

KGLP COMMUNITY ADVISORY COUNCIL

Meeting – May 16, 2018

The KGLP Community Advisory Council (CAB) met at noon on Wednesday, May 16, 2018, at the Work in Beauty House, in Gallup, NM. Be Sargent was thanked for hosting the meeting. Rachel Kaub took notes.

Present: Be Sargent, Antoinette Neff, Sam Pemberton, Mildred Dunning, Lorelei Kay , Rachel Kaub (KGLP General Manager), Jay Dee Pfannenstiel, and Kimberly Wahpepah.

Absent: L.D. Lovett and Carolyn Milligan

The Meeting convened at approximately 12:30pm, after a bit of lunch and light conversation.

Rachel reported on the following:

- 2017 was a good year, financially, with higher total donations from listeners and members than in at least the last ten years, even with lower-level "pitching", avoiding the extensive live on-air begging of the past. Response from listeners seems positive.
- A new transmitter has been purchased, awaiting installation by the Phoenix engineer by early June, 2018. These expenditures will leave Gallup Public Radio overbudget for this Fiscal Year, unless adequate income is generated by early 2019. At that point, cuts in personnel, programming, and other operations costs might be necessary.
- Rachel emphasized that KGLP was not facing an immediate crisis, and that our fundraising messages are transparent enough to share that replacing the transmitter will leave money tight by year's end, should we not have enough money coming in by then.
- As a example of adjustments in expenditures, on a small scale, Rachel mentioned payments to producers of two local features, Dateline New Mexico, with \$50 paid monthly starting this month of May, which had not been paid previously, and New Mexico Closeup, which cost significantly more (\$109 monthly) than with the prior producer - in that case we have notified the producer that we cannot pay more than \$65 monthly, plus the \$5.49 NM Gross Receipts Tax, since that person has an LLC.
- Beyond simple cuts in expenditures that might be contemplated at some point in the future, Rachel revisited additional options, including the possibility that if CPB funding were ever lost or dramatically reduced, that we might be able to re-establish an MOU with a larger station such as KSUT in order to carry their network programming such as NPR and other feeds, supplementing with any local programming that we could muster.

Discussions:

- Sam again observed that NPR news coverage is not so left-leaning as portrayed. Rachel concurred, comparing Pacifica's Democracy Now with the more moderate NPR coverage of U.S. and world events and controversies.
- We revisited discussion of the technical and financial requirements of expanding KGLP's signal to areas outside our current broadcast area. Ramah area residents have expressed interest in having KGLP expand our signal to include that area, including El Morro, Zuni, Pinehill, Ramah, and Candy Kitchen. It would cost about \$20,000, each, to add an additional translator to a desired location, even after filing a successful FCC application for each site.
- Millie initiated a discussion about underwriting, leading to some good suggestions, including ideas for outreach to local businesses, including Amigo Toyota-Chevrolet in particular.
- Lorelei asked whether more focus could be given to promotion of programs on KGLP's Facebook page. There was discussion about levels of social media promotion, Rachel's desire for community volunteers to help with the Facebook page, and the vagaries of twitter.
- UNMG's CEO, Dr. Malm, agreed to be an Ex-Officio member of Gallup Public Radio's board, and has been acknowledged in that capacity since soon after coming to the campus.
- Show host changes: Millie asked whether Ron Donkersloot had moved back to Vancouver, Canada - Ron did so by early January, 2018, after recording his January Jazz shows. Wayne Ramm, of Ramah, took on hosting of Ron's Thursday night Jazz hour beginning in early February.
- Generally, those present seemed appreciative of KGLP's presence in the Gallup area, and look forward to better things in the future.

Meeting adjourned at approximately 1:40pm