

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

**Staffing Update:**

- We are welcoming Marc McCain as the new Executive Director. He is here from Wichita and worked at a college station there.
- Marc has been at the station, but is now back in Kansas. He plans on being back in Grand Junction for Radio Daze.
- Joe Cassara was the station manager. He vacated his position a week and a half ago and left a void that current staff members are trying to fill during the interim.
- There may be some restructuring of staff once Marc is here permanently.
- The biggest concern with Joe's departure is the fact that he put in a lot of new technology and did very little in the way of training anyone else to work with the new technology. The new systems that Joe put in place were a definite need and helped to bring the station more current with best practices in radio broadcast. The staff is still trying to learn about the automated system and there are a few glitches in the meantime.
- With the new ED may come some changes in the roles, responsibilities, and agenda items to be discussed at a future meeting.

**Community Affairs Update:**

- Coach presented a list of the June and July topics to see if we saw any topic to much or too little.
- The Financial Show has been canceled, but Coach is discussing the option of bringing this show back with a programmer who is also a CPA. He will share the list of topics that the CAB brainstormed once the show is back.
- Senior Matters is on a break.
- December 9<sup>th</sup> is Colorado Gives Day

**Changes to KAFM's Sound (with Joe here):**

- Pre-recorded underwriting, promo's, PSA's
- Less DJ mic time
- Pre-recorded shows/programs
- Automated programs
- Less Urban, more Americana

Advertising	Underwriting
<ul style="list-style-type: none"><li>○ Paid support</li><li>○ No advertising between 88.1 and 91.something</li><li>○ May use comparative or quantifiable language and show bias toward the business.</li></ul>	<ul style="list-style-type: none"><li>○ Paid support</li><li>○ No quantifiable or comparative language</li><li>○ Has strict FCC guidelines</li><li>○ What they do? What they make? Location and contact information</li></ul>

- ❖ CAB Comments - Pre-recorded underwriting, Promo's, PSA's
  - ✓ At first the new sound was a shock, especially with moving from a programmer reading to recorded underwriting. It hit me like an AD.
  - ✓ I don't necessarily like it, but from a financial perspective I understand why we would make changes
  - ✓ Our radio station is "coming of age"
  - ✓ I don't think the pre-recorded underwriting changes the feel of the station significantly
  - ✓ We should avoid too many in a row.
  - ✓ The pre-recordings decrease liability (programmers have more room for error)
  - ✓ When programmers read the cards there is room for mistakes, biases, and embellishment
  - ✓ The change in the voice from the programmer attracts attention to the underwriting information
  - ✓ From a programmers perspective: some are happy not to read and some would still prefer to read their own cards.
  - ✓ We strongly agree that it is important to keep our volunteer core, our people's voices recording underwriting and PSA's. It helps to keep OUR sound.
- ❖ CAB Comments – Less DJ mic time
  - ✓ Less minutes per hour seems okay
  - ✓ Programmers know their listeners and will adjust mic time accordingly
  - ✓ It's not necessarily a bad thing as some of the programmers have a tendency to talk too long
- ❖ CAB Comments - Pre-recorded shows/programs - Coach informed CAB that there haven't been any new orientations or programmer trainings. When a programmer leaves for any reason there slot is filled with a pre-recorded or automated show
  - ✓ As listeners, we've noticed some of the changes
  - ✓ The automation works well if a programmer can't get a sub.
  - ✓ We like the idea of using the technology because we need it...i.e. no programmer available, etc.
  - ✓ Need to be careful about playing a pre-recorded show and the dates and events mentioned. It is disconcerting to hear about an exciting event that happened last week or last month.
  - ✓ Our volunteer programmers are at the heart of this station. We don't love every single show, but we love the diversity that our core volunteers bring to the station. We enjoy hearing the programmers and their passion for the music that can't be expressed in an automated program.

**CAB would like to recommend that KAFM continues the recruiting, training, and orientation process so that our station may grow and evolve organically and keep the volunteer programmers at the core of mission and vision at KAFM.**

- ❖ CAB appreciates the idea of "trending topics" with a call in aspect, but are concerned about how to choose those topics and manage the platform.
- ❖ We are intrigued, but worried that we might turn off a group that supports KAFM.

- ❖ CAB Comments - Less Urban, more Americana – Joe was trying to move away from Urban music (R&B, soul, funk, hip hop, techno, DUB...) and focus more on Americana music. The Saturday night Urban show was replaced with a pre-recorded Americana show. Friday Urban show was to be phased out (but hasn't happened yet).
  - ✓ CAB does not understand the reasoning behind one person making the decision about cutting a type of music
  - ✓ We think that a wide range of music is important
  - ✓ We don't want to present any biases toward any sector of our listenership, especially our younger audience
  - ✓ Some of the CAB members do not love Urban music, but would like to continue to embrace various genres and present a wide variety of music to the community
  - ✓ Should only consider excluding music if we get complaints from numerous listeners or FCC guidelines prohibit the language or content on the air
  - ✓ CAB feels that we make assumptions and stereotype our listeners when we decide to cut a particular genre

### **Changes Off Air:**

- Pledge Drive – should we have daily goals or show goals?
  - ✓ CAB can see justification for both, but liked the idea of daily goals better than show goals.
  - ✓ Sometimes show goals can be stressful for the programmers and the listeners
- Pledge drive premiums – brief discussion before 7:00. We will table this idea until next time
- KAFM Membership Card – We do not have time to organize this for the Fall Fund Drive so we will work on this for the Spring Fund Drive

**Next Meeting: Tuesday, September 2 @ Coach's House**

**412 Prospectors Pt (in the Ridges)**

### **Future Agenda Items:**

- ✓ **Premiums for Fund Drives**
- ✓ **KAFM Membership Card (table until Spring fund drive)**
- ✓ Discussion questions for KAFM Membership Card (generated at the June Meeting):
  - What would be the minimum pledge amount to receive a Membership Benefit Card?
  - Could you join in the middle of the year? In between fund drives?
  - How many benefits/businesses could be included? Would we limit?
  - What about competing businesses?
  - How do we approach businesses?
  - What about underwriters and current supporters
- ✓ **Community Affairs programs**
- ✓ **Schedule future meetings**