

Bisbee Radio Project Board Minutes

Special Meeting

September 6, 2021, 7:30 PM, via ZOOM

Call to order: 7:00 PM

Attendance: Mark Parsons, Joni Giacomino, Paul Tompkins, Patrick Tilcock, Kirk Reynolds, Harry Wolters. Station Director Mark Moran, Business Manager Sandy Tilcock,

This meeting was called in order to review the Memorandum of Understanding between Bisbee Radio Project, Inc. and Mark Moran for services related to the role of Station Director. Since the signing of the MOU, circumstances have required that Mark conduct his activities as Station Director remotely. The following questions were addressed:

Is Mark able to fulfill all the services outlined on the MOU while working remotely?

Mark indicates that he is fully capable of performing the services outlined, and provided a summary of activities to date based on the MOU. See attached.

Which if any of the named services are problematic, and are there potential workarounds?

There are technical and administrative challenges in integrating new programming into the broadcast schedule. These will be addressed by activating and streamlining the process of the Program Committee. A “point person” will be designated with the authority to approve changes in programming in consultation with the Board.

How will Mark provide training and guidance to volunteers, and what “boots on the ground” help is needed?

Mark will provide broadcast content and coaching to programmers on conducting fundraising on the air. It was agreed we would do a “soft” membership campaign this Fall and defer the major drive until Spring when the station has established new programming to generate interest in the station.

The Board notes the need to strengthen two-way communication between Mark as Station Director and the on-air programmers.

When the station has defined other roles for volunteers, Mark will engage them via ZOOM or other media. Long term, there is great potential for news interns.

Mark and the Board will maintain communication with respect to volunteer needs as they develop.

How will our membership drive and board elections be conducted, and how will Mark provide guidance and assistance?

See above with respect to membership.

Mark indicates he is not familiar with the election process, and further consultation with the Board is needed.

One of the areas which often stretches volunteers uncomfortably is the technical operation of the station, particularly when there are changes in programming. How can we better manage that aspect?

Mark will direct Chris Sawyer, who currently performs many technical tasks related to the station, to provide training to others, toward the development of a technical team to spread out the responsibility.

What other ideas, questions and concerns does Mark have about the management and growth of the station?

Mark and the Board agreed on the need for clear and timely communication and early attention to issues before they grow into energy-consuming problem.

Does the MOU need to be revised or updated in light of Mark's need to work remotely?

No revisions are proposed at this time.

Meeting adjourned at 6:20 PM

**Respectfully submitted,
Patrick Tilcock, Secretary**

Addendum: Memorandum of Understanding with Mark Moran's summary of activities:

Memorandum of Understanding Between

Bisbee Radio Project, Inc (KBRP)

PO Box 1501
2 Copper Queen Plaza, Suite 204
Bisbee, AZ 85603
520-432-1400

and

Moran Productions | Communications | Media | Strategy

Mark Moran, owner
7455 E Orion Cir
Mesa, AZ 85207
(602-309-2713)

Bisbee Radio Project, Inc. is a community-based, low-power FM radio station whose mission is:

“to maintain a community media center dedicated to creating an awareness of local interests and socially responsible programming. KBRP, through its cooperative structure, aims to entertain and enrich the listeners with a broad mix of education, culture, art, humanities, and music.”

KBRP is a nonprofit organization whose financial support comes from listener memberships, local business underwriting, grants and donations.

KBRP wishes to strengthen the execution of its stated mission to enhance awareness of local events and concerns and offer an educational resource to the community. KBRP also wishes to assure ongoing compliance with FCC regulations, and to increase its listener base and underwriting support. To that end, KBRP wishes to enter into an agreement with Moran Productions. KBRP has determined that Mark Moran, owner of Moran Productions, has a broad set of skills and extensive experience applicable to achieving the station's goals.

THIS IS WHAT I HAVE ACCOMPLISHED IN 7 WEEKS WITH BENCHMARKS/DELIVERABLES FOR MORE

Moran Productions agrees to provide the following services for the Bisbee Radio Project, Inc.:

- **Develop programming and partnerships in support of KBRP's mission.**

ACCOMPLISHMENTS AND BENCHMARKS:

PROGRAMMING: HAS ESTABLISHED, WRITES, HOSTS, EDITS AND PRODUCES REGULAR, WEEKLY COACH INTERVIEWS FOR "FOOTBALL FRIDAY" SEGMENT HIGHLIGHTING THE WEEK'S FOOTBALL GAME. FINDS NEARLY REGULAR NEWS AND COMMUNITY INTERVIEWS (CITY MANAGER, MINE TOUR OPERATOR). OTHER INTERVIEW OFFERS EXTENDED - VACATIONS, HOLIDAYS.

