

December 1, 2015

Community Advisory Board Meeting Minutes 12/1/2015

Board Members - Louis Wolf, Thia Gonzalez, Roxy Goss,

Staff Members: Tim Russo, Station Manager

Community Members – none present

Public Comment

No public comments

General Meeting 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.

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

CAB emphasized much support for the following programming:

- Indian Voices
- Metro, in particular Shareef Aleem's addressing racial issues overlooked by many media outlets
- Early Morning News reporting of stories that are generally overlooked by many media outlets
- KGNU Book Club
- Democracy Now!
- Labor Exchange
- La Lucha Sigue
- Tavis Smiley
- FSRN

All three CAB members considered that they have been hearing many more listener complaints about the BBC and also considered that they themselves question whether KGNU should continue to air the news service especially because it is widely available these days on other radio and cable services and

because of the cost of service. Several CAB members agreed that this is a time of day when they will switch to AfterFM or simply tune out. There was talk of program schedule inconsistency in the afternoon news block and that either DN! should be carried every week day afternoon or dropped completely in the afternoon instead of twice a week.

There is not much of an impression of Community Public Radio News, Shortwave Report and there was indifference to the Ralph Nader program stating, "Ralph is Ralph". In general CAB feels good about the music programming although sometimes have a hard time understanding much of the ASA's. One CAB member is more of a news and public affairs person and does not tune in for much music.

CAB members agreed that they would like to see KGNU focus energy on providing and increasing the quality and presence of Public Service Announcements on a regularly scheduled basis. The CAB felt that this is a priority duty for community radio and KGNU. They discussed that there should be more educational information presented for the listenership around citizen voting rights, registration deadlines, racism etc.

Luis expressed his absolute dislike of on-air underwriting and equates it to commercial radio, recommending that KGNU should work to eliminate on-air underwriting altogether. However, he is open to online underwriting or sponsorship. Roxy and Thia feel differently. They feel that underwriting is a great opportunity to learn about local businesses that support KGNU and feel that there is benefit to both KGNU and to listeners who learn about likeminded local businesses that listeners may otherwise know nothing about. All felt that strict underwriting criteria are important for KGNU to maintain. They appreciate that there are no music beds, liners or jingles in the existing underwriting spots.

CAB members were very interested in seeing a series of surveys offered to the listener members to better understand the likes and dislikes of KGNU's programming from the broader communities that the signals reach.

Meeting adjourned.