



THE SPOKES SPEAK - GEARED TO SERVICE

Rotary Club of the North Fork Valley

POB 1543, Paonia, CO 81428

WEB SITES: www.rotary.org www.rotary5470.org www.paoniarotary.org

Meeting Thursdays at Noon in the Paonia Town Hall

District 5470

Club 1180 - Chartered 12/20/22

Vol 58 Issue 6 – February 14, 2019

LAST MEETING: February 7, 2019

Guest: Deanna Olsen (prospective member)

Announcements:

Paula & Karen from Paonia Tree Board announced that Paonia now is a Tree City USA. They would like a donation to plant a tree (~\$400) for Arbor Day (annually on April 26). They work to educate people on the best trees to plant.

On Arbor Day they will be planting a Green Spire Linden Tree with a tree diaper in Lee's Park (North of Paonia Elementary School).

This year's Superbowl Pool winner was Linda Lario.

Program: Guest speaker: John Howard of KVNF

Felix mention that the KVNF Station was founded by Campbell Stanton and Patrick Webb in a garage 40 years ago. They've expanded service in Western Colorado and Eastern Utah—now covering 10,000 square miles.

KVNF was a very different station 3 years ago when John became general manager. KVNF ended last fiscal year with \$75K in reserves. It's easy to be successful when you have a great group of people around you—we have a great staff at the station.

The big event since John's last visit to Rotary is the new studio in Montrose (KVMT) located at 11 N. Cascade. They are looking to get equipment installed toward the end of February which is all paid for by money raised by the Montrose Community Board. We have an incredible space for the studio; having cabinetry custom built by a volunteer who is building them for the cost of materials. Broadcasting from Montrose will grow organically. There's no

set amount or schedule.

KNVF has had lots of growth potential even after 40 years but they can do a much better job of providing coverage for southern part of the broadcast region. KVNF has plans for broadcasting more public affairs and news.

Ali Lightfoot, the current Program Director who has been a part of KVNF for the past 10 years is moving to a GM position in California. KVNF will not be hiring a new Program Director. Many things have happened over the last 6 weeks. Jody Peterson (from High Country News) is coming on as News Director—so news coverage can be enhanced. She will bring her depth of journalistic knowledge and ability and will become heartbeat of what station does. KVNF will hire 2 part-timers to fill the rest of Ali's responsibilities. There's a long history of KVNF growing talent internally. John is pleased to say that one part-time replacement for Ali will be Campbell Stanton's daughter Kori, who will begin March 1st as program coordinator and will also continue to do news reporting. Another part-time person (not yet designated) will be a volunteer coordinator so by March 1, 2019 there will be 3 new faces in the radio station. John mentioned that KVNF is looking to have more focus and direction. They are doing a “major donor” push to get more funding for local news and hoping to hire another local reporter. They will also do Emergency Broadcasting for Delta and Montrose Counties. KVNF is very critical in these 2 counties for emergency broadcasting.

Q & A:

Q: Because KVNF is the only live radio station in the county can the station connect with local authorities for reporting about road closures?

A: We need to work on opening those channels of communication with the county officials. KVNF has been understaffed, but he may be able to “step it up”.

Sarah commented that she has been pleased over the last 20 years to see the station grow and move into new areas. There is an Article in High Country News about “local news desert” in western US. She is pleased to see Jody joining the staff. Without a local newspaper, the local radio station is essential. This is the foundation of our democracy.

Tamie: When we first moved here, she was surprised to hear that KVNF had no news coverage. Now in addition with DCI and Tom Wills' paper 'The Merchant Herald' you can learn what you need to know.

Q: How will Montrose and Paonia studios coexist?

A: Elevate is creating a 50-mile ethernet cable via a VPN from the Montrose station to the Paonia station so it will be like the Montrose station is “next door”. We will just push the “green button” on the console, and that studio is on the air.

UPCOMING MEETINGS:

- 2/21/19: Paul Larmer, publisher of High Country News (Bill Bishop)
2/28/19: TBD (Ed Bliss)
3/7/19: TBD (Pam Bliss)
3/14/19: TBD (Randy Campbell)
3/21/19: Lori Lenhart – PACE (Karri Polson)
3/28/19: TBD (Susie Coombe)
4/4/19: TBD (Glenn Dahlgren)
4/11/19: TBD (Marsha Grant)
4/18/19: TBD (Mike Heck)
4/25/19: TBD (Ulli Lange)
5/2/19: TBD (Bob Lario)
5/9/19: TBD (unassigned – was Ben Lehman)
5/16/19: TBD (Norm Lewark)
5/23/19: TBD (Jackie Parks)
5/30/19: Potluck
6/6/19: TBD (Kevin Parks)
6/13/19: TBD (John Coombe)
6/20/19: TBD (SEI)
6/27/19: Swearing in of new President and BOD

