**KAFM Community Advisory Board** Minutes

Nov 14, 2017 5:30pm Meeting #6 of 6

Coach: Welcome! All KAFM staff in attendance. Short, last meeting.

In attendance: Karen, Kim, Zac, Monty, Michael, Anna, Janice, Alex (minutes), Martha

Staff: Coach, Betty, Thomasina, Jill

Guest presenter: Ian Koss

**Show Promos :** Ian Koss, programmer

Coach: Ian moved from S. Florida @ another community radio station. Has a show now on KAFM. Wanted to present a new idea to the CAB and see if it fits into programming. Coach asked Ian to tell us about his last radio station in Florida.

Ian: College radio for Central Florida. Was there twice; so two different experiences. (1980-90) 1st time he was there, there was great dedication of community members.

2nd time around, it was a University station, funded by university and purchased content, much less programmers. Very different from before.

But one thing they did do is have programmers record :30-second promos for radio shows that aired in rotation. Like an underwriting spot, listeners could learn about other shows. Most people don’t look up times of other shows, they just listen in their given time slot.

Coach: Ian will play samples from WFIT. Should KAFM do this?

Ian: Played promo spots on speaker.

Monty: Only listen certain times, so don’t know about other times/programs.

Anna: I think it’s a great idea to expose other programs, because how else would you learn about it?

\_\_\_: Would it be required?

Coach: Probably not. Probably can’t do all shows at once, either. Could run for certain length of time, like a PSA.

Anna: :30 seconds advertises a block of time. EX: “Friday night you can hear this show… this show.. and this show.. from 5-midnight”

Coach: Some people share timeslot and show.

Need to look at math and see how much availability there is.

Ian: Organize it, pick your music, send what you will say ahead of time, then before your show we will complete.

Like idea of previewing copy before they come to record. Need date/time.

Coach: Likely, not everyone will do it.

Anna: Why?

Coach: I don’t know. Same reason we offer event for them, and only 50% show-up. Different dynamics with 90 people. My idea is we offer it, tell them what they need to do, bring music, make appt, edit it, record, produce, put into rotation, limit amount we do in time frame. If overwhelmed, put on waiting list. But like any PSA, they should go away at some time.

Ian: Could they produce on their own.

Coach: A few. But not all. Could allow people to do their own, but still needs approval.

Alex: Could you attached “affinity” programs, to be more strategic, about where they are placed. Doe sit take away from underwriting revenue?

Coach: Used to offer this before pledge drives, for special theme or special gifts. (EX: Pledge Pet’s Name). Do we want to decide when they run, assign in different places, or totally random.

Monty: Could be in the middle of community affairs hour. Nice little break.

\_\_\_: If something on internet, looking at schedule, click link, to hear example.

Coach: Should we offer to community affairs programs, too?

\_\_\_: How many shows are you talking about?

Anna: I am concerned about the number of spots it takes. Could you combine shows into one program. Maybe some economy for one-a-month-ers. Or another policy. Maybe getting into too many things. Not going to pay attention to something that happens once a month, versus an “every Tuesday” show.

Monty: Maybe just 3-days leading into it, not the whole month.

Coach: Don’t advertise something that happens 3-weeks from now. I knew this would be a big topic – maybe we take into January meeting.

**Pledge Drive recap**

* 7-day drive again, but rescheduled Wed to Wed
* Special events: Concert, Bloody Marys/Brunch, Movie, Mixer
* Relying on phone calls
* Evening/night shows
* Premiums
* Social media

Coach: People LOVED the pledge drive! Beet our goal by $2,000. That was our 38th pledge drive – but best feedback YET for the sound of the pledge drive. Keep breaks short. Upbeat music. Stick to topic. Volunteers didn’t dread pledge drive. People showed up! Had a great time.

Betty: New members, new sustainers, upgrade donations.

Coach: Tough time thinking what we wanted to do differently. Drive doesn’t generate calls like in the first few years – excitement of “new” station has gone. People listen in the cars, overwhelmingly. Not a good time to dial to pledge. Everything seemed to be good.

\_\_\_: Most of the drive was one of THE best. Upbeat. Positive. Bearable. Exceptional premiums.

\_\_\_: Shows were tight. No ranting. Pitches were planned. More so.

Coach: CDs gone away. Not a big draw. Don’t do drive just to make phones ring, but it also brings people together. Valuable.

Ian: Radio people will send shirts/CDs. Deck of cards, etc. Promo junk – hook us up!

**Community Affairs**

* Special drive shows:
* Food Frisbee
* Beer Geeks/Cork Dorks
* The Downtown Show
* CMU Theater, Dance, Music

Coach: Noon hour’s programming… picked a CA show, they do the whole hour.

* Food frisbee… many restaurant owners – they constantly gave out # and premiums. Like a local food network.

Monty:

* Beer Geeks – High energy, lots of conversation, our community. Relate local back to radio. Shared hour with Cork dorks. Cross references beer vs. wine industry.

Coach:

* Alison Blevins – DDA – special Downton show w/ local businesses. Kiln gift certificate, Fat Car pottery store, Benges Shoes – gift cert., Maria from Pinnacle Venue Services – tickets to show.
* CMU Theatre Dance/Music – tickets to Fall Dance, the play “Our Town”, 6-gals from Mesa Vocal Group (Name?) – sang live. Cappella harmony. Travel all over west.

\_\_\_: Main word used: LOCAL.

Coach: Pushing to stay local, live, not canned music. Lots of local topics, that’s why, I think, we are doing so well. All thanks to volunteers. Station sounds good, give opportunity, feel valued.

Betty: Cool to see local music come in.

Coach: AND non-local. Trevor Hall asked to come during pledge drive. Unless he wants to come on and talk-up community radio. He came on, did great, had an audience. People set-up outside. Trevor did a station ID. WOW!

**Next Year`s CAB**

* Is this schedule the best?
* 3rd Tuesday of odd numbered months 6 meetings X 90 minutes
* 5:30-7:00pm
* Could consider 4 meetings X 120 min or 9 meetings X 60 min
* Please let Coach know by Dec. 1 if you would like to sign on for another year with the CAB.
* Be sure you are a regular listener to 88.1
* Be confident that you can make most of the meetings

Coach: How is our current schedule for you? Short? Longer? Frequency? Date?

\_\_\_: Don’t get enough accomplished.

Coach: Maybe recap all important stuff from last year, or show impact. Do agenda items get pushed to later meetings? Yes! Because we get ambitious.

Monty: Maybe if we met less frequently, we would get less done. Don’t feel bad if you miss one.

Anna: 1-hour versus 1.5 hours, doesn’t make a difference. 120-munites would be too long, we would fall asleep.

Group: This works.

\_\_\_\_: Get it catered! (HAHA!)

\_\_\_: Second that!

Coach: Will follow-up with action items after meetings, how CABs work does make a difference.

Anna: Here are priorities. Here are the “if we have time” items.

Coach: I want CAB members to let me know if they want something on the agenda. Overall, I love this board, and this group. Our CAB is now more meaningful than ever. I can tell you this board has influence over programming. Think about if you want to sign on for another year. Let me know!

Stay on if:

1. Like the board
2. Regular listener
3. Can attend most the meetings

No pressure! You are invited to stay another year.

**Next meeting:** Tuesday, Jan 16