KAFM Community Advisory Board (CAB) Agenda/Notes

2/15/22 5:30 pm  Meeting 1 of 6

In Attendance: Katie, Kim, Brenda, Sandra, Chris, Zac

Absent: Marc

Reminder: CAB does not make policy but recommendations

CAB Agenda

New Historical Feature (Coach)
- Dave Fishell, local historian, had an idea for a feature that he presented to CAB a couple of years ago. Dave has been working with Priscilla Magnall on a Community Affairs show and now they are interested in producing the feature again.
- Reach out to Mesa County Public Library to collaborate
- 1.5 minute segments with a variety of topics and theme music with the possibility of the segment playing 2 times a day. Dave has access to many archives and topics, but would be interested in additional ideas
- Grand Valley or Beyond?
  - Chris suggested encompassing topics from across Colorado: Fun and interesting facts: Crestone, Glenwood Springs
  - Sandy is interested in hearing about some topics that are a little closer to home since she is a newcomer to the Grand Valley
  - Zac talked about a CPR = Colorado Postcard for the western slope?
- How many episodes per month?
  - Eg. Money Minute produces 7 segments per month so with the segment featured twice daily each segment would potentially be played 60 times per month.
  - CAB members are not noticing any redundancy
- What about a title for the segment:
  - Mesa History Moments
  - Western Slope Wanderings
- Jacob Richards might be a good resource to check with Facebook Contact
Coach - Present list of active CA shows
- Community Affairs must follow FCC regulations for each segment
- Community Affairs requires many volunteer hours from many community members
- CAB has been instrumental in shaping the Community Affairs shows and topics for shows
  - Listen to guests speak about a segment they might be interested in presenting
  - Listen to segments and make recommendations
  - Brainstorm topics for particular show
  - Bring new topics to KAFM
- Coach talked about Community Affairs and the symbiotic relationships and support:
  - Non-Profit Organizations
  - Community advocacy
  - Accessible community resources
  - Underwriters
  - Mental health advocacy organizations
- Coach presented a list for the board to reference
- Garden Show Guests: connect with Sandy Silletto and her Garden Club
Obscenities: To mention or not mention
  - **New Programmer Orientation:**
    - Pot down the song and put on the mic and announce that the wrong track played by mistake

Country Music
  - Community Advisory Board supports a wide variety of genres of music and listeners are sure to hear diverse selections played by passionate programmers

On Air Live Drives / no pledges
  - Next Fund Drive April 8 - 15
  - Donations vs. Pledges

Do we ask for $$ too much?
  - Golf Tournament
  - Radio Daze
  - Colorado Gives Day
  - Matching Monument Member Drive in July
  - City Market Card
  - Donate Your Vehicle
  - Promos on the air all the time
  - Membership Levels
  - Think about reciprocity…what do members get for their money? Great music and other perks along the way.
    - Membership Card with discounts
    - Radio Room Vouchers
  - *CAB members do not notice fundraising promos as a prominent interruption to music and Community Affairs*

Future Topics:
  - Brainstorm additional music genres
  - Inform CAB about Underwriting

Future Meetings:
  - April 12
  - May 10
  - July 19
  - September 13
  - November 15