

KAFM Community Advisory Board (CAB) Agenda/Notes
1/10/23 5:30 Meeting 1 of 6

In Attendance: Kim, Katie, Jessica, Sandra, Marc
Absent: Zac (stepping down from CAB) & Chris

Reminder: CAB does not make policy but recommendations

CAB Agenda

Youth & KAFM, attaining younger volunteer programmers

New Programmers:

- Julia age 14
- Mackenzie age 14
- Margaret age 35
- Social Media: Facebook, Twitter
- Advertise for new programmers
 - Build reads that go into the rotation that might

News/Weather

- We don't mind the weather updates
- We can look at our phone for weather updates
- We listen to KAFM for music and lean on other stations, apps, and TV for news

Sponsored PSA's (this psa underwritten/brought to you by Amy Hand)

- Hour: Feature
- **20: break - one minute and 30 seconds**
- **50: break - one minute and 30 seconds**
- The sponsor PSA's will be integrated into the 20 and 50 breaks
- This will be an additional source of revenue (potentially)

Liners - are you getting tired of them

- The shorter and catchier, the better

Produced shows/in the can

- Random Music - automated show
 - Least favorite
- Rebroadcast of Shows - cut breaks out and put new reads in
- Preproduced Shows - programmers will record shows ahead of time if they are going to be gone