

KGLP Community Advisory Board (CAB) Report for 2016

Compiled November 2, 2016

by KGLP Station Manager Rachel Kaub

In the Fall of 2015, KGLP's Community Advisory Board (CAB) was asked to consider a variety of topics via a survey format, responding with priorities that they would rate on a scale of 0 to 10, with 10 being the highest priority, assuming that funding would eventually be available. This electronic CAB format was used due to problems with getting to a live CAB meeting. CAB members L.D. Lovett, Carolyn Milligan, Beatrice Sargent, Mildred Dunning, Lorelei Kay, Sam Pemberton, and Antoinette Neff participated in this process, concluded in January, 2016. Following is a summary, with comments.

Topic #1: Should a second, full-time position be created for a paid intern who would develop broadcast and studio engineering skills, under the station manager's supervision? (This position would replace two part-time assistants, with a foreseeable increase in budget. The incentive for such a change in personnel, recruiting from the area's graduating engineering or technical students, would be to backstop the station manager and perhaps provide a pathway to succession into that position, at which point a replacement for the intern position would be needed.)

The responses ranged from a low of 6 to 2 highs of 10, with 4 ratings of 8, and an average rating of 8.3, indicating a higher priority for consideration.

CAB member Carolyn Milligan stated, "The current Station Manager has single-handedly brought order and stability to KGLP through her dedication to its success. Realistically and in fairness to her remarkable skills, the community that KGLP serves ought not assume that she can continue without someone to share the responsibility and the workload. Looking to someone from this area has value but, as in Ms. Kaub's tenure here, bringing in experience and new ideas from elsewhere has value as well."

CAB member Mildred Dunning stated, "This sounds like an important item helping to relieve Rachel of some time and stress. Of course, it will depend on the available finances."

Topic #2: Hire a part-time reporter/host, who would prepare newscasts and weather for \$10,000 per year.

The responses ranged from a low of 1 to highs of 10, with an average rating of 6.4, indicating a marginal level of interest, and a lesser priority. One responder said it could be either #1 or #2, but not both, due to projected budgetary considerations.

Station Manager's note: Soon after the CAB's feedback, Tom Trowbridge began providing a daily news feature and morning weather from his home in Santa Fe, with Calvin Gleason providing afternoon weather from his iPad in Yahtahey. For these services, KGLP provides contract payments totaling \$1,000, annually, significantly less than a part-time reporter/host or automated weather forecast would cost. Both Tom and Calvin upload their content directly, where it is automatically scheduled and aired on KGLP.

Topic #3: Recruit more area students and volunteers to staff the station (requiring outreach by board members, staff, and other supporters, ongoing.)

The responses ranged from lows of 5 to highs of 10, with an average rating of 8, indicating a higher priority.

CAB member Carolyn Milligan: "Recruitment requires a comprehensive, workable plan, and a balance of experienced, informed oversight to mentor the recruits. It is important to establish a vested commitment within the community to ensure the ongoing success of KGLP, and this is in part created by establishing a relationship between newcomers and those more experienced with the overall operation of public radio. The region that KGLP serves is truly unique, and its producers reflect that uniqueness. I moved here over three decades ago (from a Midwest university environment) and I thought that Public Radio was as common as the air we breath. Not so. KGLP struggled at first, but it is now an established part of this region and its offerings reflect the uniqueness of this region."

Topic #4: Complete second studio (a goal requiring an additional \$10,000 to \$30,000 in funding and engineering support.)

The responses ranged from lows of 5 to highs of 10, with an average rating of 7.4, indicating a moderate to high priority.

CAB member Mildred Dunning: "Hope you can get this up and running soon. It would be a shame not to complete it now that the space is ready."

CAB member Carolyn Milligan: "It's visionary, but if this region is going to attract professionals from elsewhere to reside and commit to the community, public radio is an essential component to that attraction"

Station Manager's note: Soon after the CAB's feedback, I set up the second studio for basic production, using spare parts, a PC, microphones, and a low-cost mixer, in order to create a functional space, until such time as funding for higher-end broadcast equipment becomes available, hopefully for renovation of both studios.

Topic #5: Should KGLP Produce/Coordinate events such as concerts and other happenings?

The responses ranged from a low of 3 to a high of 10, with an average rating of 5.9, indicating a moderate priority.

CAB member Sam Pemberton: "If the Red Rock Strings concert created any interest, efforts like that might be expanded."

CAB member Carolyn Milligan: "This cannot happen unless KGLP continues to maintain the relationship that it currently has with the area arts council, UNM-G, the area hospitals, the Navajo and Zuni nations, and the Gallup business community. KGLP has continued to build for almost a quarter century. Its last several years have been its most promising."

Topic #6: Combine annual members meeting with KGLP special events, such as speakers or concerts, with increasing frequency?

