

KBOO Community Advisory Board

December 31, 2021 @ 1pm

Location: Google Meet

KBOO staff: Jenna Y, Celeste C

CAB Participants: Tabitha Teo, Sharon May, Jacquerie May

- What have you heard about KBOO Radio?
 - Tabitha: Hasn't heard people talk about KBOO outside of KBOO. Been listening more to KBOO because other stations have been boring. Other day, was playing music she liked (90's music). Audio quality wasn't very good. Had to turn the radio up to hear the song.
 - Sharon: Been to KBOO and seen it. Knows that it's a community station, main people are volunteers. Outside of that, hasn't listened in awhile but has listened to Celeste's show
 - Jacquerie: Haven't heard much about it.
- How do you listen to KBOO: conventional radio, online (real-time), online (on demand)
 - Tabitha: Listens in the car because driving is boring usually in the evenings
 - Sharon: In the evenings. Listens mainly in the car.
 - Jacquerie: When driving after work, usually listens on phone. When at home, listens when cleaning.
- When you think of KBOO radio in the context of other platforms (YouTube, Spotify, SoundCloud, etc), what content or features should it have to interest you?
 - Sharon: Streaming would be nice like spotify or xm where things are prerecorded and you can choose what you want to listen to. Pick content that interests you. Not be bound by when a program comes on. Would like to be able to go online and listen to radio that they didn't hear in the car.
 - Jacquerie: Since primary entertainment is youtube, notifications is helpful or to know when people are streaming live. It's an authentic experience when they're live and you can interact. Listens to music on spotify. Uses twitter, has feature "do you remember this tweet?" that's relevant to her. Things being separated by genres or topics. Big thing is notifications, catches attention.
 - Tabitha: Spends a lot of time on youtube. Doesn't like watching live streaming. Prefers prerecorded or an archive of an edited livestream. Would like a better looking KBOO website. It's not that interesting and hard to navigate. Lots of text and graphics, a bit overwhelming. It would be cool is there was a livestream setup in the airroom so KBOO shows could go on youtube or twitch.
- What is KBOO doing well?
 - Tabitha: Variety of programming. When she was involved at KBOO there was DJ Anjali and doesn't know of other stations that did that. Likes how KBOO supports lots of different communities as well, that everyone can have a voice at KBOO. Lots of underrepresented voices that have a show on KBOO.
- How are we missing the mark?
 - Sharon: The addition of younger minded individuals who can help move them into the 21st century, for example finding a webmaster who is there to improve the site and the things that are missing. A difficult website deters people who are socially minded on the internet. Better matching what national radio stations are doing. These sorts of improvements would address how the station is lagging behind, and stay with the upcoming generations to liven it up.
 - Jacquerie: In regards to social media, as long as it's appealing to the eye. Maybe someone could help volunteer to make the interface easy and appealing. Younger generations like things

to be easy and happen quickly. Doesn't see any movement away from technology, so it would be good to find technically minded help to get brand out there.

- Tabitha: Appealing to a younger audience. Because it's been around for a long time and long time shows, it can feel stodgy and entrenched in the old guard. When she was part of Pacific Underground, it seemed like we were the younger programmers. Wishes there were more people in their 20's 30's around KBOO. Not sure why it's hard to get younger people at KBOO. When was a volunteer, there didn't seem to be enough support around programmer burnout because she felt burnt out after awhile. Would have liked the staff to check-in more, but the staff always seemed stressed out and didn't feel like she could go to them because it would have added to their stress. Would have liked more opportunity for collaboration between programs and shows since shows often felt insular. It was often hard to come up with show ideas, would have been helpful to have ideas coming from outside the collective.
- What or how could KBOO improve to better serve your community?
 - Jacquerie: is there a place where people can submit ideas?
 - Celeste: Yes, olark/chat feature on website allows people to contact directly
 - Sharon: Is it feasible for youth to do radio? The pandemic has really changed them and can learn technology so quickly. Having a show for them would good, things that are relevant to them that they can get out in a positive way. Need another platform to discuss issues that are important to them. That would be very beneficial to the community as a whole. Shows for kids 4-8.