



KUVO COMMUNITY ADVISORY BOARD MEETING
Minutes *October 18, 2018*

Attendance: Jeff Brimer, Gwen Crawford, Wayne Fowler, Matt Herzberger, Claire Lanier , Djamila Ricciardi, Nasiri Suzan, Gabe Washburn, Woody Laughlin (on phone)

Staff Present: Beth Barbee, Chief Marketing Officer for RMPM

Meeting begins at 8:05 AM

Open Conversation with the Chief Marketing Officer

Subject: Role and Function of KUVO CAB and Building Stronger Communication between CAB and Staff

We need to determine how to find the right ways to leverage the energy and skills of people on the CAB

Listening Tours – conceived of a few years ago, are commonly referred to as “Community Conversations.” These sessions are professionally facilitated and are guided using prompts/provocations...not “questions” per se. The sessions are designed to get participants to think about what unifies/divides us. This way the conversation has an organic design. Provocations can be something i.e. “what motivates you to support an organization?” “do you consider yourself a Coloradan? Why?”

Next listening tour is scheduled Thursday October 25th, 6-8pm at the Bannock Street offices <same day and time as Jazz Messenger Party at Five Points Media Center>

Identifying Values – what is uniquely KUVO?

Next stage would be to interpret the information ...how does the organization turn this data into “something”?

Some of the goals include...

Define how to encourage people to engage critically and provide audience insight, particularly at this moment when KUVO is moving forward with the development of the Urban Alternative channel.

Give people what they need through the lens of the mission

<as a reminder to all of us; there is one mission for both brand identities (PBS and KUVO):

Strengthening the civic fabric through public media>

Questions the CAB is thinking about...

How is the mission measured and defined?

How do we as an advisory body judge how/if the mission is being met?