

KAFM Community Advisory Board Agenda

Jan 15, 2018 5:30pm Meeting #1 of 6

In attendance: Coach, Katlin Birdsall, Janice Burtis, Wayne Sturm, Matt Jensen, Martha Graf, Betty Reis and Karen Boita

Guests: Sandi Sturm, Peter Maguire

Introduction of Members: (New CAB members: Wayne Sturm, Matt Jensen)

Wayne- Sales Manager at High Noon Solar, was talking about hosting a show on KAFM and heard that CAB needed additional members

Janis- Realtor, host of HouseTalk and was invited to be on CAB, third year

Katlin- been a member of CAB for going on five years, used to work for Kannah Creek and that was how she got involved with KAFM, now works in the marketing office at CMU

Karen- fan of radio station since its inception, retired postmaster

Matt- long-time fan of KAFM, friends who have had shows (Gina Tallman with Saturday Night Showcase told him about CAB),

Martha- Marillac Health growth and development, Coach informed Martha about CAB about 4 or 5 years ago and she believes in the power of collaboration in the community

Betty- On CAB for three years, started as a volunteer, background in radio, now an employee at KAFM

Coach- program director, managing volunteers is the biggest part of his job, started as a volunteer in 1999 when he was coaching and teaching. He has been on staff four different times and will be here until he retires. Loves working with the volunteers and talking about radio.

CAB mission and details- Each member in attendance was given a handout

Review of 2018: Coach

- Young Chatauquans- Palisade high school junior took this idea and ran with it. Recorded some of the chatauquan performers. Did a few segments and then was going to do the rest on his own, but Coach has not heard from him in a few months.
- The Colorado Playlist- Last March, CAB listened to program called The Colorado Playlist, we loved it as a group. It plays on Tuesday mornings the first hour and Friday morning during the second hour. Coach has only heard positive feedback.
- 20th Anniversary of KAFM- Coming in May- have a new logo that reflects the 20 years, sent out a survey to programmers to what KAFM should do to celebrate. The responses were for a large event. So taking RadioDaze and making it the best it can possibly be!
- World Cup events- Roaring success! Three games, all on early morning weekends, breakfast supplied by Wine Country Inn, Palisade Peach Street Distillery did bloody marys and all sales went to KAFM. Good fundraiser and brought in new people to the station!
- Eureka Science Museum
- Earth Date feature- Listened to a three different new features, this one was recommended and is now running three times a day.
- STORIES program- Local feature that Jeff Little does. Some listeners were disturbed by some of the stories but CAB decided not to censor the childrens stories.

Show idea: Sustainability Sandi Sturm, High Noon Solar, background in environmental studies, built a landfill in Moab, on national recycling coalition board of directors, involved in environmental education before moving to Alaska. Now she is back from Alaska. Climate Reality Leader, which is a program that was created by Al Gore to deliver climate change message and data/information. She said we are getting inundated with bad news but she wants to share some of the good news. Possible idea is to focus on those heading into retirement and how they can live more sustainable.

- Coach said we used to have a show called Sustainability Makes Sense, but it has been off the air for about three years. Currently no sustainability show on community affairs hour
- Handout included a list of topics and possible guests she may have on the show
- CAB likes the idea of keeping the show positive
- Important to keep show non-political since KAFM has worked hard to not become a liberal community radio station
- Martha- posed question of what is the difference between conservation and sustainability? Answer: Conservation brings to mind the natural world and the earth Sustainable: Deals more with the people
 - Be careful with naming the show because there are prejudices associated with “green”, “sustainability” and we do not want to turn off certain listeners
- Betty- really likes the idea of sustainable retirement since she is approaching that age and would like to have that type of information
- Coach- question posed to group: What topics would only apply to older people? Or wouldn't the same topics apply to everyone?
 - Martha posed is this a show about retirement or sustainability?
 - Betty thinks the show is much broader than retirement and that audience
- Keep the show focused on education
- Coach- Asked CAB to send any good names for this show to him.
- Sandi- possibly interested in doing a podcast as well after earlier discussion with Dr. Maguire

