KGNU Community Advisory Board Meeting Minutes

September 24, 2020

6PM Review Agenda and attendance

Attendees:
CAB Members Present: Louis Wolfe, Thia Gonzalez, Carmen Ramirez
CAB Members Absent: Roxy Goss
Board and Station Liaison: Tim Russo, KGNU Station Manager
General Public: James Gralian

6:05 Public Comment –

6:10 Station Updates:
- Preparing Denver Studios and Office move to Buell Media Ctr
- News Department Transitions
- Broadcasting in the pandemic

6:20 CAB Review/Discussion: Station overall sound, delivery and perceived impact of content as well as quality of programming presented at this time, considering pandemic and socio-political uprisings.

Notes:

*Carmen:* With folks working remotely, was there a need for technology to help be able to work remotely? And how do they sustain themselves remotely?

*Tim:* Yes there were several new tech systems developed and implemented to facilitate submission of home produced music and news programs. Most available equipment, limit is scope, was deployed to producers who may not otherwise have had access to necessary equipment to produce. Recorders and laptops were deployed to DPS Summer Interns as well.

*Thia:* It seems to have been a smooth transition to remote production and limited presence at the station. Getting people out of their comfort zones sometimes help get them into a more creative space and helps them improve overall. That could be heard on air.

*Carmen:* Thought that Census and Elections spots are good and really appreciate that going out bilingually. In the last few years seems that we have a lot more bilingual listeners.

*Thia:* Also really appreciates the electoral registration and Census spots and really appreciates the Spanish language component. Really enjoy Community Public Radio, when she has the opportunity to hear it. Wish it might be on later in the day.
Louis: A lot of census promotion and probably one of the best things we could be doing. Have heard the bilingual spots and really appreciates them. Sound is very good, frequency of those spots seems good.

Louis: MSA went real long and over as there was no comment in the show. (this was a day that the DJ got unexpectedly sick from food poisoning and had to leave their shift, the automatic backup system kicked in). Still notice some problems with the AM transmitter; it seems to cut in and out at times. People will be really happy when it is working well. Underwriting: Legacy giving promo and financial advisors may have been tied into a name. DJ mentioned an advisors name...was that appropriate?

6:40 CAB review/discussion of digital communication (facebook, landing page, electronic Newsletters) related general communications – consistency of messaging, quality and diversity of posts, writing and presentation.

Louis: Newsletter, long is good. Very impressive to say that we are doing everything that we are doing and it is well worth sharing and reading everything that the station is doing.

Thia: Not really tuning into email. Feels bombarded by other stuff from other entities. Appreciative that KGNU is not also bombarding people with too many frequent electronic communications.

Carmen: Really saw the presence of KGNU on social media over the last six months. Great partnership doing the Spanish Language info-spots embedded in the Spanish headlines being shared through facebook and the coordination Suma Latinx and really noticed the online Spanish headlines being shared across organizations.

Carmen: On community engagement: Thanks for helping out on the Race history panel at the Longmont Museum. She received a lot of good comments from community members who attended the event. It was great to have Rossana Longo moderating and live-streaming the event from the Museum. Really impressed with the work KGNU is doing in the community to create and lead the cohort of the journalists in the TRENDS Reporting Fellowship. Glad to have that group and excited to see the outcome of that fellowship on the local media landscape.

7:10 Set subsequent 2020 CAB meeting dates.

March 10th, 2021 @ 6PM
September 29th, 2021 @ 6PM

7:15 Adjourn