 9am – noon. We will take all the feedback we've received. Come prepared to share your ideas.

Rob: Youth is a vital thing. They listen to commercial radio and there's nothing intelligent about it. They will be making important decisions for us later on. You have a lot to offer youth.

Summary of suggestions

Category	Suggestion
Local News & Public Affairs Coverage	Use the website to post what's happening around town, what's going on with local government, maybe the community can post things.
Programming	Need more music at drivetime instead of talk
Partnering	Partner with Coupeville LPFM station
Local Programming	More diversity of voices: African American, Hispanic, faith-based
Partnering	Partner with local venues to sponsor music events & promote local talent
(general thought)	The radio has a special magic. A band with thousands of MySpace friends will get really excited to be played on the radio
Local Programming	Invite local musicians to submit a CD or audio file to be played as a "guest DJ"
Local News & Public Affairs Coverage	Have call-in shows about controversial topics like sex offender housing, growth management and development