

Members Present: Coach, Kim, Ryan, Katlin, Martha  
Guests: Kristian Hartter, Monty Haltiner

### **Community Affairs Update:**

#### ➤ Book Talk

- This show by Patti Hoff ended due to Patti's busy schedule
- Authors came in to talk about books with Patti
- Patti called a month later and is wanting to reconsider airing the show and has ideas for another show.
- Coach is considering ideas for the show and adding a co-host!
- **Kevin Hardy** would be a great cohost for the show
- Patti would like to add a show similar to "Senior Matters". This show would mesh well with her work.

❖ CAB likes the idea of a Community Affairs show dedicated to Literacy

#### ➤ Food and Drink Show

- Kristian Hartter and Monty Haltiner joined us for part of the meeting to present their proposal for the "Grand Valley Beer Geek Radio show: promoting the beer culture of the Grand Valley. (see two page outline of the show)
- Monty and Kristian would make a great team for this show because of their passion and knowledge of different aspects, connections to, and perspectives of craft beers.
- CAB members liked the idea of a food and drink show and had some ideas to encompass more than just beer.
- Food and Drink (wine, beer, and spirits) industry is huge here.
- Might want to consider an hour show
- Is lunch time the best time as most chefs may be previously engaged at that time.
- What about a partnership with WCCC? Form a partnership with students and instructors. We could pre-record shows and even get their media department involved.
- What about visiting remote locations: festivals, restaurants, West Slope Supper Club, etc.
- Think about Community Affairs promotions through links with these vendors, experts, and venues: Podcasts, Social Media, Local Publications
- We talked about the GV (Grand Valley) Magazine: We know all the people in the magazine...We know all the people and the places featured in this community affairs program

❖ CAB Recommendation: Possibly start with half hour "Grand Valley Beer Geek Radio" and work towards an hour "Food & Drink" exploring beyond the craft beer arena.

### **New Recruitment for Programmers**

- Great response so far! Coach has a long list for the February orientation.
- Coach is working on recruiting in the 20-30 year age group.
- KAFM is excited to welcome two new programmers to the airwaves. One is the husband of a current programmer. Another is the daughter of a current programmer.
- FYI: Ryan loves the Friday morning line up. "Love Fuzz Garage", "Alicia's Countdown", and "The Kitchen Sink".

## **Christmas Music**

- CAB members thought there was an appropriate amount of Christmas music on the air this holiday season.
- We thought the Christmas music was tasteful and original. (Not like the Christmas tunes you would hear in the grocery store)
- ❖ CAB thinks that any Christmas Music after Thanksgiving is fine.

## **Girl Scout Visit**

- Girl Scout Troop #33 will be visiting the station in February
- How could we use this visit as a template for other youth groups - Outreach
- Youth and radio: can be sustainable through foundations and businesses.
- Empowering Youth through KAFM: Benefits to KAFM? Benefits to the kids?
- ❖ CAB believes that the youth of the Grand Valley make a difference. We would like to continue the discussion and Youth & KAFM. We have a lot of ideas.

## **Spanish Language Programming**

- Impacto Latino Ends
- Fiesta Musical interested in coming back?
- Things to consider: continuity, underwriting reads, listeners tuning out, diversity
- We discussed world music vs. New Mexico Music
- We discussed Diversity vs. Inclusivity
- What about 88.1 – KAFM in English & 88.3 KAFM in espanol
- Exclusive Spanish? Consider listenership
- Could we play New Mexico Music on the World Show
- We discussed the idea of all Spanish spoken on the show. This excludes a lot of listeners who may enjoy the music, but not understand the language. We liked how Fiesta Musical included English and Spanish.
- If we have a solid show with enough programmers to cover a Spanish show, we are not opposed to it, but hard to force a show when it is a difficult show to fill

## **KAFM Station Identity**

- Marc McCain is assembling a “Station Identity Team”
- This is a 9 month team dedicated to “rebranding” and strategic planning for the station.
- Define a sound and make that a focus.
- Coach will continue to update the CAB on the progress of this process
- ❖ Ryan is going through a similar process at PBS. Consult with Ryan to see what strategies might be relevant for this process at KAFM.

## **Next Meeting:**

- ✓ Mar. 10<sup>th</sup> @ 5:30 @ KAFM