

MINUTES OF THE KGNU BOARD OF DIRECTORS MEETING
Tuesday, November 8, 2011
4700 Walnut, Boulder, CO

Board Members Present:

Barry Gilbert, Chair
Judy Trompeter, Vice Chair
Basit Mustafa, Treasurer
Chris O'Riley, Secretary
Sam Fuqua, Ex Officio, non-voting
Meredith Carson
Ken Fricklas
Steve Streng
Lu Contreras
Robin Van Norman

Guests:

Shawna Sprowls
Evan Perkins
Maeve Conran
Dave Ashton
John Schaefer
Joy Barrett
Arleigh
Greg O'Brien
Bill Hogrewe
Beth Dobos
Mike Schuster
Leslie Lomas
David McIntosh
Roz Brown
Guy Eickson

6:07pm - Meeting called to order by Barry Gilbert
October 2011 minutes approved.

PUBLIC COMMENT: None

STATION MANAGERS REPORT: Sam Fuqua

Major Accomplishments of the past year:

1. Programming
 - Special live broadcasts: RockyGrass and Denver Pride Fest. Special news focus on children and on GMO's.
 - New programs: Al Jazeera, Smash It Back, Radio Lab
 - 2011 Community Service Award from Colorado Broadcasters Assn. for "Eat Your Radio".
2. Technical

- FM Upgrade Project: Negotiated amended lease with Lafayette for generator pad space and shared rent agreement with Boulder County Sheriff; Purchased and installed natural gas-powered emergency generator for FM transmitter
 - New playlist/program log software (“Commrad”): rolled out in June, improved access to playlist & archives for listeners/web users, streamlined log obligations to Denver DJs
3. Events & Outreach
 - Noam Chomsky—most successful single event fundraiser ever for KGNU (\$48K net)
 - Charles Sawtelle Mountain Jam—significant increase in net proceeds
 - Secret Show—successful launch of new annual event
 - Increased outreach in metro Denver/Aurora
 4. Personnel
 - Transitioned to new Membership Director and Community Development Director
 - Over 250 active volunteers!
 5. Special projects
 - StoryCorps: month-long visit to Denver sponsored by KGNU, Denver library
 - Archive inventory: CPB grant to inventory KGNU’s audio archive, 3200 entries

Major challenges in the year ahead:

1. Financial

- \$700,000 operating budget and current 1390 loan obligations of @\$2 million. All levels of support are needed; donations, memberships, major gifts. Many activities will also help, including major donor contacts and visits, house parties, events and creative on-air campaigns.
- Corporation for Public Broadcasting (CPB) funding continues to be targeted for cuts during budget negotiations in Congress.

2. Technical

- Continue improvements to playlist/log program and website
- Resume negotiations with owner of Estes Park frequency in an effort to improve reception in Longmont

3. Audience Growth

- Membership and listener numbers basically flat
- Another competitor in the market (1340 AM)

How can we make KGNU essential to more people?

- They have to find out about us first: community outreach with engagement on specific KGNU programs; strategic partnerships; free publicity; increased social media
- The programming needs to represent compelling content and consistent quality

People have many, many media choices and many demands on their time and attention (and their \$). But they still want to feel connected to their community. Radio in general and KGNU in particular are in a unique position to offer that opportunity to connect-- to beautiful music, local news and information, other cultures and to another real human being on the other end of the signal. The ultimate message

we want to send is a message of love. Amid the very important and sometimes difficult messages that call out for social and political change (and the sometimes challenging musical moments), we want people to love one another, to love their community and to love KGNU. Spread the love!

STAFF REPORTS:

Maeve Conran: News Director

Highlights of the past year:

- In March we devoted a week of programming to children's issues.
- Eat Your Radio was back working in Denver Public Schools and in March, Eat Your Radio was honored by the Colorado Broadcasters Association for its work.
- In April we continued our collaboration with The Conference on World Affairs.
- In June we had the first live broadcast from Pride Fest in Denver.
- In late August we devoted a week of programming to the GMO debate.
- In September we added Al Jazeera English to the morning lineup from 5.30-6am. .
- In September we aired a KGNU produced radio documentary: Fire on the Mountain: How Gold Hill was saved. This was a collaboration with many different volunteers working with the news department.
- We just wrapped up our election coverage (candidate debates, ballot issue coverage and election night).

Our ongoing news coverage of local issues includes:

- Reports on the local Occupy movement
- In depth programs on energy issues include Boulder's exploration into creating a municipal electric utility.
- Health care, Social Security, Medicare and Medicaid, GMO crops, especially in Boulder County.

