

KAFM Community Advisory Board (CAB) Agenda/Notes

9/13/22 5:30 pm

Meeting 5 of 6

In Attendance: Katie, Sandra, Marc, Zac, Chris, Kim, Jessica

Absent:

Reminder: CAB does not make policy but recommendations

CAB Agenda

- KAFM Playing in local businesses: We're not, how do we get more exposure?
 - KAFM is competing with the convenience of using streaming channels.
 - Might it be helpful to ask underwriters to play KAFM in their business and provide feedback to station
 - Encourage underwriters to at least have the station playing when the underwriting information is playing.
 - Majority of the eyes and ears are online
 - Target audience matters
 - Diversity of programming makes it difficult for KAFM to find a specific audience at certain times
 - VISIBILITY:
 - **Small device to project on the wall in the parking lot for advertising**
 - Booths at different community events
 - Signs/Window Clings in underwriters businesses "Proud Underwriter/Sponsor of KAFM"
 - **Review underwriting perks and Monumental Member Rewards Card**
 - Underwriting: We support KAFM because... link underwriters to quotes
 - Get CAUGHT playing KAFM incentives: prizes for listener and underwriters

Sandra, make sure the underwriters have it playing, talk to them when setting up the underwriting.
- KAFM Features, what other topics can we include as features.
 - Sports might be a good topic to include
 - **Outdoor Recreation**
 - Hiking
 - Grass Root Cycles: Mountain Biking Trail Report
 - Hunting and Fishing Report
- We currently have the following features playing: (sheets attached)
 - Sound beat and Health in a Heartbeat are CAB favorites
 - Stories is popular, but it is not likely to get any new episodes due to capacity to produce
- Brainstorm ideas for radio room events, plays, new genres?
 - Consider getting an underwriter for the Radio Room
 - One or two concerts monthly
 - Live Stream Radio Room shows to advertise and create a buzz
 - Look at production costs for live stream, recording, and YouTube
 - Bluegrass, Acoustic, Listening Experience
 - Radio Room shows are a Listening Experience
 - Indie Bands would be interested in the experience of playing and recording in the radio room
 - Jazz quartets, student ensemble from CMU
 - Like "MTV Unplugged"

- Big bands, play acoustic...strip it down a bit

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- Would anyone have any suggestions for future topics?

Future Meetings:

- November 15, 2022