KGNU Community Advisory Board Meeting Minutes

April 21, 2021

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: -

6:05 Station Updates:

- News Department Transitions
- KGNU launching a new mobile APP
- Shared Impact Architects Healthy News and Information Ecosystems report

6:10 CAB Review/Discussion: Station overall sound, delivery and perceived impact of content as well as quality of programming presented at this time including digital communications.

Thia: Has sounded good but dependent on where driving in Denver. Recently struggled with reception on 88.5 FM but will switch to 1390 AM if really engaged to the programming.

Carmen: Lately, really noticed some of the live facebook feeds that Rossana has produced in Spanish and bilingually. Thought that content was community oriented and good.

Asked about how can we remind folks that on air programming is archived. Thought that could be marketed more for people who cannot listen to live programming. She was reminded after going back to listen to a recent Corriente program that she missed and it really hit that stress button.

Thia and Louis concurred that it is easy to forget that archives are available to go back to listen to recent programs. All felt that the new APP could really help that issue and make archival material significantly more accessible.

Several members downloaded and installed the APP during the meeting, commenting that at first glance that it was user friendly, colorful, and very easy to navigate and very easy to install.

Carmen: Listened during the mornings to the news blocks. Commented that it did not feel like a big change had taken place during the ongoing transition in the News Department from Maeve through Roz & Sam and onto Shannon. Feels there has been consistency and that seemed good. Thia also felt that there had been a good and smooth transition in the news department.
Thia: Continues to really like KGNU’s community conversations when we have them. Feels KGNU is thinking outside the box when hosting these types of conversations with the community on different topics in particular in understanding Latinx and youth community interests.

6:40 CAB review/discussion of eNewsletter, Storytelling workshop, King Soopers member program and addition of Linea Abierta in Spanish.

CAB members thought it was excellent to know that Linea Abierta is progressive Spanish language media. They questioned why KGNU would be concerned with people who might be offended by our desire to reach out to Spanish speaking community members, in particular in when providing progressive view points through programming like Linea Abierta. CAB members agreed this was a marvelous mission oriented expansion of KGNU programming and possible audience.

Thia and Louis: Continue to think the Newsletter is very good. Found out about the storytelling workshop event and thought that was a great type of non-traditional interactive workshop that KGNU could be doing more of to engage with the community.

Thia and Louis: Commented on the King Soopers member donation round-up program with KGNU, which they also saw in the KGNU newsletter. Thought this was an excellent addition and way to garner member support and support from folks who may not be able to give large amounts to KGNU each year but could round up during their regular shopping at King Soopers. Both thought there could be a tasteful way to promote this lightly on air, if it could be done in compliance with FCC rules. They suggested looking into Safeway to see if they offer a similar program, so as to not favor one of the two chains.

Tribute to Louis Wolfe:

Pre-Covid, Louis Wolfe had expressed his desire to spin down his participation in the CAB after serving for many years. CAB celebrated Louis’ long participation during this final meeting as a CAB member. Louis expressed that he has really enjoyed working with CAB and will continue to attend periodically as a member of the public. Thank you Louis for your years of participation!

6:55 Next 2021 CAB meeting dates.

September 29th, 2021 @ 6PM

7:00 Adjourn