Show idea: Pets Dr. Peter Maguire, DVM- He is a board certified veterinary neurologist and neurosurgeon (small niche), four years of vet school plus four years of training in chosen discipline. He is the only board certified specialist in the Grand Valley and only one of three in western Colorado. Been here since 2010, he travels for work quite a bit used to be on faculty at CSU. Pet industry has grown tremendously, specialty medicine is a rapid growing part of veterinarian medicine. Shortage of specialists in western Colorado. Idea is to raise awareness of specialty medicine in general and let people know that options exist. Anything that humans can pretty much have done so can your pets. General practicing veterinarians don't refer because they don't know that other options exist because they are too busy with their patients and running a business.

- Coach- reminded group of purpose of community affairs and that we have had “pet shows” in the past but never from a board certified specialty veterinarian
- Martha- Dr. Maguire brings high level of professionalism and he could bring in guests that could talk about topics that are important to pet owning listeners. He could provide the strong framework and guidance for pet owners.

- Show focus on pet health? Enough fodder for a monthly show.
- Dr. Maguire- worried about finding guests that have as high of a level of expertise
 - Possibly bring in guests to discuss CBD/hemp products and best practices since this is an emerging trend in veterinarian medicine (similar to human)
- Karen- how clinical would the show be?
- Betty- recommend coming up with a couple of questions to base each show around
- Janis- recommend pulling in past clients so he can highlight what happened, was it successful, what would he have done differently, etc. Take each case and apply it other individuals
- 12 segments a year so the broader the topics the more sustainable the show will be
- Janis's experience with her show- Put out on FB what should we call it, what topics would you want to hear about, etc. Last week, her show featured taxes (homeownership, what to itemize, etc.), did shows on roofing, flooring, mortgages, renting, etc. She had to open the breadth of her show. Last couple shows, she does an update with data each time.
- Recommendation to Dr. Maguire- show about pets that includes health topics and has many different guests, treatment of pet diseases, supplementing it with a podcast.
 - New show called Crossing the Divide- new podcast and she comes on KAFM each month and talks about her podcast and brings in a guest on that topic. This could be a possibility.
- Wayne- possibly bring on Parks and Recs, and pet store owners as guests (think outside of traditional guests)
 - Others chimed in with pet insurance and dispelling myths as possible topics
 - Take questions from public and then bring in possible guests from the phone because he is one the only specialist here locally
- Discussion surrounding podcasts on KAFM- how long podcasts traditionally are and how many people download them
- Dr. Maguire- asked about legality surrounding podcasts
 - Only one group was aware of is playing music, plagiarizing
- Currently there are no pet shows on community affairs
- Consensus from CAB is KAFM listeners would be interested in this type of a show

It's All About That Vehicle Radio Ink article

Recent polls show that large percentages of listeners of AM/FM are listening only or mostly in their vehicle. Higher percentages for listeners in younger age groups.

Do the CAB members listen to KAFM anywhere besides their car? Two said yes, one said sometimes, one rarely and the rest not at all (other than Coach but he doesn't count ;))

Does our programming need to adjust to a mostly car radio world? Yes!

- One consideration is the amount of time people spend in car especially with us being based in Grand Junction. Most CAB members spend about 7-10 minutes in their car at a time.
- DJs, especially during daytime, drive time, should be coming up on mic more often (not every 20 to 30 minutes) and announcing themselves, the name of their show and KAFM since listeners are not in their car for that long.

- Community Affairs shows if expanded to 30 minutes or are 30 minutes should be broken into 15-minute segments (at least).
- Martha likes when shows go deeper into the topics. She wants to get value out of the show. And that keeps her in the car the extra 5 minutes once she has arrived at her destination.
- Listeners are always tuning in at different points throughout your show, so keep that in mind.
- Janice- these types of stats would be good to show to programmers and community affairs hosts as a learning tool

Next meeting: Mar 19 is third Tuesday but it is Spring Break.. *CAB members decided to stick with this date for the next meeting.*

****NEXT MEETING****

Riverside Education Center: Joy Hudak, Exec. Director
History, mission of the organization

Recap of recent fundraiser: **Taste of Riverside**