-Next year we are excited to continue our relationship with the Conference on World Affairs, happening in April at CU Boulder. We will be hosting several panel discussions here at the station and plan to broadcast live from campus as well.

- We plan on broadcasting from Pride Fest in Denver again next June.
- We continue with our Eat Your Radio project.
- We continue to work with young adults with developmental disabilities (Employment Link and Imagine!)

And none of this would be possible without the countless volunteers that come in and produce shows, features, host the morning or afternoon news, read the headlines, host shows, answer phones for the call in shows and the countless other things that make the news department work. THANK YOU to all of them.

Shawna Sprows: Development Director

I was chosen for the position of Community Development Director, a new one at KGNU, in January. I remained acting Membership Director through the end of March when we hired Nikki Kayser. Community Development encompasses all events, outreach and non-profit organization relations, as well as development work.

In the Events arena we had a huge year, with Noam Chomsky's visit to the area in April being our highlight both financially and by attendance. We had a sold-out audience at CU's Mackey Auditorium, as well as a great turnout on Denver's Auraria campus. We also had success with our other annual events, The Plant Sale and Birthday Bash in May, Mouse's Pie R Square Dance this fall and The Charles Sawtelle Mountain Jam in July, which had a record-breaking attendance this year, thanks in part to Tim O'Brien headlining. We also held other events, such as the sold out Secret Show at the Oddfellows' Hall in Boulder with Gregory Alan Issakov and the Will Durst Comedy Event at OZO Coffee.

In Outreach, we increased our visibility in the focus areas of Denver and Aurora, while maintaining visibility at our core supporters' events. This made for a busy summer, but with a lot of help from Dave Ashton in the Denver office, and our volunteers, KGNU was involved with at least 2-3 events every week this summer, and up to 5 events occasionally. Some of the larger outreach events this summer include People's Fair, Denver's Pride Festival, Rockygrass and Folks Festival, Nedfest, Ted-X, Aurora's Art on the Fax, Boulder' Creek Festival and several events at the Auraria Campus in Denver.

I have forged new relationships and strengthened existing ones. We are working more than ever with our Denver area partners at the Oriental and Gothic Theaters, as well as presenting many more events in conjunction with AEG Live, who manage the Bluebird, Ogden and First Bank venues. I am working on a partnership with the Aurora Chamber of Commerce, our planned giving program and have gotten us included in the 2nd Annual Colorado Gives Day.

My goals for the next year are to continue to forge new relationships in the Denver and Aurora areas, launch a house party campaign, reinvigorate the development committee and its work, continue to strengthen our volunteer base for events and outreach, and prepare a major gifts/capital campaign that focuses on repayment of our 1390 debt.

A couple events on the horizon include investigative reporter Greg Palast on November 19th in both Boulder and Denver and another Secret Show at Oddfellows' Hall December 8. As always, we would love to see you there!

John Schaefer: Music Director

We had increased income this year as compared to 2010

There was a 28% decrease in challenge grants.

There was strong support of our cornerstone shows & new shows

Volunteers are positive

During the last 10 years of KGNU income, 2009, 2010, & 2011 are fairly flat growth with about the same amount of \$132,000 per drive.

Examples of the performance of some specific shows during the membership drives:

-New programs that are strong in listenership include Roots & Branches and Terra Sonic.

-OGGG has had a slight downward trend in listener members.

-Blues Legacy has a fairly stable listener base.

-HTH and African Roots listener memberships are increasing

Highlights of the past year are:

- 2 days of live broadcasts at Rocky Grass
- East Colfax scratch academy is in its second year and is well attended.
- More volunteers are collaborating with each other on programming.

Goals for 2011 include surpassing the \$132,000 per drive trend by:

- Expanding remote broadcasts
- Better marketing of KGNU's musical service
- Expanding music programs on line

Nikki Kaiser: Membership Director

1) Active members -last 6 months:

2011 4823 9% decrease
 2010 5290

Average gift \$ amt.	Pledge totals
\$110	\$169/ members 1533 3% decrease YTD
2010 \$107	\$174/ members 1625
2009 \$ 92	\$199/ members 1884
2008 \$114	\$194/ members 1700
2007 \$91	\$173.5/ members 1900

Regions of special effort- Aurora:

2011 72 26% increase YTD
 2010 57
 2009 55
 2008 79

Longmont:

2011 283 6% increase YTD
 2010 268 summer- frequency decrease
 2009 231
 2008 338

2) SOLR: communicated message of importance/ our preference: members mentioning SOLR by name, members understood difference with credit card installments.

