

## **Community Advisory Board Meeting Minutes 10/3/2016**

The KGNU Community Advisory Board met in the KGNU Denver Studios/Office located at 700 Kalamath Ave, Denver, CO at 6PM October 3, 2016.

**Community Advisory Board Members Present:** Thia Gonzalez, Louis Wolfe

**Community Advisory Board Members Absent:** Roxy Goss

**KGNU Staff and or Board Members Present:** Tim Russo, Station Manager / Ex-Oficio Board Member; Dave Ashton, Denver Program Manager

**No other Public Present**

**Public Comment: NONE**

### **General Meeting Minutes/Notes:**

As a reminder, along with taking input from the public regarding our programming and service to our communities, here are the areas that CAB members should always feel free to provide input to the station at each meeting:

- review the programming goals established by station;
- review the community service provided by the station;
- review the impact on the community of the significant policy decisions rendered by the station; and
- advise the governing board of the station whether the programming and other significant policies of the station are meeting the specialized educational and cultural needs of the communities served by the station. The advisory board may make recommendations to the governing board to meet those specialized needs.

At this meeting, CAB Members discussed several different aspects of our programming, including the following:

### **Denver Community Engagement and Denver Membership Growth**

#### **Recruiting New CAB Members**

#### **Program Reviews**

The general sense from the CAB is that the AM market in Denver and in general, but not limited to KGNU, is narrowing. CAB members were very supportive and optimistic of the opportunity to locate an FM translator in the Denver area to expand and improve on KGNU's FM footprint in parts of Denver.

Per Denver community engagement the CAB members felt that the Pocket Guide is an excellent tool and should be better utilized. Suggestions were made to make a Program Schedule Magnet and more accessible online reference to the programming with visible descriptions of show content and or genres.

The latter suggestion referenced the constant change in programs from one day to the next at during the same hours. Ie Afternoon news block, M-Shortwave Report, T-Making Contact, W-Between the Lines, Th-TUC Radio, F-FSRN. The observation was made that the music genres and news change daily and this creates a propensity for “Narrowing the Audience” to very specific listening periods. CAB felt that this may make it difficult to easily engage new listeners.

Using texting services was also suggested as a very popular and effective way to communicate to members and listeners, about specific shows that might be coming up or special guests that may be featured from moment to the next, so that listeners may know to tune in immediately. Twitter and Facebook were mentioned but texting was emphasized to drive immediate action to tune in.

Increasing internships was also pitched as an idea to drive more Denver college aged interest to working with and collaborating with KGNU.

### **Programming:**

CAB members agreed that they thought that the addition of Richard Wolfe’s Economic Update was an excellent addition. CAB members had not had an opportunity to listen extensively to Reveal and only Louis had listened to the Afternoon Headlines with the Colorado Independent and the addition of the Afternoon Community Calendar. Everyone did agree that these are however very beneficial additions to the program schedule to highlight local headlines and community events that benefit the broader communities under the KGNU footprint.

CAB members thought that the local and national election coverage was excellent and appreciated hearing the Democracy Now live debate coverage.

Denver specific coverage that CAB felt would be important to focus more on include: Denver Schools, Denver Policing, and Denver Housing (gentrification and lack of Affordable Housing).

Finally the CAB discussed the importance of growing the CAB to include advisory members from other cities and town within the KGNU coverage areas, in particular but not limited to Longmont, Lafayette and other parts of Greater Denver.

**The next CAB will be 4pm January 26<sup>th</sup> at the Boulder Studios.**

Meeting Adjourned