

## **KDNK Community Advisory Board Meeting Minutes - May 2017**

Chair: Luis Yllanes

CAB Members: Lynn Burton, Annemarie Zanca, Amy Barr, Brandon Jones, Olivia Pevec

KDNK Staff: Bodhi Stanberry, Gavin Dahl

KDNK Board: Scott Levine

Notes Taken by: Gavin Dahl

### **1. What do you feel should be the station's programming goals?**

- Public access, including youth
  - Luis: I've always felt that the station is so open and welcoming. Anybody can become a DJ. Watch and learn. You get to meet so many different people from throughout the valley. My son is very involved for Andy Zanca. It's an immense benefit for kids who get involved.
  - Annemarie: AZYEP has youth covered. That's our whole mission, getting kids on the air. What about the elderly? If you're including everybody, it should be all-age inclusive. What about twentysomethings? They listen to a lot of music. AZYEP mentors kids, we have structure and guide them, but we need to bring in more young adults.
  - Brandon: Public access and DJ freedom are the best things about KDNK. It's the music director's decision whether or not to give feedback. That should be Luke's jurisdiction. DJs should have their shows for a reason.
- Music - "the Garth Brooks debate"
  - Bodhi: The same DJs play the same songs by the same artists over and over. I hear complaints about that.
  - Lynn: I don't think I'd ever play Garth Brooks, but I would never say never. Telling a DJ what they can't play won't work.
  - Annemarie: You won't be scheduling a death metal DJ at 8AM, right?
- News - Local and National
  - Luis: I think we do a great job in terms of local news. Our national news is not as extensive as KAJX.
- Public service announcements, community calendar, lost pets - new ideas
  - Luis: I love that everything points back to the website. You can find the community calendar there.
  - Brandon: The community calendar and lost pets are two of my favorite things about the station.
- What about bilingual programming?
  - Luis: It's a tough market to get into, because there is already a station in the valley reaching that niche. We used to have a Spanish-language show.
  - Annemarie: It can cause English speakers to turn off the radio. Is KDNK trying to be all things to all people or focus on all people? Bilingual programming was a major goal of AZYEP. Latino kids are interacting with Anglo kids. They participate in each other's shows. Getting bilingual staff at AZYEP was key.

- Amy: I'd love for the station to teach listeners some basic Spanish over the radio. I think doing just one hour here and there is hard. I go to Peppino's in Glenwood and don't see a lot of integration between Latino kids and white kids.
- Brandon: I think bilingual programming is a good idea. Spanish on KDNK is a cool thing.
- Olivia: Could we have an all-Spanish show?
- Lynn: For me, programming breaks down to local and syndicated. I don't know that we need to get into specifics about local programming. Do we want to go 50/50? I think we need to decide do we want to be mostly locally programmed or do we want more NPR and other kinds of stuff. It's hard to have programming goals when you've got 100 volunteer DJs who all do what they want to do. Keep the goal broad. The historic conversation has been, should we do block programming? Certain kinds of music in the morning, other kinds in the afternoon, etc. We don't necessarily have DJs that want to play a certain kind of music at a certain time.
- Scott: I think it's important to have goals. I wouldn't want to see a strict block format, but putting great DJs in important time slots is strategic. This wouldn't be a formal professionalization, but rewarding people who act like professionals. It should mean something to be on the air. It's fun to play whatever I want, but think about what's going to represent the station well and be fun for the person listening to hear.

## **2. What are some ways we could better review the service provided by the station?**

- Updated survey (last one was in 2014)
- Tracking membership metrics like geography, retention, new members, \$ amounts
- Look at schedules of community stations with similar budgets or market size.
- Hire expensive consultants (haha)
- Luis: I don't know if we've ever looked at demographics of our DJs. It would be good to look at age, gender and ethnicity of our volunteers. As the CAB, we're here to review programming and advise the board and staff on what our thoughts are. There shouldn't be more than 10 questions.
- Lynn: It takes time to do this. Staff doesn't have the time. I would vote to say we didn't have any ideas on number 2. What's the point? What are you going to get out of it? Do they have a clue how busy you are? KDNK is a lot like the Sopris Sun. Both nonprofits. The paid staff (full-time and part-time) get it done. My opinion of boards is that their primary function should be to raise money. With KDNK it looks to me like you can do all this stuff but your primary mission as a board member should be making money. Fundraisers take a lot of staff and volunteer time that drain the productivity. We gotta make money.
- Amy: It would be easy to have DJs promote an online survey.
- Annemarie: The last survey was too long. It became too much about brutal opinions of DJs and individuals.
- Olivia: If we trust that the things we say have value, more valuable things will be said. Sopris Sun is hosting a hangout at the Pour House on Thursday afternoons, once a month I think. What if it were a media hangout? Informal survey. The people who care

will take you what they think. We should build more together. There are cool innovative tools out there to help with the survey.

