KGNU Community Advisory Board Meeting Agenda & Minutes

Sep 1, 2022

3PM Review Agenda and attendance

Attendees:

CAB Members Present: Roxy Goss, Guillermo Estrada, Dane Desai,

CAB Members Absent: Kim Medina, Michal Duffy, Carmen Ramirez

Board & Station Liaison: Tim Russo, KGNU Station Manager

Guests: n/a

3:05 Introductions and Welcome

Recognition of Thia Gonzales:
Thia Gonzales served on the KGNU Community Advisory Board for well over ten years but had to step back from the board during 2022. KGNU wanted to recognize the invaluable contributions and input that Thia has provided to the station and community during her time serving in her role as a KGNU CAB member. Thank you Thia!

3:10 Station Updates:

- Website development
- Poynter participation - Social Media and digital initiative
- Changes to the KGNU APP, per previous CAB recommendations (On Demand added, Archive removed)
- FCC Signal Improvement Application 88.5, K256CT, K254Ch in Fort Collins
- 2022 Audience Survey overview
- Paid Internship Program

3:30 CAB Review/Discussion: CAB Review/Discussion: Station overall sound, delivery and perceived impact of content as well as the quality of programming presented at this time including, Afternoon Syndicated Programs (addition of Reveal and Latino USA), AM News, Headlines, Interns, Music Programming. Digital Presence, eNewsletter, App, electronic communications, social media, and presentation.

Kim submitted comments via email “I am loving Latino USA and really like the digital options.”

Dane - Commented that beat journalism in Boulder, get’s lots of views on Reddit. Having more journalism in the Boulder Reddit subgroup might be worth exploring. Even some trendy Music related stuff could work for linking through to Youtube or Training Opportunities etc.

Roxy: Commented that it is interesting to see hear KGNU will work on tracking the audience funnel and people into the KGNU family and community. Love and applaud the Spanish programming, “even though I don’t speak Spanish”, it. makes me want to learn it and is an important programming service for the community.
Guillermo: Inquired about if a Spanish language or content section will be included in some form on the new website, recognized the complexities in determining what type of static information should be included or available in Spanish. Commented that the changes with syndicated programming seem to be reflecting local demographics. Inquired as to whether Programming Committee’s and leadership are taking into consideration how to continue to increase new diverse local programming that also continues to change with changing demographics and how to most effectively upgrade and continue to develop more local programming while recognizing that this is an ongoing process.

Capital Improvements updates:

Dane: Haven’t been able to catch a lot of the new segments live on air due to timing conflicts with school. But “music has been great”, and he has been plugging music programs with his peers, and loves the interviews with local artists on music programs. Really appreciates the feeds on the app from Reveal and LatinoUsa. Great addition.

Added, creating or finding a couple of students to develop a CU Boulder beat (writing/journalism), could potentially serve as a way funnel to students to KGNU and CU could certainly use it. There are many issues at CU that could use coverage. Could be passionate people/students who are interested in getting journalism training.

Roxy: Loved having LatinoUsa back on the air. Great way to know what’s actually going on. Loves that KGNU models Independent media and news that we can believe in and that make our brains churn.

Really appreciates hearing new DJ talent and younger voices on air. Loves local government coverage and thinks coverage of county commissioners/commissions is very important as it is the type of coverage that cannot be easily found in other media.

Dane: Commented that it is important to continue to consider how to bridge the digital divide. Commented that many of the community’s Unhoused population rely heavily on portable radios to get information. Asked how might KGNU support - Boulder Valley Mutual Aid. Many important stories to learn from this part of our community.

**Final Thoughts - Recommendations.**

KGNU continues to be an important and vital resource for the community.

**4:25 Next 2022 CAB meeting dates.**

**Early December 2022 / March 2023**

**4:30 Adjourn**