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

  
• Would anyone have any suggestions for future topics?

Future Meetings:

• November 15, 2022