

KVNF Community Advisory Board
April 26, 2008
Conference Room, Montrose Daily Press

Those Present: David Mullings, Larry Davidson, Mike Jackson, Robb Ruyle, Barry Merkle, Don Ahern, Todd Hines, Cynthia Hines and Daniel Costello.

The meeting opened with a reading of the KVNF Mission Statement.

Daniel Costello, KVNF Program Director, presented options currently under consideration by the programming committee that would change the midday sound by moving news segments to a time later in the day.

In a much earlier discussion, the CAB had expressed a preference for midday changes, citing undesirable transitions from music-to talk-to music and a common desire to have music available for those listening during a lunch break.

The CAB continues to support a midday change, with a continuing belief that our communities favor uninterrupted music and syndicated programming that is as current as possible. Concern was expressed that the time available for local news would be reduced but Daniel explained that, in actual practice, this would not be the case.

A strong argument came from within CAB for quality changes related to local news programming. The issue of concern is the quality-expansion of local news to clearly regional news, programming related to diverse issues of interest throughout the entire western slope. Local, meaning 10,000 square miles.

In the interests of more regional news, the CAB suggests stronger connections and working relationships with all the community newspapers in our listening area. An enhanced relationship with the Montrose Daily Press was noted and David Mullings confirmed that stronger connections were possible between KVNF and the community newspapers in Ridgway and Ouray.

After discussion, and in response to Daniel's presentation, the CAB goes on record favoring a change in midday programming such that music is essentially continuous through the day, with news programming beginning at the 3:30 PM hour. It is the conclusion of CAB that this change best serves the needs of our local communities.

As Board liaison, Cynthia reviewed the KVNF transmitter and translator status. Montrose is the city of license for 89.1 and approval has been granted to upgrade the strength of that transmitter from 3000 to 8000 watts. A level of local funding will be required but technology/construction grants will help to offset local costs.

In response to an expression of citizen interest and to previous commitments regarding local involvement, KVNF has begun an effort to ascertain levels of active support in the Montrose area, with a goal of providing greater access for active involvement. CAB discussed community development activities that might increase citizen awareness and develop connections to local institutions. It is a goal to strengthen the KVNF role as a source of emergency alert and response, should an emergency occur in our listening area. The KVNF outreach calendar was reviewed and the CAB appreciated the efforts being made to schedule KVNF events in our various communities. It was noted that not all areas can be included in any one year and the Surface Creek area was identified as a locale for future attention.

Finally, the CAB organization and structure were reviewed. Cynthia reported that, in an effort to better use the contributions of CAB, the entire executive committee of the Board will begin to serve as liaison to CAB and the CAB agenda will be tied more directly to KVNF long range strategic planning.

Understanding that present CAB members agreed to serve indefinitely, it seems that a life-long term might be a little unfair. The service of members of this CAB has been long and exemplary. As it appears that the FCC may be forcing more localized CAB activities involving identified community leaders, our CAB is significantly ahead of the curve on all counts.

Current CAB members are hereby released from their life-long commitment but each will be asked if they might now be willing to serve a specific term of two or three years. Many thanks were made and well-deserved praise was heaped.

The meeting was chaired by Todd Hines, who also recorded the minutes.