- Brandon: I like Olivia's idea. Anywhere we get our name out is gonna make KDNK money.
- Bodhi: We can probably cut half the questions from the last survey. There were a lot of results that weren't valuable last time.

### **3. What would you consider significant policy decisions and are they effective?**

- Staffing decisions
  - Gavin: Hiring Raleigh Burleigh as next news director was strategic because he's bilingual and we want to have Spanish-speaking sources.
  - Olivia: I think the way Steve was let go was really weird. I think he was devoted to the station and made some great decisions while he was here. For him to be suddenly gone seems really extreme. And there was no plan for an interim.
- Requirements of DJs on-air and off air (membership, volunteering)
  - Bodhi: A few DJs aren't members. In theory, DJs are required to put in a certain number of hours outside of their show. We're not tracking that.

### **4. Do you think KDNK programming and policies are meeting the specialized educational and cultural needs of the communities served by the station?**

- Monthly volunteer trainings
  - Lynn: A substitute DJ asked me if the station would offer more trainings to make her a better DJ. Whatever we can do to add training for existing DJs.
  - Brandon: There need to be more advance trainings. Volunteer DJs need professional development.
- New, independent & local music
- Youth participation
- NPR vs. other news sources (available on 88.9)
  - Scott: NPR is a fine thing to have as long as we have CPB funding. If that funding disappears, I think NPR could go away. I think local news is important strategically. I think a lot of national stuff is fluff anyways.
  - Luis: Local news has won a lot of awards.
  - Amy: I tune in loyally to NPR on KDNK. Local people need to look out.
  - Olivia: We want to hang onto it as long as we can! I want NPR.
  - Annemarie: I can't remember a time when we didn't have NPR.
  - Lynn: In the 90s, when we got NPR, we felt like we arrived. KAJX was spotty at the time and a lot of people here wanted NPR on KDNK.
- What about Spanish programming? (available on 107.1)
- What about classical music? (available on 90.5)

### **5. What are our recommendations to the station manager and board of directors?**

- Lynn: KDNK has never, in my tenure, done a good job of apprising the members of what's going on with the station itself. I think KDNK should do a news show about the

station. Talk about what KDNK board is doing, what this group is doing, keep the community apprised.

- **Luis: Do a live call-in show with the station manager. Could also be promotional.**
- **Amy: Tout your call-in show as My First 100 Days.**
- Brandon: I like the idea of a listener survey.
- Annemarie: I'm interested in how many people are listening who aren't members. We've gotta get them!
- **Luis: We should link from Radio Rethink player to DJ profiles.**
- Brandon: I think we should track hours of volunteer DJs. I was asked to do 3 hours before I could get my own show, but no follow up. I don't want to see new requirements.
- Amy: I think membership and volunteer hours should be required. Total up all events and membership drives and divide by a 100.
- Luis: I think membership should be a requirement, as well as volunteer time.
- Annemarie: It's not fair to ask for 20 hours a year if there aren't many options. People will volunteer if its easy and fun. Seems like it can grow.
- Olivia: I was motivated to help because it was easy and fun. I loved the auction. I like answering phones during the pledge drive.
- Olivia: I think volunteers being empowered to do social media would help us address lack of capacity. What about training key volunteers to be part of our social media posting club? Come hang out at KDNK and use the wi-fi.
- Luis: You can link across multiple platforms at once with HootSuite.
- **Brandon: Send an informative email to DJs once a month that summarizes feedback, lists volunteer opportunities, and new music recommendations. Fun and providing a chance to grow.**
- Brandon: The board should have a better strategy for dismissal in the future.

\*Note that deliberations do not require any formal action or vote. Any discussion of public broadcasting issues that may influence the opinions of members makes it a meeting.

\*CAB reasonably represents diverse needs and interests of communities served by the station. More info on CAB rules <http://www.cpb.org/stations/certification/cert3>



