

KAFM Community Advisory Board (CAB) Agenda/Notes
5/9/23 5:30 Meeting 3 of 6

In Attendance: Katie, Jessica, Sandra, Kim
Absent: Chris & Marc

Reminder: CAB does not make policy but recommendations

CAB Agenda

KAFM App

Apple link - <https://apps.apple.com/us/app/kafm-community-radio/id1669373259>

Google link - <https://play.google.com/store/apps/details?id=com.radiofx.kafm>

Try out and let's talk about at the next meeting.

Listener Survey - start of it....how to, questions?

- Target Audience = Monument members
 - What do you like?
 - What do you not like?
 - Have you ever considered being a programmer? Why or why not?
 - Might you consider volunteering?
 - Screening music?
 - Programmer?
- Hybrid format = mail information with QR code or option to mail in
- Roll out format in a positive manner
 - Start with positive feedback first and then ask for constructive feedback and suggestions
- Look for possible past survey questions for some historical perspective (prior to 2014 - 2015)
 - *Buy mailing lists to solicit new Monument members*

Spring Fund Drive

- \$12000
- Wondering about any additional incentives, such as a grand prize or more diverse prize options
- More member appreciation - thank you for being a loyal member!

CAB

- Live Read may be the best way to get volunteers for the CAB

- Recruit average listeners! Folks who can contribute and provide ideas about the sound and events at KAFM from an outside perspective. Avid listeners and connected community members.

KAFM 10 Minute clean-up

Should it stay or should it go?

- Some programmers may like to maximize every minute of their programming time.
- Innovative Solution: Maintain cleaning procedures, but consider extending programming time for 10 minutes
- Listeners may notice that the last 10 minutes of music is not characteristic of the programmers style

Next Meeting: July 13, 2023

- Kim and Jessica are unable to attend the meeting
- Report back on the app
- Progress on the survey