

KVNF COMMUNITY ADVISORY BOARD MINUTES

TIME: February 3, 2007

PLACE: Partners Conference Room, Montrose, Colorado

CAB Members Present: John Clark, David Mullings, Monica Wiitanen, Kate Zachman, Larry Davidson, Robb Ruyle and Todd Hines.

KVNF Board of Directors: Cynthia Hines

The initial discussion focused upon recent events at KVNF. The recently unveiled photo project was appreciated and it was suggested that the entire membership might value a link to the photos on the KVNF web site.

There was a discussion regarding the addition of training opportunities in diverse areas such as equipment, software and interviewing skills, and how the quality of our sound will benefit.

A review of organizational changes produced some concern that we no longer have a development director, along with agreement that a program director could facilitate wide-ranging enhancements to our overall sound.

An examination of programming issues, especially within the context of a 3-year priority plan, made the point that many disagreements about desirable music are generational issues and that diversity can be overdone if other listener-based goals are disregarded. The functioning of the programming committee was once again appreciated and supported.

The CAB has an interest in the station making fact-based decisions, while recognizing that geographical distance is a barrier to two-way conversations. Members expressed a strong commitment to outreach efforts by the station and agreed to actively participate.

Beyond agreeing to actively solicit station feedback from their constituents, there was enthusiasm for attending events such as concerts and festivals in the role of KVNF Ambassadors.

It was also suggested that we might better serve some of our listening population by making them more aware of us through targeted publicity. An example of that being the use of posters in various senior locations describing our Sunday afternoon music and inviting them to join us, along with making program guides and brochures easily available.

The final item on the agenda was an examination of our own process and mission, in order to provide course corrections as necessary. There was a consensus that our present operation is satisfactory.