MUCH ROOM FOR GROWTH AND OPPORTUNITY HERE.

MAJOR STUMBLING BLOCK: ABILITY TO POST TIMELY CONTENT TO THE WEBSITE. ABILITY TO REMOTELY GET CONTENT INTO THE MEG SYSTEM.

THE SKY IS LITERALLY THE LIMIT ON PRODUCING LOCAL NEWS AND ARTS PROGRAMMING.

PARTNERSHIPS: HAVE BEEN ESTABLISHED WITH BISBEE HIGH SCHOOL HEAD FOOTBALL COACH BRIAN VETREES AS WELL AS ATHLETIC DIRECTOR TOM HECK. TOM HECK VOLUNTEERS HIS TIME, TALENTS AND EQUIPMENT TO DO PLAY BY PLAY FOR US. ESTABLISHED POSITIVE WORKING RELATIONSHIP WITH CITY OFFICIALS, INCLUDING CITY MANAGER AND QUEEN MINE DIRECTOR, AMONG OTHERS.

ESTABLISHED CONVERSATIONS WITH OTHER COMMUNITY RADIO STATIONS AROUND THE COUNTRY.

ESTABLISHED WORKING RELATIONSHIPS WITH OTHER STATION LEADERS VIA AN NFCB LIST SERVE.

INVESTIGATING CAR DONATION PROGRAM THAT WILL NET MONEY FOR THE STATION WITH NO OVERHEAD ON THE STATION'S PART.

RE-ESTABLISHED WORKING RELATIONSHIP WITH PUBLIC RADIO PROGRAM DISTRIBUTOR PRX, AFTER THE STATION HAD FAILED TO PAY ITS DUES TO PRX. CREDIT TO SANDY TILCOCK FOR PAYING THEM BACK. WE ARE NOW ON GOOD WORKING TERMS WITH THEM AFTER MY CONVERSATION WITH OUR STATION REP.

BENCHMARKS OF ACHIEVEMENT/DELIVERABLES: CONTINUE TO THE WEEKLY FOOTBALL INTERVIEWS. EXPAND BY WRITING NEWS STORIES WITH ACTUALITIES FOR SATURDAY MORNING REPORTING OUTCOME OF PREVIOUS NIGHT'S GAME.

WEEKLY INTERVIEWS TO AIR TUESDAY AND THURSDAY TO START. EXPAND INTO TWICE WEEKLY, MAYBE MORE AS ISSUES WARRANT.

DEVELOP BORDER REPORTING COVERAGE AREAS THAT ARE COMPLETELY UNTOUCHED. WE ARE IN AN EXTREMELY UNIQUE POSITION TO DO THIS; WE ARE THE CLOSEST PUBLIC RADIO STATION IN ARIZONA TO THE MEXICAN BORDER, A HOTSPOT NOT ONLY OF IMMIGRATION ISSUES, BUT OF HUMANITARIAN, ECOLOGICAL AND OTHER ISSUES, AS WELL. FUTURE PARTNERSHIPS WITH ARTS AND CULTURE GROUPS IN THE REGION.

- **Assure Bisbee Radio Project's, Inc with FCC regulations and non-profit standards**

THIS IS DONE ON AN ONGOING BASIS, BUT AS ONE EXAMPLE, KBRP BOARD DIRECTED ME TO WRITE A LETTER TO AIR STAFF ABOUT THE FCC'S RULES REGARDING OBSCENE AND VULGAR LANGUAGE. THIS HAS BEEN DISTRIBUTED TO STAFF ELECTRONICALLY AND IS POSTED ON THE STUDIO WALL. THERE HAD BEEN REPEATED PROBLEMS WITH PROFANITY APPEARING IN SONGS, ON AIR.

MONITOR FAIRNESS AND ACCURACY OF WHAT LITTLE NEWS CONTENT THAT IS ON THE AIR.

