KAFM Community Advisory Board

May 16, 2017

In attendance: Kim Smith, