



## KGNU Board of Directors Annual Meeting Minutes

November 13, 2017

KGNU Boulder Studios

4700 Walnut St., Boulder CO 80301

### Board Members Attending

Jon Walton, Chair

Liz Lane, Vice Chair

Jeannie Brisson, Treasurer

Risë Keller, Secretary

Roz Brown

Elena Klaver

Rebekah Hartman

Tim Russo (aka Timo), ex officio

### Absent

Barbara Stern

### Public Attending

Dave Ashton

Sanford Baran

Joy Barrett

Lauren Click

Maeve Conran

### Public Comment

None

Michael Donovan

James Duncan

George Figgs

Bill Hogrewe

Erica Jose

Nikki Kayser

Leslie Lomas

Sean Makau

David McIntosh

Chris Mohr

Jim Murphy

Evan Perkins

Indra Raj

Deborah Shane

Sarah Shirazi

Nile Southern

Marge Taniwaki

Louis Wolfe

# KGNU

## 2017 Annual Report

Jon made introductory remarks, noting changing demographics, involving the community, serving the underserved, legacy work. “We are radio rebels.”

Lauren Click delivered a presentation on the economic impact of nonprofit arts and culture organizations and their audiences.

Tim presented his reflections on the past year of accomplishments: Community garden, SVP catapult investee, and \$1.25 million matching grant for expansion from a tax extension that passed in Boulder.

### Staff Annual Reports - See Appendix A

- Community Development Director Sarah Shirazi
- Music Director - Indra Raj
- News Director Maeve Conran
- Station Manager Tim Russo (Timo)
- Denver Program Manager Dave Ashton
- Operations Director Evan Perkins

### 40th Anniversary Group Purpose Statement

Moved to the December Board meeting agenda

### Bylaws Amendment: Vision Statement - See Appendix C for full text

The board moved to add a Vision Statement to the KGNU Bylaws, which requires an amendment to Article I. See Appendix C for full text of the amendment. The full text of this proposed amendment will be posted on the KGNU website to allow for 30 days of public comment before this is voted on at the December 2017 Board meeting.

### Committee Annual Reports - See Appendix A

- NomCom - Joy
- StratPlan - Roz
- Budget - Jeannie
- Development - Jon (for Barbara)
- Events - Risë
- Program- Rebekah

### Ad Hoc Committee Annual Reports

Development - Barbara

Events - Meredith

Strategy - Roz

### Community Action Board (CAB) November Meeting Minutes - Timo (for Lewis Wolff)

See Appendix B, below, for full text.

## **Vote on officer slate - Nile/NomCom**

Nile Southern moved to approve the following slate of Executive Officers to serve a twelve (12) month term:

Jon Walton, Chair

Liz Lane, Vice Chair

Jeannie Brisson, Treasurer

Risë Keller, Secretary

The motion passed.

**Meeting adjourned 9:43pm**

## Appendix A: 2017 KGNU Annual Report

To see the full Annual Report go to:

<https://docs.google.com/document/d/1aM742TsVekjD2lumWJOEIUw0xcSqDyfJis2ogj-LvYY/edit?usp=sharing>

(Contact [Rise.Keller@gmail.com](mailto:Rise.Keller@gmail.com) for comment or edit access to this document.)

## Appendix B: November 9, 2017 CAB Meeting Minutes

### Members Present

Roxy Goss

Thia Gonzalez - teleconference

Louis Wolfe - teleconference

Carmen Ramirez - teleconference

Tim Russo

### Membership Drive Review Feedback

CAB Members reviewed three aspects they experienced during the KGNU Fall Membership Drive:

1. The On-Air experience, ie the sound and presentation of the Media that Matters, Music that Inspires Fall Membership Drive
  - a. Overall, CAB members enjoyed the sound, appreciated the theme, felt that the pitching was good, and tighter than previous drives and that the theme helped the pitching. They enjoyed testimonials but there was one promo that stood out to CAB members that they perceived as evoking a feeling of guilt to the listener into giving versus positive encouragement. CAB recommended vetting all Membership Drive Promos and offering additional training for people interested in offering testimonials. Making sure promos do not sound staged.
  - b. CAB reiterated the importance of thanking contributors on air and celebrating all contributions made by everyone, being sure not to discredit or underappreciate people who are only able to give smaller donations.
2. Two Members participated in the Phone Bank answering Calls – they commented on the flow and process of taking pledges.
  - a. Louis perceived less calls coming in as more people opt to pledge online and or monthly subscriptions increase
  - b. Louis felt that taking the pledges via the web form was clunky and did not flow with the manner one should be answering the phone. Recommends improved web form for pledge drive volunteers to be able to take pledges online.
3. Two Members pledged either online or via phone – they evaluated their experience making a pledge
  - a. Thia had a less than fluid experience calling in to make her pledge, felt that the person on the phone was either new and or had limited experience or training and it made for a slow awkward call-in experience. The person was very amicable just did not seem to know what they were meant to do. Recommends increased training for phone bank volunteers.
  - b. Carmen pledged directly online and felt that the experience was quick, easy and painless
  - c. Louis commented that the ease of pledging with a credit card is very helpful and that he understands how this monthly credit card giving is more accessible to a growing population opting for monthly payments via their credit cards.

