

KAFM Community Advisory Board agenda

May 18, 2021 5:30pm Meeting #3 of 6

In attendance: Katie, Janice, Betty, Kim

Absent: Matt, Karen, Mariah, Kyle, Martha

Special Guest: Cyrene

- **Reminder, CAB does not make policy but recommendations.**
- **Community Advisory Board Roles and Responsibilities Review**

KAFM Events:

- **Radio Room is open at full capacity**
 - **Murder Mystery**
- **KAFM presents at The Avalon Theater**
 - **David Starr**
 - **AJ Fullerton - ticket sales are slow right now**
- **Potential for KAFM presents at Los Colonias**

News Segment:

We have Community Affairs hour, but no local news.

- 1. How many is too many-**
 - a. 3 in the morning and 3 in the evening seems appealing**
- 2. Length: Monday - Friday**
 - a. 2 minutes @ 6am, 7am, 8am**
 - b. 2 minutes @4pm, 5pm, 6pm (during drive time)**
- 3. Local/Regional/State News (nothing national or political.)**
- 4. How do we define local news?**
 - a. City of Grand Junction, Legislation, not crime, positive & happy news**
- 5. If we choose to produce we would need to hire staff to manage this local news segment.**
- 6. If we outsource for the news the cost would be much less**
 - a. Rocky Mountain News Network (\$150 per week)**
 - b. customize news and add underwriting**
- 7. News program could be a revenue generator even if we incur an initial cost**

- 8. Colorado Edition - KUNC (?) Cyrene asked for our opinion of Colorado Edition and if it is a fit for KAFM. Asked if we could listen to it and lend our opinion next meeting.**
 - a. This program is 28 minutes long and would potentially last 30 minutes with underwriting spots**
 - b. This could be a possibility for an evening or Sunday spot.**

CAB Recommendations:

- **We would recommend that the content remained more news and less opinionated content**
- **We recommend that we hold on the 28 minute segment from Colorado Edition at this time**
- **We recommend considering a two minute news segments 1 - 3 times in the morning and evening from an outsourced program - Rocky Mountain News Network**
 - **continue to weigh costs and revenue**
 - **collect any feedback from listeners to guide future broadcast**

PSA's – Cancel Culture (if I don't like it, it should go away?)

- 1. Scientology Stay Well PSA - an on air programmer is not wanting to play it on their show**
 - a. The PSA did not promote joining the church of Scientology, but a Scientology sponsor was announced at the end.**
- 2. What about other content?**
 - a. CrimeStoppers - non-profit**

Review of 2020: Coach (save for July)

Back-up person for Kim for taking minutes

- **Betty!**

Next meeting: Tue July 20

2021 Meetings: 9-21, 11-23