

**Community Advisory Board  
Meeting Minutes 11-9-2017**

**KGNU CAB Mtg Agenda:**

Introductions

Review of Pledge Drive On Air Sound and theme:

Review of Current Programming

2M/2N next steps towards community engagement

**CAB Members Present**

Roxy Goss – in person

Thia Gonzalez – conference call

Louis Wolfe – conference call

Carmen Ramirez – conference call

Station Manager: Tim Russo – in person

**Membership Drive Review:**

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 sounding solid drive overall with excellent programming and specials both on the music and news front. 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 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 and 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. 7pm**