CAB Meeting Minutes March 28, 2019

Chair: Brandon Jones
Members Present: Luis Yllanes, Mark Taylor, Lynn Burton
Staff Present: Gavin Dahl, Luke Nestler, Raleigh Burleigh, Mark Duggan
Members Absent: Annemarie Zanca, Olivia Pevec, Kat Rich

1) Welcome Back Raleigh!
   a. Raleigh to share a few words on his trip and what he is looking forward to now that he is back. (10 min)

   Raleigh: My trip to Argentina and Chile was successful. Brought back a lot of audio. Two parts of the miniseries so far. Fun to connect with different radio stations. KDNK donated an Audioarts sound board to Radio Alas in El Boson, Argentina. Also connected with a Chilean commercial radio station. Also got interesting music from travels that we hope to digitize and add to the KDNK digital library. Excited to be connecting with the public affairs volunteers and continuing to learn new things. Love our mission of representing this community.

2) Welcome Mark Duggan!
   a. Mark to share a few words about highlights of his KDNK work so far and if there is anyway that the CAB can support him. (10 min)

   Mark Duggan: Construction noise for the project next door impacts the news department.

   Mark Taylor: Important to keep building the relationship. He’s not an unreasonable person.

   Gavin: Mark has also upped our game on Instagram and Twitter. Check them out @kdnkradio

   Brandon: Good to focus on solutions.

3) Strategic planning process - listener survey, what do we want to know from the listeners, what data would be useful? – Gavin provide context. CAB members to discuss and then write down 2-3 questions each. (20 min)

   Gavin: Outline of the goals for strategic planning.

   Luis: Want to see tracking of membership over the past 5 years. Total membership. Charting numbers. Trying to understand effectiveness engagement of the audience.
Mark Taylor: Tracking our service to the community matters. Who is listening? When do you listen? It’s not just about money. It’s about mission. Better to have 5000 members give a little than one rich guy funding the whole thing. Why do we want to know the answer to each question? What’s the prize? We’re more than just walking around with our hand out.

Lynn: Have been a member since the station went on the air. Did a programming survey about 5 years ago. Do another boilerplate survey so we can compare results to that one. Reduce the brain damage to the staff. Stay focused on keeping the station going 24/7. There’s always something that comes up. Don’t pile more work on staff.

Mark Taylor: Keep it simple and routine.

Mark Duggan: We need to know more about Democracy Now.

Raleigh: The slogan KDNK is Yours is important. As Program Director, I want to know what listeners think, what they would change, to inform staff decisionmaking.

Mark Taylor: Listeners should feel valued. This is a good outcome.

Mark Duggan: My last two stations I was program director, and we did questions about programming. I still have all those questions. Some are helpful for any public radio station. In one example we offered an incentive.

Brandon: Likely we get a certain type of answer if we only send out an online survey. Would be good to get people in person. Would love to see survey questions answered at The Hoot, for example.

Luis: How often should a station survey its listeners?

Mark Duggan: I would like to see us survey our listeners twice a year. One could be more granular, another more broad. Don’t let the survey be active for more than 60 days.

Luis: We just did a strategic plan at Aspen Art Museum. It’s important this plan is a tool that can be used if you’re going to go through the process.


Raleigh: How do we go through the information?

Brandon: We can pass along to the board these key takeaways. We want zip codes. What do they listen for? I think it would be useful to ask questions that will help us make big decisions.
Mark Duggan: What do you constrain the choices to or do you allow essay questions? Should only use one or two essay questions. I would recommend Survey Monkey.

Gavin: Does any CAB member want to be part of Strategic Planning committee?

Mark Taylor: I’m in.

Brandon Jones: Me too.

4) DJ Growth discussion – brainstorm and discussion (20 min) – Brandon.

Brandon: There is room for growth for DJs. How can we have the best music programming possible? How do we work with a kooky group of crazy DJs to meet what listeners need?

Mark Taylor: Define DJ growth.

Brandon: Would like to see more expectations for DJs. DJs are generally really good. We all could use advice and training. I hear from people in the community that they like some shows but not others.

Gavin: There are subjective discussions like whether or not we want to hear Garth Brooks. Then there are technical training issues like can a DJ put a phone call on the air.

Raleigh: I don’t think DJ peer review will be very productive. Let’s offer advanced trainings.

Things we need to train people on: We need trainings on live phone calls, advanced board production, interview best practices, audio editing, making clean edits, changing CD player settings, what to do when something goes wrong.

Lynn: Give us a weekly tip.

Luke: A DJ just told me she didn’t know we have new music playlists in DAD.