CAB members thought it was a good drive overall with excellent programming and specials both on the music and news fronts. They like the feel and sound of the special programming. There was concern about the number of simultaneous Membership Drives occurring at the same time along the Front Range and members inquired if stations knowingly schedule drives at the same time.

### General Programming Review

CAB members appreciate the new programming including; Make them Hear You, Pasa la Voz, Resistance Radio, The Community Foundation's Monthly program and Metro. CAB members commented positively on the Election coverage and in particular the wide range of School Board Elections covered this year. Carmen requested information on how KGNU tracks the response to a particular show and recommended

that KGNU produce a set of bullet points about specific programming during the week that CAB members could be using as talking points for the radio when they are speaking with community leaders within CAB members spheres of influence, to help drive more listeners and interest in the radio.

## **2M&2N Next Steps and Community Engagement**

CAB Members very much look forward to the vision and expansion of KGNU. CAB feels that this is a great opportunity to involve many more people and a real opportunity for more people and groups to take advantage of the offerings in the new space.

Roxy got involved a couple of years prior to Denver AM acquisition and saw a lot of growth. She sees a lot of opportunity to involve a lot more people and involvement through the current expansion proposal.

CAB recommends putting out promos about how the project progresses as we begin to move forward in order to update and involve the community.

**Meeting adjourned 7:00pm**

## Appendix C: Full Text of Proposed Addition of Vision Statement to KGNU Bylaws

At the November 2017, a motion was seconded to AMEND the BCBA dba KGNU BYLAWS, SECTION 1.2, entitled Purposes and Mission, by:

1) REPLACING the word "Purposes" with "Vision" in the title, so the title shall read:

"Vision and Mission"

AND BY

2) ADDING Section 1.2.1, whereas Section 1.2.1 will be titled "BCBA Vision Statement"

AND BY

3) ADDING the sentence proposed as the "BCBA Vision Statement" in Section 1.2.1:

"The Boulder Community Broadcast Association, Inc. envisions an actively engaged global community rooted in mutual respect, working together to advance a more equitable, just, and environmentally sustainable society that ensures all peoples access to and participation in independent media."

AND BY

4) ADDING Section 1.2.2 whereas Section 1.2.2 will be titled "KGNU Mission Statement". The content of the KGNU Mission Statement shall remain unaltered.

The original sections of the KGNU Bylaws to be amended are:

Boulder Community Broadcast Association, Inc. dba KGNU Radio Bylaws

Ratified September 2014

Amended November 2015

Amended May 2016

.  
. .  
.

### ARTICLE I

#### CORPORATION NAME, PURPOSES, AND MISSION

##### 1.1 Name

The name of the Corporation is Boulder Community Broadcast Association, Incorporated (BCBA), doing business as KGNU Radio (KGNU).

BCBA is organized as a private, non-governmental, nonprofit Corporation under the laws of the State of Colorado and pursuant to IRS Section 501(c)(3), to furnish non-commercial broadcast, content distribution services, high-quality educational, cultural, music, news and public affairs programs.

To that end, BCBA is empowered, but is in no way limited, to obtain and hold appropriate authorizations from the Federal Communications Commission; to construct, operate, and maintain noncommercial educational broadcast stations; to obtain and to hold by contribution, deed, or lease real or personal property and funds to be used in connection with the operation of broadcast stations; and to solicit and accept, in trust or otherwise, money and property to be used for these purposes, and to do all other legal activities consistent with these Bylaws.

##### 1.2 Purposes and Mission

###### KGNU Mission Statement

KGNU is an independent, noncommercial community radio station licensed in Boulder and Denver and dedicated to serving its listeners. We seek to stimulate, educate and entertain our audience, to reflect the diversity of the local and world community, and to provide a channel for individuals, groups, issues and music that have been overlooked, suppressed or underrepresented by other media.

KGNU depends on community Volunteers, coordinated by paid Staff, to produce quality programming. We rely on our audience for financial support. The Board of Directors of the Boulder Community Broadcast Association, Inc., is the licensee and is legally responsible for the conduct of station activities. The Board hires a Manager who is responsible for managing the Station and hiring other Staff. The Board, Staff and Volunteers are committed to collaboration with each other.

The Station seeks to expand the listening audience through the excellence of its programming without compromising the principles stated here.