

CAB Meeting May 3, 2018

Community Members Present: Luis Yllanes, Lynn Burton, Mark Taylor, (Annemarie Zanca and Brandon Jones sent electronic comments)

Board Representative Present: Scott Levine

Staff Present: Gavin Dahl, Raleigh Burleigh, Luke Nestler

### MEETING MINUTES

LUIS: Meeting Minutes from last meeting are now online on the KDNK governance page.

### GM REPORT

GAVIN: We have raised \$69,000 toward our \$75,000 membership goal so we have \$6000 to raise by June 30th. What do you think of doing “give the gift of KDNK” and letting members give gift memberships for \$35 to celebrate the station’s 35th birthday?

MARK: I think it’s a great idea as long as there’s a long-term play.

RALEIGH: Once they’re members, they’ll be asked to renew at full price.

LUIS: Could be watering down, but having current members reach out makes it an introductory offer.

LYNN: Limited time only. What about lapsed members?

GAVIN: Should it be only referral-based?

LUIS: Could water it down if everyone can join for \$35. I like “give the gift” as a message for recruitment of new members, but not for lapsed members.

LYNN: Volunteer DJs need to be clear. Make the decision and explain it so it’s communicated accurately.

RALEIGH: Don’t want to dissuade members from renewing at normal levels.

### CAB CHAIR REPORT

LUIS: Great to hear live in-studio artist interviews like Shook Twins, Jackson Emmer, Antibalas, and also the training opportunities for DJs to learn to mix bands live in the broadcast learning center like the Pearl & Wood show. Kudos to staff for the 35th birthday party and ladies arm wrestling events. Proud of regional reporting from Bente Birkeland and Luke Runyon. Good work news department! Wondering if we will be bringing more Spanish-language or bilingual programs.

## REVIEW OF SPRING 2018 MEMBERSHIP DRIVE

SCOTT: It went well. Good learning opportunities. Volunteer DJs who don't get what they're supposed to do were an issue. Seasoned DJs who get the point and do a good show like Billy Bob. Overall I would say a few areas of improvement but really successful. Need volunteer DJs to all buy into what the point of the Drive is. Passion about advocating the station. Big part of volunteer expectations. Shouldn't have to force people to do anything.

MARK: I applaud the latest drive. It was fresh. Asking for money is like walking around with your hand sticking out. It's a conversation that needs to happen at DJ training. We are a nonprofit and we have two major on-air fundraisers each year. Set up the show so pitch is streamlined and not repetitive. I would rather have 1000 people give \$50 than one guy give \$50,000. Good job.

LUKE: I love the idea of stressing the membership drives at the DJ trainings. Haven't ever linked training to the drive.

MARK: We want DJs to plan for their show, to have some idea of what you're going to play and how it's going to roll. Plugging the membership drive should fit in naturally.

LYNN: Pizza and beer or coffee and bagels for sure. There should always be something new at every meeting. A guest speaker. A prize.

MARK: People wanting to be DJs is a leverage point. We want everybody to be involved. If you don't want to be involved, there might be someone else who wants to be.

SCOTT: It's an important part of being involved here.

MARK: I just want to leverage a bit more DJ involvement, lean on them to hear more.

RALEIGH: Maybe having more of the meeting led by DJs, not just staff.

LUIS: Maybe give name tags and reduce the time of introductions.

MARK: I want to see a mandate that attendance at 3 meetings a year is required.

LYNN: I've never been a big fan of the introductions around the circle. Name tag might help.

LUIS: Good to hear people's passions about why they're involved. But should focus more on teaching people how to pitch. Maybe play a couple minutes of highlights. Maybe just have newbies introduce themselves.

LUKE: I like the continuity of having everyone go around the circle.

RALEIGH: Maybe asking the basics, what's your name, your show, and one question.

SCOTT: Let's incentivize participation. If you get \$1000 during your show, you win something. It would be useful for staff to track who produced what during membership drive.

GAVIN: I want carrots that everyone can eat, not just one winner and 99 losers. Meanwhile, in terms of a stick, we haven't held people accountable for lack of participation.

MARK: What if everyone who signs up early bird through each DJ gets in to a specific event?

RALEIGH: We could track progress, and create more of a fun competitive game environment.

SCOTT: Important to show staff is paying attention, that we do care. This is part of the mission and needs to be made clear that its an expectation.

LUIS: It needs to be made known to new DJs that membership is our lifeblood. If they're not getting on the air to pitch and pledge and prepare and not here for DJ meeting, I'm a fan of the stick more than the carrot. I think there needs to be more structure for DJs, particularly new ones, on how to be more effective.

MARK: When it starts with DJ training, we plant the seed. We don't wait until Spring or Fall to talk about membership. Think about membership throughout the year.

LUIS: Training before the drive is a refresher. If you're not showing up to that and then you go on during the drive and don't do well, the problem isn't us failing to offer resources.

MARK: We don't want to be cookie-cutter.

LUIS: DJs who are unprepared are an insult to everyone else's efforts during drive.

