



Mesa Consejera de la Comunidad

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Minutes

KDNA Community Advisory Board

April 25, 2016

KDNA/CAB members present: Ricardo Garcia, Hilda Chang, Valdomero Valenzuela, Santiago Ramos, Guadalupe Sanchez

Excused absences: Art Garza, Juan Aguilar, Lilia Villarreal, Leticia Garcia.

Staff present: Juan Ozuna, Saida Birrueta, Excused absence: Gilbert Alaniz

Chairperson Garcia opened the meeting at 6:00 PM; Quorum was established. He welcomed the KDNA CAB members, KDNA staff and KDNA volunteers.

Motion #1: Santiago Ramos moved for the approval of the minutes of January 25, 2016. Hilda Chang seconded the motion.

Vote: Motion passed unanimously.

Reports: There were no reports from SEA MAR CHC.

Juan Ozuna presented the KDNA report in written form and hereby attached as part of this minutes record.

Ricardo Garcia announced that at this meeting an ample programming discussion would be held. He opened it by briefly stating the history of Radio KDNA: 1) Almost 37 years of community radio broadcasts and radio outreach; 2) KDNA was the first full time Spanish language radio station in the USA...Julio Cesar Guerrero, Dan Roble, Rosa Ramon and Ricardo Garcia were the founders of the Station; 3) Radio KDNA went on the air in the midst of the Chicano/Farm worker movement; 4) It produced and aired programs that met the community radio needs of farm worker audiences. It informed educated, organized, mobilized, motivated and encouraged farmworkers to join the farm worker movement. It opened its radio doors to local non-profit, community based organizations for purpose of producing and airing special public affairs programming and joined them in community outreach activities. 5) KDNA expressed the goals of the Chicano movement for cultural awareness, activism for social change and social justice; 6) more important, KDNA became the friend of the farm workers and treated them with respect and dignity.

In discussing the programming of KDNA, the KDNA CAB agreed that presently KDNA continues to perform well: 1) Appreciates the work that Saida puts in to produce mini informational and cultural capsules that add to the appreciation of many radio programs, such as el Cinco de Mayo, Thanksgiving Day, Christmas celebration, the 4th of July and other USA/Mexican traditions and customs; 2) KDNA airs a daily barrage of educational messages;

3) Musica de Oro is locally produced and aired during the week by a volunteer (Ninfa Rodriguez); 4) KDNA continues to produce and air a daily (week) series of excellent public affairs programming; and KDNA answers the spiritual needs of the listening audience by continuing to air a variety of religious programming every Sunday morning produced by local faith leaders.

The KDNA CAB also agreed that they have noted some negative on-air behaviors that must be addressed by the Station Manager: 1) There are too many Saludos Musicales during the broadcast day. Thus a listening audience is more engaged in musical dedications and perhaps giving less time to the positive programming of the station; 2) KDNA is beginning to sound very commercial...fast talking, loud sounds, laughs, jingles from other commercial stations (Piolin commentaries do not belong in KDNA); 3) Volunteers are expressing personal commentaries on political issues, candidates; 4) There are frequent birthday songs aired during the day; 5) Lack of attention to musical selections..KDNA is not supposed to play corridos that glorify drug traffickers or music that glorifies machismo; 6) Songs being played should not be interrupted; 7) some on-air staff complain about their supervisors.

The NCEC Director and KDNA Station Manager should meet with on-air staff and volunteers and review the station's on-air behavior policies.

The KDNA staff and volunteers who were present engaged the KDNA CAB in a lively discussion of the issues that surfaced at this meeting.

The following recommendations were given to the KDNA Station Manager for consideration:

- 1) Have a KDNA staff and volunteers meeting and review thoroughly on-air practices and behaviors.
- 2) *Address the Saludos Musicales repetition issues; have air time once in the morning and evening to allow birthday salutations (Las Mañanitas).*
- 3) Promote farm –work activities, meetings, education, community issues.
- 4) Continue producing and airing new informational messages on health, education and employment.
- 5) Let the News Department handle the political issues: interviews, local commentaries, when to register and vote; to vote and other issues that promote civic education.
- 6) Try not to repeat Aqui y Alla programming.
- 7) Make time to monitor the KDNA programming. This goes for the KDNA CAB members also.
- 8) Continue coordination, cooperation and support with local CBOs, Partnerships and other groups that address issues of social change and social justice.

The meeting adjourned at 7:30 PM.

The next KDNA CAB meeting will be on July 25, 2016, at 6:00 PM, at the NCEC/KDNA Community Service Center, Granger, Washington

Minutes written by Ricardo Garcia_____Date:_____

Approved by Art Garza, KDNA CAB Secretary_____Date:_____