

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

Community Affairs Update:

- New Show called KAFM Money Tips
- Some ideas for this show are being taken from the list that CAB generated at a past meeting.
- Gina is the host of this show
- KAFM Money Tips is 15 minutes in duration to start and may expand in the future.
- The first topic was “Retirement”
- The second topic was “Buying a new house”

New Recruitment for Programmers

- Held an orientation with 8 in attendance and yielded 3 new programmers on air
 - Held a second orientation with 14 in attendance with another 4 interested in following through to be on air
 - Advertising for the orientations was by word of mouth
 - Coach is back on as Program Director 😊
- ❖ CAB is excited about the idea of recruiting new programmers and we hope this momentum continues

KAFM Membership Card

- CAB will continue discussing the idea of a KAFM Membership card.
- CAB sees pros and cons and has lots of questions
- Should there be a minimum pledge amount for the card?
- We should be careful that the membership card does not drive pledges down.
- We think the minimum pledge amount could be determined based on the offerings and the local businesses included in the membership
- There could be a basic membership and a “membership plus”
- Could bring benefits to the station that are not monetary, like new members and cohesiveness in the community
- We talked about NPR membership...everyone is a partner and some people who pay more are an “evergreen partner”
- We wonder what businesses we should include
- We talked about National Member Contract: they would help manage and update the card every six months
- Some schools sell discount cards...we talked about how we like these
- We discussed that consistency might make the membership card less confusing, e.g. 10% off each visit or purchase

- Could offer a “monthly blast” with advertising for particular businesses each month
- Should we consider competing businesses or accept them all...first come, first serve? Should we give special consideration to underwriters?
- Logistics: will there be an expiration date? Renewal sticker? Renew at fund drive?
- How can we get businesses involved?
- Could we survey listeners and promote the membership?
- CAB does have some concerns about the management of a KAFM membership card

❖ **CAB recommends that KAFM should consider a membership card:** Bring together a group that includes staff and businesses (possibly underwriters) to brainstorm ideas for the membership cards

Next Year’s CAB:

- ✓ Members commit to attending at least 5 of 6 meetings
- ✓ Meet 2nd or 3rd Tuesday of the month
- ✓ Each meeting 90 minutes 5:30 – 7:00
- ✓ Next meeting date: January 20th
- ✓ Meet odd numbered months (January, March, May, July, September, November)
- ✓ Possibly recruit 1-2 new members (Ryan Stringfellow?) ☺