- **Provide training and guidance to employees, contractors and volunteers**

BENCHMARKS/DELIVERABLES: ASCERTAIN WHAT PROGRAMMERS AND OTHER STAFF/VOLUNTEERS WANT TO BE TRAINED ON. ESTABLISH A SERIES OF IN PERSON TIME EFFICIENT TRAINING SESSIONS WITH EXPECTED OUTCOMES. TECHNICAL? VOICE WORK? WRITING FOR RADIO? NEWS WRITING/REPORTING?

- **Attend monthly meetings of the Bisbee Radio Project Board of Directors**
YES MONTHLY. I AM TOLD THESE WILL NOW BE WEEKLY.

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- **Inform BOARD of activities and progress**
YES, WEEKLY

- Consult and advise on compliance of FCC requirements.

YES. SEE ABOVE. ONGOING

- **Assist the BOARD** in developing an annual budget and strategic planning such as one-year, two-year, five-year goals.

BENCHMARKS/DELIVERABLES: CURRENTLY PLANNING FALL MEMBERSHIP CAMPAIGN. WRITING SCRIPTS FOR AIR. ALSO MAKING AUDIO EXAMPLES OF HOW TO AND HOW NOT TO FUNDRAISE ON THE RADIO. IT IS MY FEELING THAT AT THIS POINT WE HAVEN'T MADE ENOUGH POSITIVE MOMENTUM AND NOTICEABLE IMPROVEMENTS TO ASK OUR AUDIENCE TO PAY FOR ANYTHING OTHER THAN WHAT THE STATION HAS BEEN DOING. PLEASE NOTE THAT THIS

BULLET POINT ALSO SAYS "ASSIST THE BOARD." IT DOES NOT SAY "PLAN AND DO THIS IN A VACUUM WITH NO INPUT, COOPERATION OR HELP FROM OTHERS." IT REMAINS MY CONTENTION THAT WE AREN'T DO ENOUGH NEW AND UNIQUE PROGRAMMING YET TO ASK FOR MONEY IN GOOD FAITH.

- **Advise in the preparation of contracts entered into by the station**

RE-EXAMINING MEMBERSHIP WITH NFCB

PROPOSED A CONTRACT WITH THE ASSOCIATED PRESS FOR US TO INCREASE OUR LOCAL PRESENCE. REQUESTED TO THE BOARD AN UP OR DOWN VOTE ON ASSOCIATED PRESS CONTRACT. TO DATE, NO VOTE HAS BEEN TAKEN TO MY KNOWLEDGE.

- **Research grants and funds available through outside sources, both corporate and individual**

YES. GRANTS CYCLES ARE JUST THAT. CYCLICAL. THIS IS NOT THE "SEASON" TO APPLY FOR GRANTS. BUT I HAVE BEEN IN TOUCH WITH SEVERAL NON-PROFITS INVESTIGATING PROSPECTS FOR KBRP AND ASKED SEVERAL ORGANIZATIONS, INCLUDING CPB, KNIGHT FOUNDATION AND OTHERS ABOUT PROSPECTS FOR MONEY AS A SINGLE SOURCE NEWS PROVIDER AND AS A SOLE COMMUNITY RADIO STATION IN THE AREA. MONEY ISN'T INSTANT. VISIONS AREN'T INSTANT. THEY TAKE TIME, EFFORT, COOPERATION WITHIN THE ORGANIZATION AND .

- **Consult and guide efforts to increase membership, e.g., on-air membership campaigns**

YES. SEE ABOVE. ROOM FOR OPPORTUNITY: A FUNDRAISING TEAM OR "TASK FORCE" WHO MAY HAVE THE BEST KNOWLEDGE OF WHOM AND HOW TO APPROACH POTENTIAL MAJOR GIFT DONORS, ETC.

Bisbee Radio Project agrees to pay Moran Productions \$1,634.40 bi-weekly for services rendered for the duration of this agreement.

This agreement will be effective July 12, 2021 through December 27, 2021 (26 weeks). This agreement may be extended with the approval of both parties.

This agreement may be terminated by either party at any time with a written two-weeks' notice.

Joni Giacomino Date
Bisbee Radio Project, Inc
Board President

Mark Moran Date
Moran Productions | Communications | Media | Strategy
Owner