The responses ranged from lows of 5 to a high of 10, with an average rating of 5.9, indicating a moderate priority, with the same rating as for Topic #5, production of events and concerts. One response slightly favored special events featuring speakers over concerts.

CAB member Sam Pemberton: "Having Harlan McKosato a few years back was, I thought, a positive endeavor. Not sure if his new show (ndn1.com) would be of interest to us.

CAB member Carolyn Milligan: "Makes sense to collaborate. Gallup now has an exceptional String Ensemble. A benefit for both the hospital and KGLP would gather a lot of support (especially since a number of the players are physicians."

Topic #7: Increasing listenership and participation by non-anglo and low income residents.

The responses ranged from lows of 5 to highs of 10, with an average rating of 7.3, indicating a moderate to high priority.

CAB member Sam Pemberton: "Not sure how we would increase participation/listenership of low-income area residents."

CAB member Carolyn Milligan: "While there is established representation in current programming (and with producers of these programs), this has been an ongoing objective which will continue to be maintained."

Topic #8: Join with a larger public radio station, such as KUNM or KSUT, the latter being the source for most of KGLP's programming in the first years of operation. This would reduce costs, but alter our programming and independence substantially.

The responses ranged from lows of 0 to a single rating of 5, with an average of 2.1, the lowest priority item in the survey. Hence, virtually no interest in considering this option.

CAB member Carolyn Milligan: " While costs would be reduced, the trade-off would be in establishing our unique identity. We are not Albuquerque. or are we Southern Colorado. If a balance could be maintained, introducing ideas and energy from both distinct regions, this would be good. BUT, not at the expense of risking losing our own identity."

Topic #9: Negotiate with large public radio stations for segments of their programming, such as regional news reports provided on those stations during NPR news magazines.

The responses ranged from lows of 5 to a single high of 10, with an average rating of 5.7, indicating only a moderate priority. Still, higher interest than Topic #8, indicating a willingness to pursue future segmental collaborations.

CAB member Carolyn Milligan: "This would broaden our understanding of the regional issues we all face."

Topic #10: Remain on UNMG campus for the foreseeable future, or explore options for an independent facility in the coming years.

The responses ranged from a low of 2 to 6 ratings of 10, for an average rating of 8.9, indicating a the highest priority in the survey, i.e., recommending that Gallup Public Radio maintain our relationship with, and broadcast from studios on the UNM-Gallup campus.

CAB member Carolyn Milligan: "Remain on UNMG campus for the foreseeable future. We aren't financially independent enough to assume the increased cost if an independent facility. It would sever the pipeline with students who might choose communications as a career. And, it is important to continue to explore options."

Topic #11: Encourage planned giving to Gallup Public Radio, such as including KGLP in estate planning, i.e., adding KGLP to long-time supporters wills.

The responses ranged from a low of 3 to 4 ratings of 10, with an average rating of 8, indicating a higher priority.

CAB member Carolyn Milligan: "Explore all options."

Topic #12: Crowd Funding for studio renovation, second studio installation, and other projects.

The responses ranged from a low of 2 to 4 ratings of 10, with an average rating of 8, indicating a higher priority.

CAB member Sam Pemberton: "Shouldn't be too costly to try."

CAB member Carolyn Milligan: "Explore Crowd Funding."

Topic #13: Expand local programming (which would mean less national/network/syndicated content.)

The responses ranged from a low of 0 to 5 ratings of 5, with an average rating of 4.1, indicating a lower priority, i.e., maintaining the current balance of local and syndicated content.

CAB member Sam Pemberton: "I think the current balance if good."

CAB member Mildred Dunning: "A good balance is needed. Local programming is great, however, listeners want quality national programs as well." (Same response for #14, next.)

Topic #14: More national programming (from NPR, BBC, Pacifica, et. al. - may reduce amount of local programs airing on KGLP.)

The responses ranged from a low of 0 to 4 ratings of 5, with an average rating of 3.4, indicating a lower priority, i.e., maintaining the current balance of local and syndicated content.

CAB member Sam Pemberton: "I appreciate the local programs."

Topic #15: Increase program offerings featuring non-Anglo voices, music, and culture.

The responses ranged from a low of 0 to a high rating of 8, with an average of 5.1, indicating a moderate priority, i.e., maintaining the current balance of local and syndicated content.

CAB member Sam Pemberton: "Other than Hispanic and Navajo, I'm not sure what other cultures might have a high enough listenership. Do we know, for example, what (local) Middle Eastern and Asian listenership percentages are? (Station Manager: No data, due to weak sample by Arbitron & Nielson in rural regions such as the Gallup & McKinley County area. These are small populations in our area, but if they listen to targeted programming, it would be worthwhile.)