Compare with active credit card installments

2011 AFT 689/ 60 Credit Card **10% increase AFT / 55% decrease in Credit Cards**
 2010 AFT 623/ 93 Credit Cards

Fulfillment improved: (both form AND ck returned)

Spring before the SOLR launch - 38 still pending
 Fall –chasing only 18 47% improvement

Also during Fall drive – saw members easily increasing monthly amts.

Did thru

- training of pledge takers & captains to clarify which form of monthly giving they want,
- encouraging individuals on credit card installments to switch,
- copy for on-air hosts to read and on-air promos to play (will continue to produce new ones that talk about the various features of still entitled to thank you gifts, no amt too small, advantages over credit cards...
- gotten positive feedback on re-design of the membership form to avoid confusion between the forms of monthly giving
encourage SOLR giving- listed first, mentions advantages so pledge- taker is helpful
inform members on what to expect – mentions we send form to return with a ck
- print form on back of mass mailings- pre and post drive mailings. renewal letters, bills...
- logo on form and stamp for envelope- fulfillment rate (returned form \$ ck to set-up) improved since launch in April - 39 still not set-up since Spring drive compared with fall drive

3) Increased volunteerism- our greatest ambassadors in the community thru

- help those who have been to orientations get plugged-in: contact to invite to specific task eg. pledge drive (had almost full schedule at start of drive)
- volunteer testimonials in on-air promos- have 8 done so far
- notes on members who expressed interest- availability and interests
- using all available community service and work force folks- and encouraging to volunteer - Courtney now regular front desk shift (now front desk shifts ALL covered by regular volunteers- Jeff & Nancy were listener members)
- set up volunteer bulletin board with materials such as sign-up for program guide distribution and a few job descriptions posted. More jobs posted in future posted with copies to take.

4) Pledge drive improvements:

- Denver had pitching training and pledging materials- Dave mentioned felt prepared, went smoothly
- Had more complete information on forms resulting in fewer call backs- captain “training” as they arrived; new forms helped
- Had recorded pitches for late night hosts without pitching partners. Future- better job making sure they know they are there to use.
- Future - improve pledger’s expectations on premiums (under promise and over-deliver; what they can get and when) with daily show specific signage about premiums.
- Expand Wendy’s tasks- now running credit cards monthly and during the drive helped. future drives-also spreadsheet on deposits and tallies in a private spot to make office less hectic for members coming in to pay and browse.

5) Improved credit card security procedures

- moved files with bank info closer to me
- CC numbers now shredded
- discloser signed by pledge takers and handlers such as air hosts

6) Friendly atmosphere to get members and community folks who are not yet members involved:

- art on the walls & openings coordinated by a new volunteer- an art teacher who herself shows
- painted walls, covered compost to eliminate fruit flies, baskets in the restrooms for mags....

- weekly hike club this spring- looking for volunteer to coordinate on meet-up site
- Projects- tree carving and benches to form a park in SW corner of parking lot
- Increase feedback and suggestions of additional income from members- testimonial of giving thru estate planning (2 planned) and car donations thru e-mails, web form. future- improve form to include info....
- Collect members' e-mails to send informal e-newsletters about what's happening at the station for more frequent communication to decrease relapsed status rate. More first-time members who came to us with a ticket giveaway to annual contributors. Already started collecting with new membership form and in personal contacts.
- Read IPAD winner's feedback

7) Future projects

- Branding specific shows with own logo, bumper sticks, possibly merchandise. Eg. How On Earth, ITE, Reggae ...who have defined themselves well in the last year, have a blog &/ FACEBOOK presence and are ready to build a following like Honky Tonk Heroes and OGGG has done. Increase brand recognition of KGNU in general with our logo on water bottles, caps, jersey dresses, kids & women's t-shirts....
- Leverage the 500 non-profits we have covered to invite them to become organizational members: Meet & greet brunch at station; share Dot Org broadcasts with Longmont station, other RMCR stations...
- Increase corporate giving: contact potential corps. (use CPR's list) to expand our list; recently added Polycom; produce testimonials- have one scheduled
- Increase my knowledge for MemSys to mine for more data on trends that help planning and operations.

Greg O'Brien brought up some observations of the Fall 2011 drive. Some DJs did not even know that a drive was happening. Some DJs didn't know the premiums or membership levels. Too many DJs were unprepared for their drive shows. KGNU needs to do a better job at preparing DJs for membership drives.

Evan Perkins: Operations Director

The past year has seen some major projects that have been in development for some time come into fruition. These projects help ensure the reliability of KGNU's broadcast signal at 88.5 FM, and are a great relief to have in place.

