



Community Advisory Board Meeting
February 9th, 2017, 11:30 a.m. – 1:00 p.m.
Teleconference Room
Minutes

Board Members Present: Thomas Vela, Jay Grimm, Stephanie Welsh, Sheila Kowal, Ed Simm, Teresa Coons, Phil Cortese, Jeffrey Brimer, Max Paley, John Shippey, Jackie Jacobson, Wayne Fowler, Nasiri Suzan (Calling in), David Miller (Calling in), Sean Anglum (Calling in), Travis Cossitt (Calling in)

Board Members Absent: Amanda Perkins Walsh, Michael Niyompong, Noah Finkelstein, Carolyn Lievers

Staff Present: Amanda Mountain, Tina Cartagena, Elizabeth Mayer, Laurie Zeller, Aaliah Hartley

1. Meeting Called to Order

- a) CAB Chair Thomas Vela called the meeting to order at 11:35am

2. Welcome, introductions and Approve Minutes

- a) Thomas began the meeting at 11:35am and the group did not approve the minutes for the last CAB meeting as a few members did not see them.

3. KRMJ LAC update

- a) **David Miller**
 - i) The focus of LAC is to tie into the FCC mandate, they have hand-picked the membership. Ultimately have people reflect the national constituencies. Last meeting took place 2/25 and the LAC meets quarterly. David went over the LAC Snapshot Update one-sheet he provided and answered a question from Sheila – What is the “right of will” event? To get ppl to think about the importance of how they manage their estate.

4. KTSC LAC update

- a) Sean Anglum
 - i) Super School News is approaching, and they have Homework Hotline (both programs featuring local students). Coming up, KTSC fundraiser. An offshoot event we do for the Matchwits program. Working on new branding for the future. Kids Fun Fest is coming up. Leadership in planning has really helped for the Spring event coming up.

5. KUVU CAB update

- a) Phil Cortese
 - i) We have 11 members and meet every 3rd Tuesday of the month. We have a community meeting in May to collect input. Our mission is to engage. We are here to gather the information. We try to participate by donating money to pledge during the KUVU drive. We were able to get on air as CAB members that donate and to promote the CABs. Keeping our eyes on the new building, we want to make sure there is some preserving of KUVU. Maintain oral history interviews with John. We have a host night out where we invite all the hosts to a HH, around 66 volunteer hosts. Some of the hosts don't get to see each other so they really appreciate that. We put together a gift basket every year for Balistreri, we have a sustaining member party. It's important as a CAB to chat with those members. Always reminded on our basic job, is KUVU serving the community needs. We want to get closer to working with RMPBS.

6. Transition Plan, New Building Update, Envisioning RMPM's Future, Importance of CABS

- a) Amanda Mountain
 - i) The role of the CABS are vital. There is currently a record low trust in the media and little that is being celebrated. KUVU is known to celebrate the community. How are we able to bridge the divides? Our vision is statewide with locations in Pueblo, GJ, Colorado Springs and Denver. We have 77 FTE btwn TV and radio.
 - ii) Infrastructure is huge in competition, as we try to serve as many people as possible. How do we create a new kind of engagement and relevance. As a starting place, we will have annual Listening Tours, and ask community what they care about and what issues are important to them. Using example of Insight's marijuana episode.
 - iii) To engage the community and spotlight local voices and stories— Create a podcast, tell a story, share that content. Regional Innovation Centers in Grand Junction, Pueblo and Tim Gill Center. Our new building will be used to create that platform. It's an expensive investment. Open Media Foundation is a likely partner.
- b) Laurie Zeller shared an overview of the Community Engagement department's statewide strategy, with a powerpoint distributed and an overview of the Listening Tour.
- c) We have to be the experts on what Colorado wants. What we're doing in radio and television. Asking people what they want to see. It's the quality of what we produce locally and nationally.
- d) The station has to focus on our mission. If we're only serving the people that are listening now, then we're losing out. Importance of physical presence and convening for input. When a statewide organization shows up to Yuma or Limon, it really means something. Do a demographic analysis. The idea is we do a version of this Listening Tour annually. We need to be able to document the impact. Obvious link from Insight to listening tour. If we can go back to that community, how did you use that? Has something changed? Things change because of what we do in this building. We want to measure that impact.
- e) Ken Burns is doing a series on Vietnam War, he is coming to Denver Aug. 23rd. KUVU has a plan to program the music of the era. We hope to spotlight the diverse stories and perspectives of the Vietnam War era – from people who fought in it, to those who protested, to the Southeast Asian families moved here. Looking at how we collect those stories online and through collaborations with local nonprofits.

f) Thomas – when does the Listening Tour launch?

Laurie- Still in the planning for that. Hold Listening tour in all the communities where we have a physical presence. Hope to participate in Rural Philanthropy Day.

Thomas – Important to understand what the community is saying about us and wanting to see. I'd want to see at least one of us be at each one of these that will happen.

Laurie: We've talked in theory how we can reach into different communities. Your thoughts appreciated. The plan is to have a mtg design that staff can all be trained to do. How are you going to promote it as well on the station? If it's a couple of us getting in front of the camera, we can put the call out to the public to attend.

L- we want to recruit CAB members to be a part of this.

Phil- We call it the ambassador program, think through what are some of the organizations we can talk about ourselves at and involve. Does the Chamber have a mtg? Can we be on the agenda?

7. Discussion of CAB Collaboration

There being no further business, the meeting was adjourned at 1:03pm