**KAFM Community Advisory Board** Minutes

July 25, 2017 5:00pm Meeting #4 of 6

In attendance: Anna Stout, Martha Graf, Alex Forsett (minutes), Monty Haltiner, Janice Burtis, Michael Piontkowski, Betty Reis, Kim Smith, Karen Boita, Katlin Birdsall, Coach

Coach: Tonight is a quick hour, then ballgame!!! Special Guest is Jill Lacy; Events/Outreach Coordinator at KAFM.

Other Guests: Kristian Hartter from Beer Geeks, and Laureen Cantwell from CMU Library.

**Community Affairs**

Show idea: Literacy

Guest presenter: Laureen Cantwell

Coach: Laureen was a guest on-show. Thought that she needed to be on-air. She works for library at CMU. Shows about Literacy have gone away (Women writing for Change; WC Writers Forum) as they were pretty dry. They read things they wrote, on-air. Another show *Book Talk*, but she had to step down. No literacy shows for 2-years.

Laureen: Librarian, so I dig books. Exciting to know what’s coming; what books are on the rise; what is coming. Maybe a give-away? Tie it into another topic; EX: Archeology. Take national-scope (non-fiction) literature, relate it back to the area, get local experts to talk about it. May be too much work, even if it is only once a month. Another idea is to take a book that I have read – from a national publisher, and ask questions from other experts, bring down to the local level. Nationally relevant conversations.

Betty: 2nd idea is easier – Laureen talks about book and local expert talks about the issue.

Coach: When you ask someone to be a guest; what % resist?

Christian: Most people want to be on the show; if they can’t, it is because they don’t want to do the sit-down thing; nervous.

Lauren: Don’t be nervous. You are sitting with me having a conversation. Once you get through first 2-minutes, it is fine.

Coach: Find a topic; bring in new people into the station. This is how people become members, etc.

Martha: How do you decide which angles to bring? How do you have both sides of the issue? For delicate topics?

Lauren: Talk about what the numbers mean, how you got numbers. I would try to reflect on the content of the book, ask what you have seen locally. I am representing CMU – so don’t want to make enemies. The way you phrase is important; keep details vague; express that it is opinion. Take it book-by-book. I do want to talk about some controversial topics – but there is ways to get at it respectfully; “From your perspective…” I can bring CMU faculty on-air as well; leverage expertise.

Coach: I am excited for her to be on-air; good personality and bring CMU to the air. Anyone agree?

Everyone: YES! Yes! Yes!

Lauren: Topic ideas: how media is changing, dark-side of Barbie, ghosts of Langley C.I.A. stuff; etc.

**The Beer Geeks**

* Overview of show history
* Recap of Pledge Drive show Apr 03
* Idea for next Drive

Coach: Monty & Christian – batting idea for pledge drive. How to get people down to station. Talked about special beer show on-air. What about event?

Monty: Had hour long show – so many guests – not enough time. Big support in beer community. Need more time to talk to these people. Lots of prizes/premiums – not all is going out. Too much; not enough time.

Christian: Given the right time-frame, could turn station into event hub, run things out of radio room; come and stay event. Good way to raise money. Support from beer community.

Coach: What draws people to beer event?

Christian: Could do small; could do bug community party. Live music?

Group feedback: more VIP; sell tickets; tie into the radio show; have people on-air, then talking about what is going on downstairs w/ DJ.

Monty: How long to go on for? Etc.

Coach: before we get too detailed; how interested would you be and want to know more?

Group: Brings awareness to the diversity of events at the station. Beer. One word. Beer.

Does this tie back to the mission of KAFM? Tie it back to mission.

Coach: The whole point of the pledge drive is to keep us operational. That is the goal. Keep it about KAFM.

Christian: Say to beer people – “Hey beer people. This is important to this brewer. KAFM should be important to you, too.”

Coach: Maybe it doesn’t have to be part of pledge drive? Should it be a stand-alone event?

Group: Bloody Mary and potluck combined. With more beer events in the valley, maybe it is tied to the pledge drive. Brew specific beer for KAFM. Something they can’t get anywhere else. Brewing contest? We judge. Homebrew club.

Christian: Group that does pilot size batches – do it special for KAFM. Didn’t see it as pledge drive event.

Betty: Last pledge drive, we had concert at the start and end. It went better than expected. Can see this stand-alone event and see it tied to pledge drive. Would be fun getting people down to KAFM – who have never been here before – who are home brewers. Both professional judges and people vote on their own.

Anna: I am going to donate during pledge drive because I am guilted into it. Don’t miss opportunity for more revenue so people don’t think they did their ‘job; during the pledge drive.

Also – Corporate Support – underwriting – naming rights – for this stand-alone beer event.

Coach: Let’s form a committee to discuss this Beer Event further. If you want to be on the committee – let Coach know. CAB is excited to support a beer fest fundraiser.

**NFCB Conference Report: Betty**

Betty: We are music community broadcast. Not news. Conference dealt with both news & music. How do you get your digital music library started. One big theme is **inclusivity**. Inclusivity has to be bigger than community affairs. Used to have a Latin show; many stations bilingual. Focused on Native American broadcast stations. Surrounded by reservations – nothing about N.A. on community affairs.

Coach: Used to have a native American music how.

Betty: How as a music station, do we be more inclusive?

Group: Native American Alliance at CMU – maybe they can do something.

Coach: CMU keeps coming up at all our meetings!

Betty: Think about how we are inclusive.

Group: Has to be an intentional change. Leadership has to lead that change.

Coach: Find the people. Get them involved.

Example: This summer, super close to finding an LGBT program. Then she disappeared – can’t find her. These things happen with volunteers. Used to have 2-programs per week in Spanish. Went away because hosts left town; another because hosts weren’t following FCC rules.

Betty: Better outreach? Sponsor event? Get KAFM out into other groups in community.

Group: Cultural Diversity Board. Latino Chamber. Really go talk to these groups.

Coach: WE WOULD LIKE TO HAVE A TOPIC IN A FUTURE MEETING TO HOW KAFM CAN REACH OUT TO Underrepresented COMMUNITIES. (Time restricted today)

**New KAFM bumper sticker/T-shirt designs**

Presenter: Betty

Betty: Outreach stuff is boring. Created new bumper-stickers. Passed around to the board.

**Podcast Report**

Our podcast downloads are up 49% from one year ago.

Is it time to generate some income? How?

Coach: Pulled numbers for podcasts. Up 49%!!! In one year. Community Affairs is more relevant; more well known, like house talk. Lots more shows. How can podcasts generate income? More to come when we have time to talk about it. Will be talking more about it as a staff and as a CAB. Think about it!

**GJ Rockies** follow up to last meeting`s discussion

Anna: Now hosting two ballplayers from the Rockies. They keep each other entertained. Have had these boys for two months. From Dominican Republic (pitcher and outfielder). Formed strong bond with them and their families. Also host families bond, sit together at the games. The guys are learning English, and I already speak Spanish. Incredible experience.

**Next meeting:** Tuesday, Sept. 19