With the help of and coordination by KGNU's go-to contractor Michael Shuster, we at long last installed a 40-kilowatt backup generator at the FM transmitter building. As with the air conditioning unit installed last year, the cost of purchasing and installing this generator was shared with the Boulder County Sheriff's department, with whom we share the building. This generator is powered by natural gas, and hence does not need to have a gas tank checked and filled. Thanks to Michael Shuster, Paul Lipscomb, Steve Priem and Basit Mustafa for their help prepping the site and laying the concrete pad for the generator - we had a good time and none of us even got stuck in the muck. Permanently, anyway. Thanks also to our engineering team

headed by Mike Pappas for obtaining the necessary permits, installing the generator and getting it running.

Closer to home at the Boulder station, we continue to monitor our expenses, with an eye towards saving where feasible. Steve Priem has been diligent about keeping an eye on our utility expenses, to ensure that the cost-saving measures we have taken are proving effective. We had an energy audit by an independent group from the city, who recommended and helped implement energy- and money-saving measures. As a child of the 70's, I learned to turn lights out when not needed.

I'd like to give a special thanks to KGNU volunteer Joe Barger, for his help over the years in keeping our telephone system up and running, from the initial building wiring and system programming in 2001, to this summer, when the CPU failed and he replaced the system without any loss of data. He has put in many hours, in evenings and weekends, and the financial value of all his work cannot be calculated. I say this because, as I will talk about later, we will be upgrading the phone system and service this winter.

I continue to troubleshoot, solve problems, reboot computers and train whenever possible. I spend two days a month working at our Denver studio, doing what I can to keep the systems there running as efficiently as possible. I work with our engineers, coordinating necessary repairs and upgrades, and scheduling regular maintenance visits. I serve on the Nominating, Infotech and Bylaws committees. I also administer KGNU's main Twitter presence (@KGNU), and our followers have topped 1,900. Note that John keeps up the @KGNUMusic Twitter account, and Shawna maintains our Facebook pages. Information on following us online is on our home page at kgnu.org.

We have more exciting projects ahead. As I mentioned earlier, we will upgrade our 30-year-old phone system to a modern system in December. This is thanks to longtime KGNU stalwart David McIntosh, who arranged the donation of the system and will oversee its installation and maintenance. This new system will enable a number of services and tools, including voicemail boxes for all the staff, the possibility of direct-dial extensions, and more.

Another major capital improvement on the horizon is the installation of new, more efficient HVAC (air-conditioning) units at the Boulder building. This is assuming that the Climate Smart loan program, a low-interest loan program operated by the City and County of Boulder, will be revised. Once done, the costs of running the HVAC will drop dramatically and the efficiency improve greatly as well.

I will work with the engineers to install a small UPS back-up and weather protection for our Nederland translator, to keep that online when we lose power there as has been happening more frequently of late.

I plan on meeting with Nikki and our website team to brainstorm and implement improvements to the web pledge page and process, and include emerging technologies such as text-to-pledge. There are a number of resources and training sessions available, offered by such organizations as Teaming for Technology Colorado, the Polis Foundation's Community Computer Connection and TechSoup (a low-cost software procurement organization for non-profits) to offer advice

and assistance in implementing these new technologies.

We are putting together an inaugural e-newsletter, utilizing a free service offered to non-profits by the email marketing company Vertical Response. It will be more visually appealing than the plain text emails that were automatically generated previously. The first edition will come out at the end of this month, and we will continue to publish them quarterly. This is a joint project of all the staff.

We continue to work on the new playlist system and the digital library projects, under the leadership of Barry Gilbert, who is working diligently and patiently with a core group of programming volunteers. I am working on my documentation project, detailing basic computer maintenance actions that everyone can take to keep their equipment running optimally, as well as how-to instructions for various common functions of the station (ISDN connections, remote broadcasts, etc.), making use of the Documents service offered by Google Apps -- these services are being used more and more by the KGNU staff, and are proving helpful and efficient.

As always, KGNU remains a vibrant and exciting workplace, as we work together on this Great Experiment. I look forward to the challenges of the coming year.

Dave Ashton: Denver studio

The past year has been a banner year for Outreach in the Denver metropolitan area. When adding the days up for a count for the upcoming e-newsletter we tallied nearly 60 days of outreach at different events in Denver. These include old favorites like People's Fair and Pridefest as well as new events like the Urban Green Summit, Colorado Music Association Tradeshow, and Aurora Art Walk. We have increased our visibility on the Auraria Campus at a variety of events and are working with the Experiential Learning Center to start an internship for UCD students. Program Guide distribution has been expanded to areas in Aurora and North Denver where the FM signal is now strong.