LYNN: In the past we've been encouraged to have two DJs on at a time. We should have a third person who has a list of things that have to be done and acts as a producer.

GAVIN: We have to aspire to that. Staff wishes we had that much capacity.

RALEIGH: The more you participate the better it gets.

SCOTT: Start with all the DJs who we know would do well, and be willing.

## TICKET GIVEAWAYS

GAVIN: Ticket opportunities from Belly Up Aspen, The Temporary, Steve's Guitars, Wheeler Opera House, Ute Theater, plus Denver Comic Con, Music on the Mothership, Arise, etc. Should ticket giveaways be prioritized just for members or used to incentivize new members?

SCOTT: Nobody else on the dial is giving away as many tickets as we are. I see that it's a gateway to get people more involved in the station. I think perks for membership are really important. Overall it drives listenership, and can get casual listeners more devoted.

LUKE: All ticket giveaway winners should go on a list and be called during membership drive. I see powerful arguments for both sides. I like the idea of another person taking calls while the offer is on the air. There should always be a staff member available when the DJ announces the ticket giveaway.

MARK: I don't see it as members only. It's bait. It's an opportunity to gain more new fans.

LYNN: You almost need 2 DJs if you're going to do this. Not easy for DJs to handle while doing everything else. Provide support. I think tickets should be for everyone, but get as much info as you can. Remind them during membership drive time.

RALEIGH: Script it. After the giveaway have DJ say, "we're giving even more away on our email list."

LUIS: I've heard other stations like KCRW say you have to be a member so please look into the legality of that. Why not use the raffle license? Or call in for a chance to win.

MARK: We want people listening and we want members.

SCOTT: Use email to drive listenership for chance to win, not just giving away tickets.

BRANDON via email: Yes i do think tickets should be for members only. Or maybe tickets worth a certain value amount near or equal to membership value.

ANNEMARIE via email: I definitely think that only members should win tickets. Publicizing that should bring in more members.

### SAFE HARBOR

GAVIN: A longtime listener opted not to renew his membership in Spring 2018 Drive due to concerns about indecent material aired after 10pm. He says he has been hearing content that is "gratuitous, childish, short-sighted, and violent." He's concerned about youth listening and says many adults will tune out due to the bad words. He adds, it's a matter of taste, style, vibe and goals. He was particularly unhappy about Alex's show on alt Saturday nights, and also

mentioned a female DJ he claims said she was waiting for 10pm to play a song about male anatomy.

He was reached during phone bank and shared his views with a volunteer, so I called him back first thing the next morning and talked with him. I told him I would pass his info along to CAB and follow up with him after our next meeting.

In our conversation I laid out my position that it's important we stand up for our rights to artistic expression during the FCC's safe harbor. I tried to ask him if his issue was all explicit material, or just certain things like rap music. For example, Blue Scholars have a song about white people refusing to make eye contact with people of color on the bus and the emcee says "shit is fucked up" which is important. But then gangster rap is a different animal, you know?

BRANDON via email: I'm glad the listener shared feedback. However, i do not think it is worth censoring late night djs. They get to have all the fun. Plus, for every member who doesn't like it, there are probably 5 that do.

ANNEMARIE via email: I see no reason to change a safe harbor policy that has always been here for one complaint. Well, there have been complaints before, but so? The best of KDNK comes from its' attitude. Listeners know not to listen after 10 if that music offends them. And I agree with Brandon, the policy probably brings in other members even though the one was lost.

RALEIGH: Djs enjoy it. A lot of listeners enjoy it. The FCC rules limit what we can air, so late night radio is important. I think the freedom of expression is more important than personal taste. People can tune out if they don't like it.

LUKE: We got a call from a member during a hip hop show who said I was going to join tonight when I got home but I had to call right now and renew because KDNK is the only station that plays F songs. For those who complain, there are others who like it.

MARK: I love Frank Zappa and am all about fuck you censorship. I don't think we should be stricter than the FCC.

SCOTT: There's going to be an issue with enforcement after 10pm.

LYNN: I'm not a big advocate of the safe harbor or obscene material on the radio. There's gotta be a line drawn somewhere. I don't think you should have to worry about listening to the radio with your mother between 10pm and midnight and hearing shit fuck baby.

LUIS: It's fair to ask if 10pm is the right cutoff. Something to ponder.

SCOTT: I think foul language and foul content is a big issue. Lynn makes a good point. Before 10pm there shouldn't be any. I'm more concerred about enforcement during the day, we have to

be thinking about the preservation of our license. I love free speech as a listener and member, but as a board member I want us to be careful.

LYNN: In 1984 the rule was “don’t play anything you wouldn’t want your grandmother to hear.”

GAVIN: Huge difference between misogynistic lyrics and politically conscious lyrics.

LUIS: If you’re tuned in after 10pm and you are offended, listen to something else.

#### NEXT MEETING

LUIS: We hope to meet again on Thursday August 16th from 6:30pm to 8pm.