CAB member Beatrice Sargent: "would like to increase Navajo participation" (learning from Diné culture and perspectives.)

Topic #16: Specifically increase program offerings featuring Native voices, music, and culture.

The responses ranged from lows of 5 to a high rating of 9, with an average of 5.4, indicating a moderate priority, i.e., maintaining the current balance of local and syndicated content.

CAB member Carolyn Milligan: "Endeavor to maintain a balance of regional, relevant programming with programming originating from outside the region."

CAB member Sam Pemberton: "Maybe - if we know that native Americans comprise a significant listenership percentage. Harlan McKosato's talk show might be worth investigating."

Topic #17: Less classical music.

The responses ranged from lows of 0 to a high rating of 10, with an average of 3.7, indicating a lower priority, i.e., maintaining the current amount of classical music airing on KGLP.

CAB member Carolyn Milligan: "Maintain a balance in programming. There is clearly a growing interest in classical music here locally. Recent live events have had huge response." (same response as for #18, next.)

Topic #18: More classical music.

The responses ranged from lows of 0 to a high rating of 10, with an average of 5.4, indicating a moderate priority, i.e., maintaining or slightly increasing the amount of classical music airing on KGLP.

CAB member Sam Pemberton: "Actually, I think the balance is good."

Topic #19: More local news (see option about hiring a news reporter/host for \$10,000 annually).

The responses ranged from a low of 4 to a high rating of 10, with an average of 6.7, indicating a moderate to slightly higher priority for more local news on KGLP.

CAB member Carolyn Milligan: "Perhaps a blend of local news that prompts discussion of larger issues affecting our region. We have an abundance of topics."

CAB member Sam Pemberton: "Maybe one of the local papers has a reporter who would be allowed to do public radio newscasts."

CAB member Beatrice Sargent: "so great when Rachel announced the railroad accident"

Topic #20: Daily weather forecasts, even if that means subscribing to a service that will be aired automatically, for \$3,000 per year. (Would not be needed if news reporter/host is hired.)

The responses ranged from lows of 1 to a high rating of 10, with an average of 3.6, indicating a lower priority, i.e., particularly with a higher annual cost, with several CAB members suggesting that KGLP listeners have other avenues for local weather, such as mobile apps and commercial TV and radio stations in the area.

CAB member Mildred Dunning: "I think most people get their weather from other sources. Not worth the expense."

CAB member Carolyn Milligan: "We get all the info we need on cell phones, National Weather Center, etc. subscribing to an expensive service does not seem cost-effective."

CAB member Sam Pemberton: "In this day and age, most folks with smart phones, radios or TVs have immediate access to local weather. Local news is another matter, John McBreen notwithstanding."

Station Manager's note: KGLP has received some requests for local weather from contributing members in each of our fundraising campaigns, driving interest in this option. Soon after the CAB's feedback, we contracted with Tom Trowbridge to provide a daily news feature and morning weather from his home in Santa Fe, with Calvin Gleason providing afternoon weather from his iPad in Yahtahey. For these services, KGLP provides contract payments totaling \$1,000, annually, significantly less than a part-time reporter/host or the \$3,000 annual cost for automated weather forecasts from a third party. Both Tom and Calvin upload their content directly, where it is automatically scheduled and aired on KGLP.

Topic #21: Increase economic and business coverage.

The responses ranged from a low of 0 to a high of 9, with an average rating of 4.4, indicating a lower priority for local (or presumably national) business coverage.

CAB member Sam Pemberton: "Local or national/world? Chamber of Commerce spots?" (i.e., audio segments featuring local business leaders?)

CAB member Carolyn Milligan: "This is an area that has not been covered. Perhaps as an inclusion in programming with a larger, regional focus?"

Topic #22: Increase coverage of the arts and culture (local and national focus.)

The responses ranged from a low of 0 to a high of 10, with an average rating of 5.3, indicating only a moderate priority.

CAB member Sam Pemberton: "World and national music issues get some coverage via Performance Today. Does Toni Neff have a handle on local arts news?"

CAB member Carolyn Milligan: "The emergence of the value of an Arts and Cultural presence is increasing. Having a Public Radio aspect would be helpful. We already have support in this area and it would grow commensurately with the regional activity."

Topic #23: More specials and quarterly preemptions for special series, such as the Santa Fe Chamber Music Festival, Education specials, ethnic heritage months, holiday specials, et. al.

The responses ranged from a low of 0 to a high of 10, with an average rating of 5.7, indicating only a moderate priority.

CAB member Carolyn Milligan: "This might lead to additional funding through Lodgers' Tax funding If it can be linked to promotion of tourism."

CAB member Sam Pemberton: "If series like Santa Fe Chamber Music Festival are affordable, yes. Local music groups could be of interest, if the quality is high. We have some local thespians who would find it easier to do a quality radio broadcast than a staged production."

