

May 19, 2015

Members Present: Katlin, Karen, Kim, Coach, Martha, Loran, Dave

Kannah Creek Brew: Island Mesa Pale Ale

Welcome Back, Dave!

Pledge Drive:

- ❖ KAFM did not meet the \$40,000 goal for the overall fund drive, but made significantly more than the last two drives. This fund drive made around \$30,000, which is around \$10,000 more than the previous two fund drives.
- No Show Goals
 - Noticed a lack of urgency or motivation, but kind of nice as a listener
 - Easy to listen to – took the heat off
 - As a longtime supporter, I kind of missed the last big push for my favorite shows
- Streamlined Pitching: less about premiums and more about giving
 - There were fewer “big package” deals than in previous fund drives
 - Pitches sounded more authentic – community building
 - Pitches didn’t resemble “high sales pressure” situations
- Ending Pitches at 7:00
 - Some pushback from the 6:30 – midnight programmers wanting to do their part in the fund raising efforts
 - Still some pitches and pledges after 7:00
- The fund drive went 9 days instead of 7
 - Some programmers came to help the last two days (some of them were subs who didn’t have their own show), as some Friday/Saturday programmers were doing their second show of the Drive
 - Last Saturday of fund drive kind of fizzled toward the end of the day
 - Transition from fund drive to party was a little awkward or didn’t flow very well
- ❖ Final Comments about the Fund Drive:
 - From a listener standpoint the fund drive was positive
 - Use this fund drive as a springboard to determine the face of future fund drives
 - Continue to keep focused pitches around community and philanthropic opportunity
 - KEEP balance between low pressure and high pressure hustle and bustle

Community Affairs

- New Senior Show: Boomers and Beyond
 - Aired with Kevin Van Gundy
- Food and Drink Show
 - Beer geeks going well!!! Katlin was a guest 😊
 - Food show pilot aired in April – Devon from The Local featured Easter leftovers and local ingredients
 - Wine – need to recruit?

- We have to keep in mind that we are not commercial radio and we are not looking for folks to advertise their products. It's all about the listener learning something
- Show Suggestion – Veterans affairs and issues
 - Carol will host and will try to recruit a co-host
 - We will invite Carol to the July CAB meeting
 - ✓ Medical and healthcare support
 - ✓ VA loans for homebuyers
 - ✓ Re-entry/homecoming
 - ✓ Mentors – paperwork help!
 - ✓ Suicide/PTSD
 - ✓ Veterans Art Committee
 - ✓ Stories – WWII, Vietnam Vets tell their stories
 - ✓ Before the Military Service – when did you enlist? Why? What did you do before?
 - ✓ Demographic shifts – gays, women in the military

New Programmer Recruitment

- ❖ Orientation:
 - 7 new prospects
 - Number of open slots is shrinking
 - Two new programmers this month
- ❖ New Shows
 - Sunday Matinee: Bear (Ron Slade) and Carey – lots of new music (In place of Fiesta Musicale)
 - Monday Night Jukebox: PJ and Gus
 - Wednesday afternoon swap: Janet and Jenny (“Imagine”)
 - Wall of Sound: Kyle from Florida
 - ✓ Will air for the first time this Saturday at 9:00 pm
 - ✓ Produced out of state
 - ✓ Late night
 - ✓ Best fit during the week
 - ✓ Possibly use more than once
 - ✓ Exclusive to KAFM?
 - ✓ What is the benefit for Kyle?
- ❖ Sunday has never sounded better!!!!
 - Sunrise Serenade with Carol and Don – easy listening and some classical
 - World Show
 - On the Trail/Country/Alt Country
 - Jazz
 - Grateful Dead/Moonlight Melodies – some classical

“Programming has never been better!!! Great pledge drive!”

~Loran

Next Meeting: July 21st @ 5:30 Location: KAFM