

Community Advisory Board – January 9, 2014 Meeting

CAB Members - Louis Wolff, Thia Gonzalez, Roxy Goss

Staff Members – David Wilson

Community Members - Jim Pullen – KGNU Volunteer

Public comment

- Jim Pullen

-Expressed concerned about existential threats to station. Brought up issues of trying to provide timely news. Need to do qualitative and quantitative analysis of our strengths. Need to identify possible choke points that could lead to failures that we don't recognize.

- Need to retain more new members. Can help with this by increase trust in our news. We need to make our news more trustworthy. Suggest that news and public affairs producers and directors need to do more fact checking, including after doing live programming. Programming decisions may have been made to avoid these problems.

- Roxy pointed out that may people do like the kind of news and the public affairs that we do provide. Thia also pointed out the issue of resources to do the more thorough fact checked pieces. Also pointed out as others did that many listeners are tuned in because programming like DN reinforces beliefs of listeners. Thia also discussed ways that we might be able to get more timely news, like AP?

- Louis Wolff pointed out how DN provides more time to given topics; we also do that. Maybe our strong point is the longer format programming that we can do.

- Roxy pointed out to that we need recognize not all people have access to computers and access.

Cross Promotion

- Thia thinks it is great idea to have more cross promotion. Louis pointed that AfterFM may be helpful with regard with regard to satellite radio. Roxy things the cross promotion, including of AfterFM, is good.

News Programming in General

Roxy likes both FSN and CPR. Thia really likes the BBC.

In closing, Roxy pointed out that we are still pretty diverse and good. Still have to be looking forward and doing better.

More from Jim Pullen

Returning to early discussion, need to think deeply about radio and our place in radio, where we have strengths, where we have weakness. a SWOT analysis. Existential threat to media in general - newspaper demise, BBC and NPR challenges.

We can do things that can't be done with other media. You can multitask while listening radio.

New public radio music provided to those who don't always have a voice in the community, the mission of the station. Need to take to more of the community, but needs to be done in an ethical. Do better than the mainstream media.

What should we be covering?

- make sure everybody gets to come for election season (Roxy). Cover local election. Make that those that don't have the money have air time. Radio nibbles and radio lab.
