

CAB – July 1, 2025

Introductions

Will Hodges offered to chair, taking over for Brandon, started making indications in December/January...

want to start doing quarterly, have been happening two times per year. Not everyone has to come to every

meeting, thought to do every three months/ get into a routine.

From the Valley, lived in Arizona for 10 years. Prompt for intros: name and why you're here.

Brendan Girardot, executive director of AZYEP. Local youth led broadcasting. Alumnum of the program.

Werner Neff, "exotic DJ with classic music 8 to 10am." Plays Bach. Retired, mortgage banker in Switzerland. Gave advice to small businesses... to factor businesses.

Raleigh Burleigh -

Olivia Pevec – local artist and musicians and gardener... on the CAP board since Steve Skinner was

director. Managed to come once a year. "I love KDNK as a center."

Natasha Seedorf, member of KDNK for years... KDNK "first thing I heard about in the valley 35 years

ago..." was a DJ back then. "I'm here because Olivia is living in my driveway."

Ken Rosenberg, has known Eric for awhile. Retired engineer worked for national lab system, nuclear

power research.

Chris Hassig, DJ for 8 years, board for 5, now staff / membership coordinator. Involved with CAB since

got on the board. Passionate about community access mission and open door policy.

Eric Berry – got involved with station as underwriter, RJ Paddywacks... continues to be underwriter to this

day... big supporter, also has a show, got elected to board 1.5 years ago. Spoke up about CAB, quickly

assigned the position of liaison to CAB. Name confuses people, actually a committee. Brandon is out of

town, this meeting is to set up energy to bring in for next meeting.

Sloan Showmaker – former director of Wilderness Workshop.

Review Mission

Will – reviewing mission – strive to gather feedback from members, listeners, the wider community on

programming and find out what they like, what they'd like to see more of. How can we augment the

gathering of feedback that goes on? Station would like to know: are we doing the best we can? Does

programming reflect what listeners want? Doesn't seem there's a perfect way to get feedback.

Chris adds it's also a condition of our federal grant in this system that's now in jeopardy to assure meeting community service mission. Bureaucratic, but it does serve a good purpose. "Cross your fingers and call your reps."

Sloan – unsure if requirement for license or grant?

Eric – we get a lot of anecdotal feedback. Need more feedback from more diverse parts of our community.

Will – and how to act on it.

Board update

Eric – spent a big chunk of money already, bought new studio control board... previous board had

undetermined amount of time left... luckily the funds were there. "It did not hurt one bit." Last year got

unexpected windfall at the end of the year, made the purchase "almost easy." Not a dire situation.

Received \$140 for federal grant, were only expecting \$90.

The station is fine even if the federal grant money goes away two solid years... have those funds easily in

reserve, membership has grown a little over the last year. Staff has been stellar with little events,

recouping tons, piggybacking other people's happening.

Made almost \$1,000 with CD release party last Friday. Labor of Love did better than previous year.

Shared in-kind collaboration. Needing to replace transmitter on Sunlight. "If anything happened, there's

nobody that could fix it."

Back-up not working either, Chris explained. Around \$30,000 for transmitter, could consider within the

budget. Bathroom and roof need repair.

Staff update

KDNK is hiring, five applicants so far. "Be the glue connecting community things together instead of

putting resources toward a standalone event, with the exception of Labor of Love which is lucrative.

Trying to get volunteers is a thing... seems email communication is an over-crowded highway, trying to

figure out how to communicate with people. Age Friendly Carbondale will have meetings here.

Craft

club, movie nights... on programming/ CAB notes: get schedule regularized.

Often CAB would yell into a pillow and not hear anything back... maybe set up Zoom next time for

people from Leadville and Rifle. Will test demos for online payment platforms with quirks and differences. Hoping to get 21st century looking frictionless payment platform that could also accept direct deposit, Venmo, even donor-advised, giving from your IRA. Being able to add optional question to donation... to gather feedback. Suggestion box at events and things.

Raleigh idea – suggestion box on the homepage for the website for tips, grievances, etc. and for those to potentially go to CAB members somehow too.

