Megan Passmore <megan@kdnk.org>

Fwd: 01.18.24 CAB

3 messages

Brandon Jones <maitribrandon@gmail.com> Tue, Feb 4, 2025 at 9:40 AM
To: Megan Passmore <megan@kdnk.org>

---------- Forwarded message ---------
From: **Pedro Rivera** <priveramente@gmail.com>
Date: Thu, Jan 25, 2024 at 8:08 AM
Subject: 01.18.24 CAB
To: Brandon Jones <maitribrandon@gmail.com>

Hi Brotha

Here are the notes I took from the meeting. Thanks for putting the meetings together and leading the CAB!

- 01.18.24
- Luis stepping down from board
- Brandon, Sloan, Olivia, Cris, Sara, Raleigh, Cody, Hattie, Luis, Cassidy, Marcus, dude with the beard, Pedro
- People mostly here for the survey results
- Sloan thinks the survey comprehensive
- Things that people listen to include NPR based on the survey
- And the feedback is not reflective of all members, only 94 participants from roughly 1,000 members
- The survey is more food for thought rather than something to be taken seriously
- We have over 1000 members roughly
- The hope of this group is?
- Brandon on the NPR yes or no front
- Conversation revolves around making there station better, funner
- Its SEEMS ITS a dead horse
    - Would people stick with KDNK if we got rid of iNPR? Some people would stop listening. They might come back to the frequency, thats unknown.
- Most of our listeners who responded to the survey are over 50
- As CAB, we should move past the conversation of getting rid of NPR, because it's been going on forever and it does not move anywhere.
- The decision needs to be made by leadership roles.
- The repetitive survey has become tiresome
- There are better subjects than NPR
- How do we get this out to more people
- Perhaps share it on the radio, the minutes
- Brandon want to know what the CAB is doing actually
- Keep the current thing going.
- Who's running the word from CAB to the board
- Hattie has taken feedback from CAB before
- There has been more fluent communication between boards and committees at station.
- What are the expectations for Hattie and the news room?
- We need the response from Board when CAB reaches out
- Can the CAB make a bullet list to share with Megan and the team
- CAB should also get the bullet point list from staff that they create
- 4 different general managers since Brandon Chairs the CAB
- Brandon may create a structured CAB delegating responsibilities to CAB members
- Luis shared a list from another radio station on how a CAB runs. And one of those things is not to have volunteer DJ's
- We need to keep announcing community inclusivity
- Keeping a board meeting separate from public meetings is important. Sara
- There is the role of defining the CAB and its purpose, it needs a defined role for people to understand the purpose of it
- Brandon willing to share all minutes from past meetings
- Community engagement outside of dj's is good for the board
- Robust engagement is recommended for membership and CAB representation
- How do we transition and keep rooted in the digital era. Engage younger audiences members
- Terra shared that there is two data bases at kdnk. Sara can't believe why.
- Can we purchase a data base that works in place of both?

- Can the CAB help raise the funds for the station? Sara
- How do we engage the bigger donors
- Who writes the surveys and who approves them?
- Can CAB help write questions
- Do focus groups and hit all demographics
- Can we use other tools to get the info we want
- How do we step up our inclusivity
- Luis does not like the open comment section, leaves room for negative comments
- Some people dig the open comments, Hattie
- Turn the open comment section into t-shirts, eclectic is excellent, eccentric is authentic. Hattie, Olivia
- We can use them as marketing and listener testimonials
- T-shirts reflect member voice, a great marketing idea
- Attracting younger members is a goal to raise in 2024
- Text survey as an option
- Marcus shared that the one thing you never change is local music. More local programming is wanted from people
- Is there an opportunity for improved sound output?
- How would we collect data? How do we Frame it and look professional
- Create focus groups and create other ways to collect feedback
- Create positions in CAB and delegate responsibilities. This will help the creation of focus groups and other data collection tools.
- Comment from Survey. “No more new age mumbo jumbo!” LOL!
- Is our older demographic less likely to jump ship when they don’t like the tunes just cause the radio is on
- Are the younger people more inclined to listen intently to specific shows
- How do we keep the eclectic listener engaged?
- We need other ways to gather info and data
- What if we held CAB meeting at Dandelion days and Potato days?
- Get drop off box for anonymous members and listeners
- Hattie like the drop box because it worked so well for the park project
- Make the surveys more interesting and fun
- Give people a small questionnaire after their purchase for for membership
- We can do a better job at getting opinions from community and not just members
- We can have all the focus groups you want but at the end of it, the staff and board make the decision
- How do we have it be more of a free flow interactive experience between both community and station
- A lot of power from news dept. taking us forward
- Data is helpful, we ultimately need good choices to be made of it.
- Cast a wide net including all community for support and sponsorship
- The more exposure you have to how other people do their stations, we can learn from them
- Luis has seen other stations do things we may not implement but its good to see and consider what we can do
- What about having a joint meeting with CAB and Board do get on the same page?
- CAB can talk about costs from last time they met, and more info helps meetings
- Formal structure is going to be beneficial along with an agenda
- No volunteer group can be lead by one person, there needs to be help from more volunteers to take on the actions necessary
- Cab would benefit from more than 2 meetings per year
-

Megan Passmore <megan@kdnk.org> Tue, Feb 4, 2025 at 9:41 AM
To: Brandon Jones <maitribrandon@gmail.com>

Excellent. Thank you!

Thank you for supporting community radio!

Megan Passmore
Station Manager
KDNK Community Radio
www.kdnk.org
megan@kdnk.org | *970.963.0139*

[Quoted text hidden]