KDNK Annual Membership Meeting 2018

Thank you KDNK members.
Thank you

• We’re grateful for the generous bequest left by Mary Crouch Lilly

• We’re grateful for grants from foundations and gifts by major donors

• We’re grateful to over 1100 members who supported the station in the past year

• Thank you for being here
# Agenda

**Welcome!**

**State of the Station Presentation**
- General
- Finances
- Vision – Strategic Planning

**Ballot Issues Discussion**
- Introduction to Board Candidates
- By-Laws Revision Discussion

**Public Comment**

**Voting**
State of the Station

"... and I leave my whole estate to my one true companion, public radio."
Staffing

• Development Director & Underwriting Director
• Bilingual Program Director & Full-time Music Director
• News Director hiring process underway
Increasing Impact

• New Spanish-language show
• Launched a new signal in Snowmass Village at 99.9 FM
• Signature events growing: the Hoot & the Halloween Party
• 150+ new members in 2018
• Increased underwriting and Business Challenge Grants
• Stronger relationships with Carbondale Creative District, local Chambers of Commerce
• Grants are up dramatically
Charlando con Crystal

- Interviews with Literacy Outreach, Healthy Kids, Response, Defiende Nuestra Tierra, Consul de El Salvador, Sandra Lopez

- Grants received from Garfield County, Two Rivers Community Foundation

- Underwriting committed by Mountain Family Health Centers

- Show expanding soon!
Huge thanks to the Pitkin County Translator Board, who granted KDNK our ninth FM frequency at 99.9 to serve Snowmass Village.

Pitco also installed new gear at 88.5 FM Redstone.

KDNK strengthened our 88.3 FM signal for West Glenwood too.
Signature KDNK Events

The Hoot featuring Atomga and El Javi

Ladies Arm Wrestling @ Phat Thai
Live Event Coverage

Glenwood Summer of Music live broadcasts from Two Rivers Park

Rallies, demonstrations & marches
Public Service Journalism

Statehouse reporter Bente Birkeland named Colorado Journalist of the Year

Lake Christine Fire news coverage and Amy Hadden Marsh photographs
Community Engagement

First Friday Family Block Party in May

Cantina at 47th Annual Mountain Fair
Membership Numbers are Up!

- 900
- 1,000
- 1,100
- 1,150

- 2014
- 2015
- 2016
- 2017
- 2018
Balance Sheet Snapshot

• Assets as of Sept 30, 2018
  • Checking Account - $75,057.79
  • Vanguard Reserves - $191,933.69
  • Property & Building at 76 S. 2nd St
  • Equipment, Studios, Music Library, Etc.
  • 100+ adult volunteers
  • 1200+ members & business supporters!

• Liabilities as of Sept 30, 2018
  • Mortgage- $62,234 (interest = ~$4000/year)
  • 2018 monthly expenses so far – $41,000/month (2017 average was $36k/month)
## Financial Trends

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
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<tbody>
<tr>
<td>Income</td>
<td>$466,743</td>
<td>$446,994</td>
<td>$525,548</td>
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<tr>
<td>Expense</td>
<td>$(460,144)</td>
<td>$(483,798)</td>
<td>$(504,110)</td>
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<tr>
<td>Net</td>
<td>$6,599</td>
<td>$(36,804)</td>
<td>$21,438</td>
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<table>
<thead>
<tr>
<th>2018</th>
<th>Budget</th>
<th>As of 3rd Qtr:</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Gross Income</td>
<td>524,958</td>
<td>444,592</td>
<td>85%</td>
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<tr>
<td>Cash Expenses</td>
<td>(524,958)</td>
<td>(369,401)</td>
<td>70%</td>
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<tr>
<td>Actual Cash Net</td>
<td>0</td>
<td>75,191</td>
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</tbody>
</table>
Income 2016

- Membership Net Income: 31%
- Underwriting Net Income: 19%
- CPB Federal Grant: 31%
- General Contributions/Annual Fund: 6%
- Sponsorships: 2%
- Vanguard Draws: 3%
- Event Net Income: 3%
- Other Local Grant Income: 4%
- Major Contributions: 1%
- Sponsorships: 2%
- General Contributions/Annual Fund: 6%
- Vanguard Draws: 3%
- Event Net Income: 3%
- Other Local Grant Income: 4%
- Sponsorships: 2%
- Vanguard Draws: 3%
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- Vanguard Draws: 3%
- Event Net Income: 3%
- Other Local Grant Income: 4%
- Sponsorships: 2%
Income 2017

- CPB Grant: 116,003.00 (22%)
- Membership: 143,866.20 (27%)
- Underwriting: 161,408.30 (31%)
- Events: 31,551.82 (6%)
- Sponsorship/Cars/Ro: 23,283.40 (5%)
- Investments: 4,917.78 (1%)
- Misc: 1,900.00 (0%)

Other Grants: 42,378.00 (8%)
Expenses 2016

- Contract Services: 12%
- Operating: 27%
- Payroll: 61%
Expenses 2017

- Payroll: $244,210.36 (49%)
- Fundraising: $19,321.96 (4%)
- Underwriting/In Kind: $83,083.12 (17%)
- Engineering: $17,981.83 (4%)
- Management/General: $52,829.91 (11%)
- Capitol Improvements: $1,200.00 (0%)
- Programming/Production: $73,831.66 (15%)

Total Expenses: $402,740.99
A Strategic Plan starts with...

Mission – What we are doing now, everyday, always

Vision – Where we aim to be – our future state
Start with Mission: KDNK provides public access radio that connects community members to one another and the world.
Future of KDNK in key words:

**joyful**
- personal
- loving
- genuine
- musical
- whimsical
- boot-shaking
- entertaining
- humorous

**diverse**
- spirited
- communal
- philosophical
- inclusive
- authentic
- open
- expansive
- weird
- philosophical
- rooted

**vital**
- transforming
- connecting
- creative
- volunteer-based
- shared
- connecting
- excellent
- connecting
- non-commercial
- democratic
- empowering
- enthusiastic
- intellectual

**engaging**
- entertaining
- inclusive
- ecological
- educational
- multimedia
- formidable
- non-commercial
- informed
- independent
- irrefutable
- honest
- farsighted
- ecological
Broad goals for our future:

- **Expand.** Improve social, economic, and geographic diversity in listenership

- **Be Fun.** Foster creativity, free expression, and joy at the station and in the communities we serve

- **Be Awesome.** Pursue excellence in all its forms to remain vital and engaging
Crafting a Vision:
KDNK is vital to diverse, engaged, and joyful communities across Western Colorado.
Why “Communities” Plural?

KDNK 88.1 Glenwood Springs 83,720
K202AB 88.3 Glenwood Springs 11,661
K202AT 88.3 Aspen 14,162
K203EG 88.5 Basalt 6804
K203EH 88.5 Redstone 409
K234BJ 94.7 Old Snowmass 8365
K235AP 94.9 Thomasville 52
K228AG 93.5 Leadville 7131
K260BZ 99.9 Snowmass Village 2826

Total unique persons; 2010 census: 123,469
Help Craft the Plan!

• **MISSION** - KDNK provides public access radio that connects community members to one another and the world.

• **DRAFT VISION** - KDNK is vital to diverse, engaged, and joyful communities across Western Colorado.
Ballot Issues

- Board Candidates
- By-Laws