

KAFM Community Advisory Board (CAB) Agenda/Notes

11/15/22 5:30 pm

Meeting of 6

In Attendance: Katie, Sandra, Chris, Jessica

Absent: Marc, Zac & Kim

Reminder: CAB does not make policy but recommendations

CAB Agenda Guest is Coach with Jonathan Purdy ED of Horizon Drive District

1- More Community Affairs or create a waiting list?

It used to be 50/50 with 50 having their own shows and the other 50 being event one off interviews. It's now 75% monthly hosts. Do we add time here and there to make room? It would be hard to move the volunteers music show times around, maybe add a ½ hour on Wed or Fridays and preempt Colorado Playlist by ½ hour?

Great idea to add a Horizon Drive show to see whats happening on Horizon.

2- Fall FundDrive:

What did you think? Too much yakkin.

Did you tune in? Turned it off....

What can we do better?

Maybe a Spring Fling month where the show hosts pick the day they want to do their part of the drive. State goals and how close/far you are. Have a party at the end of the drive to thank everyone.

Do packets the month before to get the show hosts to pre-sell the drive.

Maybe for a certain amount of donation someone can come sit in your show for an hour and guest host.

Premiums? Who cares.

Another way to skin a cat?

More personality, very boring. Maybe more compelling ways to ask.

Maybe for Zombie Prom we could do a Zombie Crawl and Thrill inspired flash mob. Done once and was a hit. Have it at CMU and get the students involved. Natural built in audience.

None of the CAB knew about the Zombie Prom- not enough promotion. Also, if you want adults to come you need to have it on a Friday or Saturday night so the adults don't have to work the next day.

3- Recruiting Volunteer DJ's (Young and old)

How to: Maybe give referral incentives to get more volunteers. Margaret heard about us on Instagram

CMU? Yes, get in with the newly formed radio program and see how we can help?

Future Meetings: Proposed dates! Everyone let's change if needed...

- Jan 10, 2023
- Mar 14, 2023
- May 9, 2023
- July 13, 2023
- Sep 12, 2023
- Nov 14, 2023



The Community Affairs Hour

- Monthly segments hosted by volunteers
 - Completely locally focused
 - Non-partisan, non-political
- Segments are podcasted for on-demand listening

The following nonprofits and government agencies currently host monthly segments:

GJ City Council/County Commissioners Colo. Legal Services
Crime Stoppers of Mesa Co. GJ Parks & Recreation
CMU Marketing CMU Athletics
City of Fruita Fruita Parks & Rec Fruita Area Chamber
Bureau of Land Management/US Forest Service/State Forest Service
Grand Jct. Economic Partnership Mesa Co. Landfill
Downtown GJ Colorado Parks & Wildlife
GJ Sports Commission Mesa Co. Transportation Dist.
Rocky Mountain PBS City of Grand Jct.
The Art Center Mesa CO. Public Health
School. Dist. 51 Mesa Co. DHS/Workforce Center
Museums of Western Colo. United Way
The Giving Clubs Colo. Canyons Association

In addition, KAFM has other monthly segments hosted by volunteers:

Fresh Cafe (Vegetarian Lifestyle) Diggin' the Garden
Mental Health Moment Earth Talk
House Talk (Real Estate & Home Ownership) Women in Business
In the Spotlight (Performing Arts) Our Grand History
Family, Friends, & Neighbors (LGBTQ+) Travel Time

To listen to The Community Affairs Hour live:

Radio: 88.1 or 96.9 FM 12:00-1:00pm Mon-Thu

On demand: Subscribe to podcast "Conversations@KAFM"

For more information, Contact Coach, the producer of the show:

coach@kafmcommunityradio.org