Chris- Have loyal donors, but no one above \$5,000. Look at legacy / OG founding members... develop materials... put out impact report last fall, first thing Chris did. Going to try to get more stories/ make more compelling.

Eric – Brigid Dunlap is a new board member, her whole function is development. She has a company on the side. Thinking to invest in portable radios to give to people as a premium.

AZYEP update

Brendan – we closed up a productive school year, includes classroom broadcast programs... led by AZYEP Djs and alumni – retention of participants and students is really high. Bought on Parker Wilson as a broadcast instructor... want to empower young people beyond high school years... granted a scholarship to one intern who graduated. Met with Beth Wysong this morning to talk about CAB – pointed out with classroom programs, make it a point to give primer on KDNK and work in benefit of community radio.

Young people telling friends to tune in to KDNK. Trying to find other ways in addition to radio broadcast core to amplify voices of youth. This program instills ownership and leadership within the community.

Dictating what people might be listening to, influencing their mood and opinions. Hope to continue to bring young people into this community.

Seen kids come through program interested in podcasting / storytelling... “They feel that this is a space space, and that's really important.” Program is founded on mental health principles.

Sloan – is it expensive to create an app or technologically prohibitive?

Chris - \$5,000 per year subscription. Does probably mean better customer support. A lot is bandwidth-tension between analog and digital needs... existing infrastructure is priority / foundation. Part of new hire

is to take on some of Cody Lee's more program coordinator things... syndicated programs/ DJ subs... other half is managing public affair show to podcasts... transcribing to other media formats more successfully. Condensed best ways CAB has collected feedback and/or other things the CAB has done

Will – Brandon did mention a couple things we never talked about... question of keeping NPR or not...

internally more of a feeling to get rid of NPR... we produce content. There was a survey, we could look at

what that survey looked like. We heard back a lot of people like NPR or are listening.

Eric – true feedback of CAB, get feedback, give to board, board passes to programming/staff and they are

the final decision. I really feel that KDNK is pretty nepotistic and we talk to each other. We don't get out

enough. Wanted Ken to come, not even a member. I really feel this community is served in so many ways

by so many organizations, we're all of their sounding board. Why are we not hearing more from outside

the corral?

Chris – easier to keep something running that build from scratch.

Eric – seven question survey on clipboard for First Friday or farmers markets.

Brendan – Incentivize with stickers, socks, etc. We want to implement three-part survey for participants,

parents and community partners. Emails go to spam or get deleted before they're opened.

In-person

surveys at community events for incentives.

Raleigh – Mountain Fair campaign for directing people to a simple survey online.

Sloan – or a person with a clipboard.

Raleigh – QR code for phones to scan would simplify.

Olivia – are people broadly invited?

Will – yes, and the next CAB meetings are already scheduled to simplify.

Brendan – put survey in-person, online, social media...

Chris – also do a potluck for community ahead of next membership drive.

Ken – do you have a relationship with other community radio station?

Chis – that's a good point. We are part of Rocky Mountain Community Radio. Great for news department

producing regional stories to fill news needs. Constantly looking at APR. They've moved to emphatically

in the direction of NPR, created example of how to do that with listener first. Listeners want predictability. Now they kick ass in that realm with NPR and local news...

Eric – I think we align more with KVNF in Paonia and KOTO in Telluride to some extent. Both of those

are more rigid, we are certainly more of a creative output by the Djs. They can't bring in own music, can

only play music the station provides.

Chris – we are in pack of RRMCCR stations most community access as opposed to listener experience.

Sloan – great survey question, are we striking the right balance?

Natasha – sometimes you open the door and it's Narnia and sometimes it's just the back of the closet. I

don't know if it's going to be Narnia or just the back of the closet, and I don't mind that. If I wanted to listen to the news, I know where to listen to the news.

Brendan – we lean into that... don't want to end up in echo chamber... room to be our own thing. When I

encounter folks up and down the valley, creating delineating line between AZYEP and KDNK.

People say

they like tuning in because they don't know what they're going to get... also for taste making and discovering music.

