

# **KAFM Community Advisory Board** agenda

Mar. 17, 2020 5:30pm Meeting #2 of 6

**In attendance:** Kyle, Kim, Betty, Mariah, Anna, Katlin, Coach

**Guests:** John Sabal, Karen Fricke, Cyrene Jagger

**Introduction** of Cyrene Jagger, KAFM's new Executive Director

Discussion around using the radio room to help the community during this crisis. Can KAFM partner with D51 in any way? Is it a place where people can drive by to pick up canned goods? Do we host readings for at-home students?

**\*\*POSTPONED until May meeting\*\*New Community Affairs show: The Palisade Buzz** (Host: John Sabal)

All topics about Palisade: festivals, events, agriculture, businesses

**\*\*POSTPONED until May meeting\*\*Women Writing for a Change:** (Karen Fricke)

This was a Community Affairs monthly program several years ago

How to present creative writing on the air in an informative or entertaining way?

Is this better suited to a podcast?

**Podcasting- Skipped this topic for tonight to talk about more pressing topics below.**

Review podcasting stats for last 2 months and overall

1. We are at 70,000 downloads in the 6+ years of podcasting
2. Who on the CAB listens to any podcasts?
3. Who on the CAB listens to KAFM podcasts?
4. Should we be raising revenue from podcasts?

**Covid-19 and Community Radio**

- What is Community Radio's role in a virus scare? (Below bullet points focus on broadcasting and not community outreach)

- Don't stop normal programming, keep normal programming going
- Bring in knowledge experts into the conversation surrounding COVID-19 and the community specifically Mesa County Public Health
- PSAs in between normal programming that can inform the community "preparation but not panic" and explain the why behind the social distancing efforts.
  - Invite current PSA organizations to re-record their messages as they pertain to COVID-19, offering practical solutions.
- Community Affairs: Ideas for interviews
  - Regular guests that come on Community Affairs could/should be potential guests. Focus on how the community is adapting:
    - Roice Hurst
    - Colorado Mesa University
    - Mesa County Public Health
    - St. Mary's Hospital
    - Community Hospital
    - CASA
    - The House- what are they doing to protect their teams
    - Catholic Outreach- bagged lunches
- What are reasonable precautions for the volunteers?
- How can we maintain our broadcast when volunteers choose to stay home?

### **Pledge Drive**

- The current economy and the hit to listeners' finances
  - Messaging should be around: we are your COVID-19 information source, a voice of reason in these troubling times, we know we are the only ones you are allowing in your house at this time (besides your pet and your FB feed)
    - Messaging should bring a sense of hope
  - Move forward with the pledge drive as planned because postponing 4 weeks, 6 weeks, 8 weeks, 12 weeks is not going to help since all forecasts say the economy is heading into a recession and it will take awhile to come back
  - Know going into the pledge drive that we will probably not raise the same amount that we have in the past but that doesn't mean we shouldn't do it
- More people at the station... Can it be safe?
  - Can we route phone calls to remote volunteers? Using a system like Cisco.
  - Pre-messaging around: we are still taking calls but please be patient with us as we have limited staff.
  - Make sure KAFM has precautions outlined for volunteers in regards to COVID-19.
  - Put saran wrap over keyboards and then each volunteer throws away saran wrap when they are done.
- People need community more now than ever- find ways to connect them virtually. Can we incorporate FB Lives? Or have donors send in their "bloody mary brunch" photos that will be posted on KAFM's social media? Have restaurants deliver food to donors that reach a certain donation level instead of delivering food to KAFM.

- Cyrene: Share the start of scripted reads for the Pledge Drive. Can CAB members help write some? Would anyone like to be the voice of their pitch, or even others?