

KAFM Community Advisory Board Agenda

July 17, 2018 5:30pm Meeting #4 of 6

In attendance: Katlin, Martha, Monty, Zach, Betty, Coach, Anna and Janice

Math and Science Center (now known as Eureka! McConnell Science Museum)

Guest presenter: Kay Fiegel

Kay: Loved partnering with KAFM when she worked at the Museum of Western Colorado. New location for the science museum at 1400 7th street attached to the new engineering building at CMU. Gave free admission tickets to CAB to check out the new museum. Museum is completely open, just one exhibit (water exhibit) that they need to complete. A lot of Eureka! is about kids but it's also about families. Also now tapping into the senior population (55+) taking trips and tours. Hours: Monday-Saturday: 10am-5pm Sunday: 12pm-4pm Want to reach everyone in the community which is why they are looking at ways to partner with KAFM.

Topic: What are some ways KAFM can partner with the M&S Center?

- Team building/staff building possibilities at the new museum. Yes.
- Biggest opportunity seems to be a half hour community affairs show.
 - To begin possibly feature all of the new exhibits or updated exhibits to let listeners know what to expect if they go to Eureka.
 - Touch on the fact that exhibits switch out and change.
 - Let listeners know its hands-on, interactive and that it is open to more than just kids.
 - Date night for adults "Get your game on at Eureka!" #nerdydatenight-mixology event; fermentation (outside of beer) kimchi, sauerkraut; inner-workings of your home.
 - Real-life science
 - Anna brought up having Roice Hurst on Eureka's community affairs show to discuss climate change, parvo and the science behind what is currently happening at their facility. Have nonprofits and businesses on the show and tie in science to what may be happening at their organizations.
 - Somehow tie in the young chataqueins group to feature scientists or host performances at Eureka.
- Discussion on bringing back 'Ask a Scientist', short feature format for the museum.
- Math minute- practical applications of math and possibly tie to the Grand Valley
- Possibly teaming up with an underwriter for a special program. Or have an underwriter sponsor the math minute. An underwriter that is involved in math and sciences.

Words is going away completely and Coach needs to find a new replacement feature. Coach has three possible ones below.

Melinda's Garden Moment Vignettes for Radio

Hosted by nationally known gardening expert Melinda Myers, *Melinda's Garden Moments* are one-minute gardening vignettes/interstitials available for **No Cash Outlay** to commercial and non-commercial radio stations looking for valuable gardening content from a credible source for both listeners and local sponsors. Your station can use any of the *Melinda's Garden Moment* content to generate additional revenue through **selling local sponsorships** tied to the segments.

Discussion from CAB (ultimately a mixed review):

- Pros
 - May zone out if that comes on but wouldn't turn the station
 - May be interesting, inspiring for avid gardeners
- Cons
 - Overwhelming, a lot of words, it was quick, too much information
 - Not a local master gardener hosting the show
 - Is this a possibility?
 - Some of the information was not relevant to our region
- Pros/Cons
 - Narrow market, niche listeners but these individuals may want to become sponsors if they own a gardening business

Science and the Sea and EarthDate

Both programs discuss science and environmental issues in an engaging two-minute story format. Our regular *Science and the Sea* radio program presents marine science topics, while our program *EarthDate* discusses Earth science topics, discovering the natural wonders of our planet. Both radio programs are FREE and distributed to commercial and public radio stations across the country.

Discussion from CAB:

- Pros
 - Very visual
 - Overall the group liked both of them over Melinda's Garden
 - More appealing to the masses versus gardening
- If we had to choose between Science and the Sea and EarthDate
 - The group was split some would recommend EarthDate since we are not located near a sea so EarthDate is more applicable to the valley. The argument for Science and the Sea is it is interesting because we are not located on the sea and don't hear about it as often.
- Discussion around the fact that these were two-minutes verse one-minute or 90 seconds
 - Overall seemed like a pro

Recommendation from CAB:

- First- Earth Date
- Second- Science and the Sea
- Third- Melinda's Garden

Daytime music programming

A report from Coach on the musical direction we've been headed in the last several years.

All variety between 6am-6pm to make programming more consistent.

When KAFM would send out their survey, the inconsistency in scheduling was an issue for some listeners, which is why this change was initiated.

Has it been successful, and should we continue in that direction?

- Show benefits to shows to move if it's true: higher listenership, more faithful audience
 - Also highlight that it is a benefit to the station
- Is the more consistent programming a benefit to underwriters?
- Possibly start highlighting/marketing on air that from 6am-6pm in it is variety and specialty shows are on in the evenings and weekends. To educate listeners. So they may not turn the dial if a genre of song comes on that they don't like because they know the next song or two will be different.
- Biggest competitor is internet radio- Anna highlighted she loves her Daily Mixes because it's songs she hasn't heard but are in the genres she enjoys
- **CAB agrees-** variety makes a good radio show.
- In today's day and age- it is becoming less likely that individuals have solid blocks of regular time during work hours to stop and tune in to a specific show. Just another benefit to move specific shows to weekends and evenings when individuals have more regular blocks of time.

Did not have time to get to this topic today. Held over for Sep 17 meeting.

Phone Interviews: Coach

What are the pros and cons of having Community Affairs guests who phone in rather than live in-studio?

Next meeting: will be moved to Mon, Sep 17 since there is a community impact council open community meeting on Tue Sep 18. We will begin our meeting at Eureka at 4pm for a special tour of the facility, and then have our regular meeting right there in a conference room.