**KAFM Community Advisory Board**    Agenda

Mar. 14, 2017    5:30pm       Meeting #2 of 6

**Attending: Kim, Betty, Monte, Karen, Michael P, Zack, Katlin, Martha, Janice, Anna**

**Locally produced Short-feature idea**

***Old News***: Dave Fishell

Dave is a local historian. He is part of the Museum of Western Colorado. His work has been featured on local television, radio, and in the Daily Sentinel. He has published several history books. He still does historical tours in the Grand Valley. He did a commercial radio show, a 3 – 4 minute weekly segment in the past.

Show Idea: ***THE OLD NEWS***

Dave has access to old newspapers from around the Grand Valley.

Dave is thinking about producing one show per week. Each show would be about 2-3 minutes per episode. He would feature articles from the old newspapers and include background music.

Coach: Would really like to have THE OLD NEWS as part of programming here at KAFM.

Zack: I did not grow up in Grand Junction and the history of the Grand Valley is very interesting to me.

Anna: Suggested that we introduce the segment with the date of the newspaper to make sure listeners know that this is a history segment.

This material is relevant to our community, our listeners, and our station.

CAB members are excited to hear the show as it develops into a regular feature.

**Suicide Prevention: Jen**

There needs to be more awareness around suicide in the Grand Valley.

I look at KAFM as a partner to help move the need and awareness around the Grand Valley. The airwaves are a natural place to create awareness and a caring community. We can all stand shoulder to shoulder to support community members and spread the message, create awareness, and tell stories.

Jen is asking CAB for some ideas for this partnership. There are many events in the community that we can tie together. Create a caring community…create a movement to address the issue of suicide.

This is a future agenda item that we want to spend more time on. We want to spend more time working on ideas for spreading positive messages and support.

Ramona: Discussion group about suicide awareness Lifelong learning event in radio room?

Roundtable discussion first Wednesday of the month @ 6:30. Discuss community issues and bring about awareness.

Katlin: Baron’s held an event with a positive vibe. Food, raffle, etc.

Zack: add music and bands

Monte: Who in the community should we think about engaging in order to get the most impact.

Jen: Suicide doesn’t discriminate so we don’t want to focus on any one demographic. Middle-aged white males are highly impacted. The Hispanic community could benefit from some bilingual services.

Coach: Will carve out time for the CAB to engage in a brainstorming session in the future.

**\*\*\*Young Chatauquans**

Early stages of formulating programming ideas

This program involves actors who’ve thoroughly researched a famous person. They dress, talk, and act like the famous person and deliver a monologue in a theatrical setting. The actor may engage with the audience or participate in an interview.

Susan Hall works with a group of youth presenters. KAFM is in the early stages of thinking about programming with Young Chatauquans.

**Business Beat – update**

They show is going really well. Katlin has a co-host.

The show is airing 45 minutes instead of the original 15 minutes.

Katlin tries to find businesses that are new and interesting that she doesn’t know a lot about.

We listened to a short piece of an interview of Governor’s Board Member, Stephanie Copeland, Office of Economic Development in Denver.

**New monthly show: Real Estate**

Update from Janice

House Talk: On the air only two months. She did an amazing job conducting her second radio interview.

First show topic: Renting Second show topic: Credit

We listened to a sample of the show about credit. Janice is doing such a great job and the topics are relevant to members of our community.

Martha and Anna: Take the topics a little deeper to reach listeners beyond what they could find out on Google. Find topics and issues that are unique to the Grand Valley.

Anna: What is something that I could do to improve my home to up the appraisal if I would like to sell?

These shows are available on podcasts.

**Outside programming**

* Sound Beat  90 second program

Free short program featuring unusual stories behind historical recordings.

We listened to three samples of the program.

Zack: Will it play randomly? Coordinate with the date?

Coach: Sound Beat comes out 4 or 5 times a week. We would download the programs and put them in a regular rotation.

**Kitchen Sink**

* Who here listens?  Ever called in?
* Ideas to generate more calls
* Ideas for regular segments for the show

This show airs every Friday. Call volume was starting to decrease. Coach met with the programmers and call volume has started to increase a little.

Monte: PSA to advertise

Coach is starting to let people know that they can call in to advertise an upcoming event.

Anna: Is there any way we can add calendar notification through Facebook, Google Calendar, Outlook Calendar.

What about outreach to organizations, volunteer coordinators, etc. That way people can be sure to call in to plug their organization, event, or wares.

Provide a HAND OUT for all community affairs participants.

**Send out a postcard or brochure: What’s new and available for you at KAFM!** . There are 300 **non-profit organizations** in Grand Junction.

Grand Valley Gives Organization

Brainstorm ways to collaborate with non-profit organizations. Outreach with a nice brochure and promotion for all the resources at KAFM.

1. Community Impact Council
2. Grand Valley Gives Organization

Katlin: Put Kitchen Sink on the Event Calendar.

Future Topic for CAB Meeting: Find out how KAFM and Community Impact Council can collaborate.

LOOK INTO KAFM MEMBERSHIP in the Community Impact Council

**Spring Pledge Drive**

March 31-April 7

Update on special events from Betty

* Thursday, March 30: Zoloft – Rehydrated kick off tour and Palisade kegs. Zoloft will partner with YPN (young professionals network)
* Friday, March 31: Happy Hour with Ron Koss- wine, beer, appetizers
* Saturday, April 1: Food Truck “Michael Angelo’s Wood Fire Pizza’s and mimosas (10:30 – 3:00)
* Sunday, April 2: Global Groove Brunch (potluck)– bloody mary’s from Peach Street Distillers (10:30 – 1:00)
* Sunday Night, April 2: Bella Rouge Belly Dancing
* April 7th: Concert with Garrett Lebeau in the Radio Room
* Pre-pledge raffle drive:
* During Pledge Raffle: Smart TV – entry with every $60 pledge

**Social Media**

* Facebook live: Thomasina Russell

Local musician and programmer at KAFM: T-Bird

Thomasina used Facebook live during a show. Live stream video. People can respond and interact live during the stream.

Anna: Facebook may take away from listeners on the radio, but some people may not be listening and now they are engaging with KAFM in a different format.

Betty: We’ve used Facebook Live a couple of times and we’ve gotten a lot of feedback and interaction.

Future Topic and/or Class: **KAFM and Social Media**

**Next meeting:** Tuesday, May 16th