

Community Advisory Board meeting minutes Feb 15, 2018

CAB Members In Attendance: Luis Yllanes, Wick Moses, Annemarie Zanca, Brandon Jones, Lynn Burton, Olivia Pevec

Staff Members in Attendance: Gavin Dahl, Luke Nestler

Gavin Dahl gives GM report:

FINANCES

- First installment of CPB grant should arrive in the mail soon.
- President Trump's budget again calls for severe cuts to Corporation for Public Broadcasting. We will address the issue, but it won't be the centerpiece of our membership drive messaging.
- Spring Membership Drive will start on-air March 14th. Our theme is "Cultivating Community" and we plan to include a bag of seeds along with other station merch for thank you gifts. Early bird and event planning are underway.
- Work to align approved FY18 budget and the accountant's Quickbooks categories continues.
- We received our bingo and raffle license from the Secretary of State's office.

TECH

- Network attached storage infrastructure is now in place.
- Studio laptop for Spinitron was replaced.
- Erin and I have been participating in demos for a variety of membership database software solutions, including Donor Perfect, Memsys, & Allegiance.

PROGRAMMING

- Local election coverage is underway, with candidate interviews for Carbondale and Basalt now airing. April Spaulding and Luis Yllanes, candidates for Carbondale Trustee and KDNK DJs, are on a brief hiatus during the local election. Meanwhile, Paula Stepp is running for Garfield County Commissioner, but will not be stepping down from her every other Monday music show. She will avoid all electioneering on the air, and her opponent Tom Jankovsky has waived his equal time. From Sally Kane: "Makes perfect sense and you handled that very well... wish the rest of the country could figure out that level of civility."
- Regular monthly interviews with Congressman Scott Tipton continue. The two Democratic candidates running to challenge him have both been on KDNK to talk about their candidacies.
- Bente Birkeland's reporting from the State Capitol has continued to make waves in statewide and even national news. Another legislator has received a formal sexual harassment complaint. Meanwhile, it is unknown what discipline will be faced by state senator Randy Baumgarten, who represents much of KDNK's listeners.

CAB CHAIR REPORT:

- Thanks for end of the year best ofs
- Great to see KDNK family running for office, engaging in democracy
- Please be sure to inform all DJs about growth of DAD music library.

RESPONSE TO WEEKEND CHANGES:

- A few miss Wait Wait Don't Tell Me.
- Many love new shows.
- Too much talk on Sunday eve?
- Unexpected consequence: fans of E-Town and Wait Wait now have to choose between KDNK and KAJX on Saturday morning at 9.

DJ PEER REVIEW CONVERSATION:

Luis: A good can DJ rope you in, no matter what you think of the particular genre of music.

Wick: I want to see standards.

Luis: NFCB evaluation checklist for peer review is a starting place. We want to think of this as nurturing.

Wick: The station raises money through membership. If you want to see the station continue. DJs need to have a vested interest in compelling people to come back over and over to listen.

Annemarie: What do DJs think of this?

Luis: This idea hasn't gone public yet. Thinking big about supporting DJs doing good radio.

Annemarie: How will we handle DJs who don't want to be reviewed?

Olivia: What about DJs reviewing themselves?

Wick: It's important to listen to each other's show.

Luis: But there is room for self-assessment.

Gavin: I see this as a workshop, a tree house, a fan club.

Luke: It's been several years since we've done this. I've been recording mic breaks. This could be useful. It's staff's job to disabuse DJs of worries about the goals. Listen to the way Steve Cole does things, for example.

Lynn: I think it's important to keep it real simple.

Luis: Want to be mindful of Membership Drive.

Olivia: Is there are DJ refresher training?

Gavin: We want that! It's a huge priority.

Luis: Thinking back to DJ training, we were focused on curse words and hosting. It's also about treating the space and others respectfully.

Annemarie: AZYEP does really good trainings. Could have adults participate too.

Gavin: Would want to be mindful of the limitations of our ability to protect kids.

Annemarie: It's still much better overall than it was when AZYEP was starting out.

Gavin: We definitely need retraining on stuff like not embellishing underwriting.

Wick: Pre-record the underwriting. One of the big reasons people listen to public radio is because they don't want to hear the classic commercial ads on commercial stations. The reason for the guidelines is the FCC wants to level the playing field between public stations and

commercial stations since the commercial stations have to make all their revenue off of their spots, plus public radio receives tax payer dollars. It would be grossly unfair to the commercial stations if public stations could do "git sum" ads.

Luke: Pre-recorded spots would radically change the sound of the station.

Olivia: What's the problem with talking up local underwriters?

Gavin: Non-commercial versus commercial.

Brandon: It needs to be more obvious to DJs. DJs don't care about the technical jargon. Make it easy on me. Tell me the rules. We need to educate DJs. Very clear do's and don't's for DJs plus fun ideas and resources.

Luis: It makes sense to me. If we're going to evaluate DJs, we have to give a framework for improvement.

Olivia: When do DJ meetings happen?

Gavin: We do them before each membership drive.

Luke: Immediately actionable things can be addressed at DJ meetings. Longer term stuff needs more work.

Luis: Agreed...I think the immediate actions could be a simple list of do's and don'ts to put up in the booth so dj's are reminded when on air

Luke: A lot of newer DJs at KDNK are pushing each other to do better. It's a beautiful thing.

Wick: One thing that's crucial during membership drive is we need two people in the air studio. DJs need backup. It shouldn't be one DJ going on and on by themselves. Not everyone can get in there and be effusive.

Gavin: We strongly agree from a staff perspective that DJs need support. Let's look through NFCB's resources and decide what we like and what else we want to do.

Luke: Based on some of the digital things we're rolling out, let's shoot for July.

Gavin: Membership Drive, 35th Birthday Party, Vacations, coming up.

Luke: Any final thoughts?

Wick: I want to see a listener survey. The survey should be of the members, since they are the active listeners. This will indicate what KDNK's current demographic really is. The people you want to get are 20-40 somethings. The long-term prognosis is not good if only old hippies are listening.

Gavin: I'm hoping to do that this summer. We're doing some marketing with the PI and Aspen Times soon.