Chris – NPR creates safe foundation. Easier for news to build off of, no news director could fill a full hour.

Will – there's times I tune in to KDNK and I'm really curious to know.. Bronco Talk, Geekspeak, random

half hour shows... wonder how many people are listening. More than 20 people? Not the glossiest

product... kids on the radio... how to make sure programming is what the community most wants?

Raleigh – the gems for me are the moments that happen in the studio, not the polished syndicated shows.

Sloan – local funk organic..

Ken – any way to know how many people are listening?

Natasha – another cool thing about listening to the radio, you're not being tracked. “Nobody knows you're listening to us.”

Werner observations – two hours I'd like to listen to, I'm not home. Working for KDNK, sympathy, but

can't give answers. We are a little out of reality, out of contact. Listens to CPR Classical.

Eric – I'm on the board of KDNK, turn on Aspen Public Radio quite a bit.

Sloan – I start with KDNK, hoping I'm going to like it. That's okay, I still love the station in all its aspects.

Werner – support more contact at Mountain Fair... go around with flyers. Simple and few questions.

Sloan – doesn't CMC have media school? Opportunities for internships or volunteer time or stringer news reporting.

Eric – I've been trying to find way of tying Isaacson in.

Will – What I'm landing on is to review the last survey, how it was distributed, etc.

Raleigh – also idea of comment box on website... provide feedback.
Eric – dislike public affairs from 4 to 5pm, most trafficked time.
Will – help me come up with next steps. Look at survey before our next meeting.. QR code, paper
survey... spend an hour at Mountain Fair... free music at Basalt, Sopris Sun, other newspapers.
Chis – other thought, paper forms and online forms could have optional two or three questions for people
who are joining to renewing. Membership drive is second week of September.
Eric – I think we're getting somewhere. We need more current data. If we can get questions to a wider
group of people.
Sloan – frame it as community-advisory board survey, not KDNK survey, so people see as independent.
This is our job, our mission to make sure station reflects community needs.
Will – campaign for people to tune in first to KDNK.
Brendan – in a world of options.

Next meeting: Oct. 7

KDNK is your most democratic radio station – where all tastes blend

Follow-up/questions from 7/1 meeting (Will)

- is CAB requirement of our fed grant or of our license?
- Chris mentioned KDNK doing fewer standalone events and being more of glue holding community together? What did he mean?
- Raleigh had under Chris' update that programming/CAB notes to regularize schedule?
- what did Chris mean by CAB yelling into a pillow and not hearing anything back? What has CAB told board and did board really not respond?
- what did Chris mean by other half of Cody's job is transcribing pub affairs shows to podcasts and transcribing to other media?

Next Steps for CAB:

- should we change CAB name?
- show Pump Up the Volume for AZYEP night?
- what has CAB told Board and has board really not responded?
- comment option on donation pages, asks
- commenting at events? QR code? Paper? Webpage?
- incentives for responding to surveys? Stickers? Portable radios?
- revisiting past survey, refining/redoing it?
- potluck prior to next mem drive
- check in w/ Isaacson School about interns or other media advice?

-survey at upcoming events? Free Snowmass/Basalt music? Sopris Sun?

2023 Survey

-instead of "what programming do you enjoy"? What about "What is your favorite program? Or what are your 5 favorite shows? Or other ranking? Make Q equivalent to negative Q

-"what is least fav programming" Q is alot shorter, probably to avoid alot of negative responses but maybe for sake of getting info, the Q should be equivalent to positive Q? "What are your least fav shows, ranked?" I think ave listener may or may not be able to recall all the shows and may need to be prompted. If it invites alot of negative responses to this or that show, isn't that what we want? We don't have to act on it but we'd like to know.

-"how did you find out about KDNK" doesn't seem terribly useful

-could "how do you listen" be more granular?

-do we want a Q about how or how much someone listens? About their general listening behavior, incl Sootify, Pandora, etc.?

-separate "local news" from NPR

Survey Qs:

-do we strike right balance b/t listener experience and open-door comm access?