

10/7/25

Attendees: Marilyn Gleeson, Eric, Patty, Will, Brandon, Beth

1. Surveys

- a. Eric - 39 surveys, (were there more??)
- b. How'd we administer? Eric and Will milled around and gave, more people filled out at booth
- c. Patti - can DJs announce survey?
- d. Eric - most people said they still like NPR, costs us \$32k
- e. Brandon - i want to see some strategic programming decisions, keep the new members engaged, i really like Natl Native News, I love The Moth, we need more humorous, personal. Could we recreate The Moth? **Alya Howe?** Is Immigrant Voices every day? (Ayahowe@me.com, 970-309-2582) Writ Large on KDNK
- f. Group feedback - more programming in Spanish, continue engaging Latinos
Brandon - bring back Loteria to station?
- g. Benefit for KDNK/other community radio stations - Radio Aid - bring in other stations? Is there a way to provide mutual aid to other stations that may not make it through the "storm (aka funding shortfall)."
- h. KDNK Staff is awesome! Way to put a ton of energy into the pledge drive, well done!

Next steps/ recommendations to staff

- i. Get survey on website - QR Code
- j. Survey to be distributed at Kirk Siegler event
- k. DO NOT GET RID OF LATINO USA or Alt Latino
- l. Do not make programming decisions without input CAB

My recap, emailed to members afterward:

Hi y'all,

Here is what came out of tonight's meeting. Eric compiled the survey results from Mt. Fair. Please have a look at them if you can. We didn't see alot that jumped out and didn't discuss them extensively. They seemed to reflect what the last survey did--that respondents are mostly pretty happy with programming. More people were listeners than members. Most people lived in Carbondale. Most were between 50-70. Most listen in their car. Most people were happy with current programming. Most people were happy with how much NPR programs we air. More people would rather see more NPR than those who wanted less NPR. One interesting thing was the only thing more people wanted more of was more KDNK/local news. Even the two questions about what the current balance is between messy public access and professionalism and what they'd like that balance to be, most respondents didn't change their ranking too much. Whether

they thought we were on the messier side or the professional side, they didn't think we needed to go too far in either direction.

Of course, we only had 39 respondents. I thought there were more surveys filled out at Mt. Fair and some may be somewhere but I could be wrong. We agreed we'd like to have the survey live on the website where we can continue to gather feedback on a running basis. Patti suggested DJs plug the survey. Brandon thought programs like The Moth really offered an antidote to the grim news we are living through and wondered if KDNK could partner with someone like Alya Howe for bringing more local storytelling to the air, to humanize and build bridges. Eric shared that staff are considering cutting some syndicated shows like Hidden Brain to save money. Most of us felt it wasn't the time to cut Latino USA or Alt Latino, our only two shows lifting up Latino/a voices. We all felt that the CAB should be consulted before staff make programming changes.

We talked about a possible benefit to raise money for KDNK, maybe in partnership with KVNF or KSUT or Rocky Mountain Community Radio, to buttress against the federal funding cuts. We celebrated the amazing work of the entire staff for such a great membership drive, which exceeded the goal and raised around \$150k!! Beth and Will will try to plug the survey at this Thursday's fundraiser with Kurt Seigler. (Chris also let me know after the meeting that he was at a meeting planning a barnstormer of a Halloween party, along with the Crystal Theater Assc. and Thunder River Theater.

What else did I miss?

Next meeting is in January!