There has been a surge of interest in Volunteer Orientations, with enough new DJs wanting to start in Denver that we have added a second night of Sleepless Nights programming to accommodate. Some of these folks are experienced and established radio programmers, mixed with newbie DJs getting their first start. Longtime KGNU DJs like Z-Rock and Dan Wilging are choosing to broadcast from Denver to save on traveling.

Our partnership with Denver Open Media has flourished under the banner of KGNU TV. DOM volunteers helped us to film Noam Chomsky at Mackie Auditorium using DOM equipment which saved some money. We celebrated 7 years on 1390am with a live simultaneous broadcast on DOM CH 57 and KGNU featuring blues band The Duke Street Kings. We also did an episode of KGNU TV featuring Fleur De Cana. These are on rotation on CH 57 as well as on a KGNU TV You Tube channel created by Wally Wallace.

This summer was the 4th year we have hosted student interns through the Denver Public Schools' ACES job placement program. This is an opportunity for kids with learning disabilities to get paid while developing job skills. Over 6 weeks they learned how to DJ, interview, use field recording gear, and digitally edit their work. These kids had a rough time with attendance at first but we were able to get them on track and produce a great 60 minute program. We recently hosted another group of kids for

DPS' Creative Careers day to show them the work that goes into producing radio.

Also this summer we saw a bunch of college students getting involved with volunteering during their break from school. The BBC rented the Denver Studio to broadcast MLB baseball games every Sunday of the season. Concert Reports are being produced out of the Denver Studio on a regular basis. Metro continues to be a strong voice in the Denver community, with most of the major mayoral candidates appearing on the Wednesday edition during the recent election. New hosts include the duo of Mike Tipton and Soul Watson on Tuesdays and DJ Cavem revitalizing Cafe Nuba on Metro Arts.

Looking forward we hope to continue reaching the underrepresented voices of the city and continuing outreach to places in the city where KGNU is not well known, but the FM signal is strong. I hope to more fully develop a street team to help promote KGNU events and strengthen ties with our current partners DOM, UCD, DPS, and find other ways to serve the community.

BUDGET COMMITTEE REPORT: Basit

The full Budget Committee Report is attached at the end of these minutes.

NOMINATION OF BOARD OFFICERS: Joy Barrett

Joy thanked the members of the Nominating Committee and members of the Board for their work this past year. Nom Com recommended that the current Board officers be nominated for the next year.

Basit asked what were the positive or negative comments that Nominating Committee received from the board on the on the performance of the Executive Committee. Joy said that the feedback was mostly positive.

The Executive Committee slate as nominated includes the following board members:

Barry Gilbert, Chair

Judy Trompeter, Vice Chair

Basit Mustafa, Treasurer

Chris O'Riley, Secretary

A vote was taken by the board.

The Executive Committee slate as proposed was approved for another term.

DEVELOPMENT COMMITTEE: Barry

The Development Committee needs to be reconstituted. Barry proposed that Judy & Robin co-chair the committee. The first order of business of the reformed committee would be to define the focus of the committee and write a new charter. In general, the Development Committee's main task is to organize non-public fund raising events.

A discussion initiated by Basit ensued about the feasibility of having a committee with two co-chairs. The pros and cons of committee co-chairs were debated. Cons included that traditionally they do not work, that it would take away from the fundraising effort, and that one strong leader is needed. Pros included that it would work if each co-chair role was well defined, and that several committees at KGNU currently work well with co-chairs. Both Judy and Robin, the potential co-chairs, felt that it would work.

Barry appointed Judy and Robin as co-chairs of the reformed Development Committee. It was agreed by the board to have a 6 month review period of this setup based on committee results and the way it feels. The committee will report to the board at every meeting and must have a clearly defined mission statement and charter. The initial makeup of the committee will be small with additional members being added a later time.

BOARD MEETING TIME CHANGES: Barry

Due to Sam being elected to the School board, we must change the day of our meetings. After a discussion a new time of every 2nd Monday @ 6pm was approved.

GRIEVANCE COMMITTEE: Barry

KGNU Bylaws mandates that the Grievance Committee members be determined at the annual Board meeting. Barry nominated Joel Davis, Marge Taniwaka, and David Wilson.

A vote was taken and the nominees were approved.

OTHER BUSINESS:

Steve Strenge asked that we show appreciation to Paul Epstein for all he does for KGNU. We will consider signing a framed Grateful Dead poster for him.

9:00pm - Meeting adjourned