

KDNK Community Advisory Board - November 15, 2017

Chair: Luis Yllanes

Members Present: Brandon Jones, Annemarie Zanca, Amy Barr (phone), Mark Taylor

Staff Members: Gavin Dahl, Luke Nestler

Board Member: Scott Levine

Minutes from May meeting approved.

GM: New staff hired for financial side of organization. CPB grant for 2018 will be \$116k. New grants from Colorado Creative Industries and O'Shaughnessy Foundation will help upgrade community space and add editing workstation in program office. Town of Carbondale will help fund next year's Hootenanny free concert. Solutions Journalism Network awarded KDNK two scholarships to their conference in Utah. Gavin voted president of Rocky Mountain Community Radio coalition. Statehouse reporter is breaking stories on sexual harassment at the Capitol.

Chair: Community Advisory Board members' input in determining agendas and setting priorities for our conversations is invited.

Mark: We should meet quarterly instead of twice a year.

Luis: I like it.

Annemarie: Standardize when the meetings happen so we can handle logistics better.

Mark: Excited about re-engaging in KDNK. Expectations should be built about our work.

Annemarie: I like the excitement.

Luis: Great turnout for DJ training tonight, with 10 attendees. There is great energy at KDNK. Kudos on the website, new music, quality news. I appreciate listening back to shows I missed.

Brandon: Radio Rethink should link to DJ bios.

Gavin: Thanks, I noted several great ideas from the May meeting that we have gotten done.

Luis: Community input is important. This committee shouldn't just be about marking off a box. We should ask the GM what gets implemented.

Gavin: I want to build consensus.

Tentative conclusion: Meet in February, May, August, November. Third Thursdays are an option.

Gavin: We are proposing schedule changes. The weekend changes will happen for sure. We are re-joining PRX and dropping Wait Wait Don't Tell Me (which will save \$2500 annually).

Annemarie: Sunday evening is good for theater. It reminds me of Mark Ross's show where he would read children's stories on Sundays.

Mark: I'm all for exposing somebody to something new. With over 60 nonprofits here how can we support each other?

Brandon: Joining PRX is a phenomenal decision.

Gavin: Program fees are a big expenditure, so we're trying to use the money strategically. From PRX we will carry Reveal, Planetary Radio, and LA Theatre Works, plus specials.

Luis: I'm open to theater on KDNK. I like the interplay with other spoken word arts.

Luke: Amy Marsh brought up in staff meeting that it may not work for people who tune in late.

Mark: I want to make sure people do tune in. You don't want to miss it.

Amy: Huge fan of PRX. Plays sound fun. We want driveway moments.

Gavin: The bigger decision is my proposed move of Democracy Now from 6pm to instead carry DN live at 6am. We are still up in the air because I don't want to do it without staff consensus.

Luke: I'm worried we will offend two news constituencies, DN fans who aren't up before 7am and NPR fans who may go to KAJX for NPR and not come back. Also, this change will cut into underwriting opportunities. And listeners will miss Steve Cole from 6-7. On the other hand, the proposed 6pm lineup is strong.

Mark: Test the water. KDNK is doing well with programming, ideas, energy, enthusiasm. At the Halloween Dance Party I saw more faces I haven't seen before than faces I have seen. We should measure metrics and not just say fuck it and see what happens.

Annemarie: Do we know if audiences cross-over?

Mark: I love Amy Goodman, she is invaluable. Dinnertime is tough. National news can fuck off.

Luis: In theory, I support it but don't listen at 6am. Pretty radical potential effects on listenership.

Gavin: The idea of shifting to carrying DN live isn't going to go away, so there is no rush.

Luis: I like that it sets us apart more from KAJX. It's like taking medicine early rather than late.

Scott: There's a lot of value to retooling. Right now, KDNK gets stale from 6-8am (because local news is repeated, as are NPR headlines). With DN there's never really a good time to listen.

Gavin: I agree with Luke that we will miss Steve Cole from 6-7am but this change would give my budget up to 5 hours each week of Steve Cole production time. We can have him voice new UW spots that can be used more effectively during news and syndicated

shows and news. Plus, we can have him voice promos and station updates. Occasionally he can even do creative projects.

Mark: I applaud the way you're looking at things, and celebrating things. I don't see this change as a cut but an add to. Look at the big picture. Be willing to have hard conversations.

Annemarie: You're always gonna piss somebody off.

Scott: We have eventually have to jump off the bridge.

Mark: It's not that radical. We have to believe in what you're doing, and give you enough rope to hang yourself. It's our job to make sure your feet hit the ground.

Luke: For historical context, we used to run DN at noon before moving it to the evening.

Gav: I am not in support of cutting NPR.

Luke: I don't know if listeners care about "stale news" (when DN airs 12 hours delayed).

Scott: So the lost revenue (potential) at 6-7am won't be made up at 6-7pm?

Mark: Fresh news, I like that. Go from fresh news, into Steve Cole and NPR, and local news, then into the music.

Brandon: I'm generally in favor. I think the process for decision-making is important. Having a big picture plan for underwriting too.

Luis: Olivia is generally in favor of the proposed changes.*

Annemarie: Generally in favor. It seems to me that DN listeners are committed. For those of us who don't want DN, we can just tune out.

Mark: We will come back, even if we don't want DN. People are committed to KDNK. Staff consensus is important. Open communication is what I support. Staff listens most of all.

Amy: I agree with Luke. I think we would risk losing listeners. I think we need a survey. It doesn't feel stale to me. I don't want KDNK to lose popularity.

Scott: As a listener I think it's shifting a bit. It's more important if we see them at events, than if they listen all day. Finding new ways to be a community asset. Listening. Impact. Experience.

Mark: My approach is I listen to everything. Always listen to new things. What do you bring to the table? Bring in new concepts and new ideas.

Brandon: The other thing (that's important) is being distinct from KAJX.

Luis: I generally support moving DN. I would enjoy the breath of fresh air in the evenings. It sounds like the money could be made up. I'm not sure how helpful a survey is.

Amy: Maybe just survey underwriters, not all listeners.

Mark: You're only surveying your base anyway.

Scott: Consensus matters. But there are also risks for not changing too.

Luis: Our airwaves are so valuable. Next meeting I want to discuss DJ peer reviews. What's being done well?

Gavin: We need to plan for professional development for DJs even though its not in the budget.

CAB member Olivia Pevec's comments sent to Luis on day of the meeting.

I am in favor of: Democracy now moving to 6:00 am live. Local news at 8. The 6pm show mix he has written on the schedule. New syndicated and old faves through the week. Radio plays on Sunday evenings. Bye bye Wait Wait, I'll find you somewhere else when I want you. The shedule he's got written down makes me wanna buy a portable radio and never unplug. Looking forward to implementing shop days again so I can suck down huge doses at a time. Thanks for the good work you all do to make this the place we are.

