

Community Advisory Board Report

(Oral report, June 26, 2023 Board of Directors Meeting)

CAB Chair Diann Simmons reporting.

The CAB met June 11th via Zoom. Present were: Diann Simmons, Marty Durlin, John Arteaga, Judy Albert, Lia Holbrook, Michael Grady and Maria Avalos Fuentes.

The CAB identified a concern for the demographics of listeners with the need to reach out to a younger audience and the Latinx community. They made recommendations for addressing this concern to the general manager and staff.

Since the October meeting many actions have been taken by Marty and the staff to respond to this concern. Bilingual Reporter Victor Palomino, who left in January KZYX for a stint at Radio Bilingue, now also serves as Public Affairs Director with an emphasis on outreach to the Latinx and other underserved communities.

A special appreciation goes out to Maria Avalos Fuentes, a member of the CAB, who has been active and effective in working with the KZYX staff, especially Victor Palomino.

The next CAB Meeting is slated for the Fall of 2023.