

KGNU Community Advisory Board Meeting Minutes
March 13, 2019

KGNU CAB Mtg Agenda:

6PM Review Agenda

6:05 Public Comment

6:10 CAB Review/Discuss Spring Fund Drive.

6:30 CAB review/discussion of digital communication (facebook, landing page, electronic Newsletters) related to Spring Fund Drive – consistency of messaging with on air drive, quality of posts, writing and presentation

6:40 CAB comments on current programming/community services

6:45 Summarize CAB Recommendations to KGNU Board of Directors

6:55 Set subsequent 2019 CAB meeting dates on the calendar

7:00 Adjourn

CAB Members Present

Thia Gonzalez (Via Zoom)

Roxy Goss (Via phone)

Carmen Ramirez (Via Zoom)

Louis Wolfe (Via Zoom)

Station Manager: Tim Russo – in person

Spring Fund Drive Review:

CAB members reviewed the overall sound, delivery and perceived impact of the drive as well as quality of programming presented during the Spring Fund Drive.

1. CAB members felt that the messaging was fluid and positive sounding like being part of a community, sounded inclusive, positive, reaching out to new members, no guilt tripping.
2. Felt that moving from “pledging” to “making contributions” was a good transition. Some people still saying pledge vs donating or contributing. Coincided that “pledge drive” has felt very antiquated. When you contribute vs pledge, you feel that you are contributing to community on the whole.
3. CAB felt that the specials helped dj’s sound better prepared and more organized on air. In general thought pitching was good. Liked the greater # of specials and felt that they were well thought out.
4. Thought that the mornings sounded stronger, higher energy, liked hearing people’s names read on air and calling them out. “Builds a sense of community.” Liked hearing the volunteer names being read and recognized on air as well. “Makes it sound easy and welcoming to plug in and to be able to contribute to KGNU.”
5. Liked the Amy Goodman ticket offer. Thought these types of thank you’s generate interest. Good energy around Amy G when she pitched. Never seemed redundant or old. Really felt that connection between Amy and KGNU especially when the history is shared.

Review of Call in Process to Contribute during Drive:

Two CAB Members worked at least one shift taking calls on the phone bank. In general felt that the online form is much smoother but there can tend to be a lot of hallway noise, making it difficult to hear the caller.

A CAB member making a contribution over the phone thought the phone was smoother than in the past but the phone volunteer stumbled on her name several times, perhaps because of lots of background noise during DN! She received a follow up call to finalize the contribution.

Review of online, digital communications for the Fund Drive:

All CAB members received the electronic newsletter.

1. Thia really liked the retro feel of the Banner. Liked the message thought it was easy and fun to connect with the graphics. "Festive and cool."
2. Liked the thermometer, the retro look, the tshirt rare tape specials loved the choice of it, liked scrolling through the specials, Spring Fund Drive Music specials – liked the idea of that.... Really liked the idea of the specials...
3. Liked the forward to a friend...at the top of the newsletter
4. Feel like newsletter communicates real information
5. Would like to see more Spanish language social media, newsletters and on-air promos to encourage greater Latinx participation and engagement

CAB Comments on 40th Anniversary Events and general programming:

In general, CAB felt the events in 40th anniversary were great. Carmen expressed that the broader events with Juan Gonzalez and the National Indigenous Congress from Mexico... connects at a deeper level, felt that it brought in people who may not otherwise connect to KGNU, and felt that people were pleasantly surprised to learn that KGNU is much more than just a radio ...

Louis: Struck him that live interviews with musical groups are very positive in terms of programming. Concerned that Music DJ's may engage in plugola, promoting themselves and shows where they may be performing.

CAB also recommend that the dj's setup their profiles on the KGNU website and only drive on air traffic to the KGNU and AfterFM websites as opposed to external or personal websites or social media.

Upcoming CAB Meeting Dates:

June 2019 – TBD

October 2019 – TBD

Adjourn 7:05 PM