Brandon: We can’t make listeners suffer through multiple minutes of technical difficulties. Too many DJs don’t know.

Gavin: We haven’t done enough nurture.

Raleigh: We need to welcome feedback from DJs.
Mark Taylor: Make sure DJs know the door is always open.

Luis: It’s very true about varying degrees of need. Practice makes better.

Gavin: Should there be metric of evaluation?

Brandon: I heard a DJ who couldn't get DAD to work. I don't think there should be a standard.

Luis: I think there should be a standard. If someone keeps making same mistakes over and over there needs to be a metric.

Lynn: I agree.

Mark Taylor: If someone’s making a mistake, have the conversation. Don’t do discipline unless you have to. There’s a guided hand and there’s a heavy hand.

Lynn: Should at least have three strikes and a suspension.

Mark Taylor: If we don't give DJs the tools, we can't expect them to succeed.

Brandon: What qualifies as a strike? If you have 4 minutes of dead air you're neglecting your responsibility. It has to be defined.

Mark Taylor: I hope there’s a sense of freedom to directly help a person who’s making repeat mistakes. Failure of communication is a more fundamental problem than a technical mistake.

Lynn: Make it easy on the staff. Do simple weekly tips.

Mark Duggan: We’ve talked a lot about training, but for me it’s always worked to do air check sessions with DJs. Talked about what was done well and what wasn’t. Levels. Breaks. Segues.

Luke: It’s all about air checks. This is a splendid opportunity to set expectations and introduce Raleigh to the DJs.

Mark Duggan: You’ll make them better. Make them feel more engaged. And improve program quality.

Luke: It’s been at least 5 years since we did that.
5) Station Manager update (10 min)
Membership Drive total is $50k out of $80k so far

Budget results from 2018:
   We projected $524,958 for 2018, raised $559,639.54 and spent $536,550.27.
The key problem with income was the Record Club shortfall. While we exceeded our off site event income goals, we spent more than budgeted on the 35th Birthday Party, Hoot, and Halloween Party. Without Mary Crouch Lilly’s bequest, we would have a $31,910.73 deficit for 2018.

Engineering
   Pitkin County engineer Drew Petersen provided this answer to explain why 99.9 sometimes comes in better in Aspen and Snowmass than the translator that feeds it, 88.3. His best guess is that since the Jack Rabbit site that powers 99.9 has a direct line of sight and an antenna with a considerably higher gain than any antenna on a car or indoor radio, the 99.9 receiver can still pick up a clear signal from 88.3 even if listeners on the valley floor hear fuzz on the radio dial.
   Engineer Bill Frost is looking into intermittent signal issues since we moved the 88.3 equipment from the now-demolished tram building to the broadcast tower on Iron Mountain in Glenwood.
   Mark Duggan installed our new Allen & Heath XB14 broadcast mixer for the news production studio. Raleigh is donating the aging Audioarts mixer to Radio Alas in Argentina on his trip.

Programming
   Charlando con Crystal is now airing live in Spanish on Wednesdays and Fridays from 5-6am.
   Pastor Mustard now on Saturdays 8-10am
   New freelance reporter Alycin Bektesh

Live Broadcasts this year:
   Laura Goldhamer & Pineross @ Steve’s Guitars
   CORE event at Aspen Center for Physics
   Deep Breakfast tomorrow
   Basalt Chamber Caboose next week
   AZYEP Middle School Dance next week

Busy Event schedule this year:
   Fashion Show photo booth
   Arm Wrestling
   Dandelion Day
   The Hoot
   Labor of Love with Clay Center
6) KDNK to alert membership about annual budget? (10 min) - Lynn
Lynn: As I sit here listening to what we’re doing in this building that we own, I think about the history of the station. Upstairs at the Dinkle Building, we just had a room. Manager Virginia Squier’s desk didn’t even have a wall. That was our first capital project. KDNK has members who pay money to be members. KDNK members elect the board, it’s not a self-perpetuating board. This is a chance to ask, how are they doing? Nobody goes to Town Council budget hearings. I don’t know if people care much about the budget. But we should alert them when budget meetings are happening.

Gavin: We could do a better job of letting the membership know about specific board agenda items. Thanks for the suggestion.

7) CAB meeting dates, two CAB meetings or Four? (10 min) – Brandon

Brandon: I want 4 meetings.

Mark: I want 4 meetings.

Luis: I want 3 meetings. Happy medium between what’s required and what’s ideal.

Lynn: I want 4 meetings.

We will still try for Thursday nights, not third Thursdays. Brandon will send out potential dates.