

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

COMMUNITY AFFAIRS MONTHLY	SHOWS AS OF FEB 2022	
FEATURING NON-PROFITS	HEALTH & WELLNESS	SUSPENDED OR ENDED (since 2012)
Guys Giving Club (quarterly)	In Good Health (MC Public Helath)	
Gals Giving Club (quarterly)	Digin' the Garden (CSU Extension)	Firkin' Fundraisers (Kannah Creek Brewery)
Connect the Dots	Mental Health Moment	Wise Women Forum
		Pet Party
LIFESTYLE		Food Frisbee
The Cork Dorks	BUSINESS	Readers Radio
The Money Show	Fruita Roots (Fruita Chamber)	CDOT On-Air
House Talk	Women in Business	Bicycle Radio
Fresh Cafe	Business Beat (GJEP)	Boomers & Beyond
Family, Friends, & Neighbors		Western Slope Science Talk
Going Green (Mesa Co. Landfill)		The Downtown Show
Travel Time		Crossing the Divide
Grand Valley Outdoors	ARTS & ENTERTAINMENT	Vibrant Wellness
	CMU Theater (on demand)	Library Beat
LEGACY & EDUCATION	CMU Music (on demand)	Our Public Lands
Museum Meet-up	GJ Symphony (on demand)	
Our Grand History	PBS in Tune	
	State of the Arts	
	In the Spotlight	FREQUENTLY FEATURED ORGS
COMMUNITY & GOVERNMENT		National Weather Service
CMUnow	IN THE PLANNING STAGE	Colorado Parks & Wildlife
Mesa Co. DHS	Colo. Parks & Wildlife	Service clubs
Legal Brief (Colo. Legal Services)	United Way	Colo. National Monument
Vet Talks (VA Admin.)		GJ Events
GJ Parks & Rec		Town of Palisade
Inside City Hall	WISH LIST	Latino Chamber
Mobile Mesa County	Palisade Chamber	AAA Colorado
School Dist. 51	Homeless segment	Connect for Health Colorado
Crime Stoppers	CMU Athletics	

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