Topic #24: Reinvigorate Youth Radio, collaborating with GMCS, Uplift, Rehoboth, and other area educators. Network with area schools that currently have media production facilities, such as Miyamura High School and Gallup High School.

The responses ranged from a low of 2 to a high of 10, with an average rating of 6.9, indicating a marginal level of interest.

CAB member Carolyn Milligan: "Conditional: only if there is an increase in staffing to expand programming innovations. The GMCS, UNMG's Middle College High School, Uplift, Rehoboth, could (and should) open this pathway for their students to pursue as a career choice."

CAB member Sam Pemberton: "if Rachel or other qualified sponsors are up to the task."

Topic #25: Decrease the number of Public Service Announcements / Decrease frequency of repetition.

The responses ranged from a low of 0 to a high rating of 9, with an average of 5, indicating a moderate priority, i.e., holding where we are on PSA coverage.

CAB member Carolyn Milligan: "Yes. It seems redundant, local, and less professional" (than NPR?)

CAB member Sam Pemberton: "Current frequency is fine with me." (same response on #26, next)

Topic #26: Increase the frequency of Public Service Announcements / Increase frequency of repetition.

The responses ranged from a low of 0 to a high of 9, with an average rating of 4.1, indicating a lower priority for increasing the number of PSAs aired.

CAB member Carolyn Milligan: "Perhaps improve the format."

Topic #27: Increase the number of live remote (or pre-recorded) broadcasts from UNMG or other area school events, concerts, community happenings, etc.

The responses ranged from a low of 4 to a high rating of 9, with an average of 6.6, indicating a moderate to slightly higher priority for more live or pre-recorded remote broadcasts on KGLP.

CAB member Sam Pemberton: "If the quality is acceptable and if we have the personnel to produce."

CAB member Carolyn Milligan: "Acknowledging this is a current practice, and some events do not translate well to audio only."

Topic #28: Local sports coverage with live remotes or recorded reports.

The responses ranged from lows of 0 to a single rating of 6, with an average of 2.6, the second lowest priority item in the survey. Hence, virtually no interest in considering this option.

CAB member Sam Pemberton: "There are sufficient local radio stations and area TV stations already doing this."

CAB member Carolyn Milligan: "Local radio and local newspaper does an excellent job reporting on these events. Public radio ought not to compete."

Station Manager note: A few years ago, the board discussed briefly whether occasional (special) coverage of elementary/middle school and high school sporting events might be of interest to listeners. No progress on this idea since then.

Topic #29: Add Radio Theatre / Drama as a regular program on the schedule.

The responses ranged from a low of 0 to a high rating of 9, with an average of 5, indicating a moderate priority, perhaps supporting occasional radio theatre specials.

CAB member Carolyn Milligan: "I personally enjoy radio drama. Maybe a pilot program?"

CAB member Sam Pemberton: "This is an area not covered locally and should be considered."

Final comments and additional ideas

CAB Member Beatrice Sargent: "Recognize how important Radio is to off grid people, especially Navajos."

CAB Member Mildred Dunning: "This is a good selection of ideas and proposals."

CAB Member Sam Pemberton: "I appreciate the work that Rachel and the local hosts are doing. The broadcasting class might have talent worthy of being on KGLP."

CAB Member Carolyn Milligan: "My husband was one of the founding group in establishing KGLP. One of my former design students created the current logo (which is now ready for a revision and refinement). I only listen to KGLP. Most of local programming is syndicated music (with local ads and news spots but otherwise lacking in local identity) or syndicated religious stations. None of these 'local' stations truly voice the region as effectively as KGLP."

KGLP is fortunate to have the current Director, Rachel Kaub. She has stabilized and built a credible, Award-winning regional public radio station. We are fortunate to have her energy, commitment and vision (and immense technical, administrative, public relations, and fund-raising savvy). Few individuals possess a comparable breadth of these highly specialized skills. The assumption that she will always be with us requires that we support her endeavor to expand not only the programming potential, but also to build a support staff for a dedicated Station Manager, whose responsibility has, of necessity, spread far beyond what we can realistically expect of one very capable Manager. We, the community, need to support the Manager by building a support system that can assist in realizing all the initiatives we, the community, hope to achieve in the future and which we are the recipients of the dedicated effort of a small group of individuals.

While we would hope that it is so, we also need to not overload her with more than she can do without professional assistance and backup. I am not confident that the general community, nor city and county governments understand how important regional assets are to the advancement and development of underserved areas like Northwestern New Mexico."

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This Community Advisory Board (CAB) report, prepared for the consideration of the Gallup Public Radio Board of Directors, was compiled by KGLP Station Manager Rachel Kaub on this day of November 2, 2016, subject to review by the CAB.

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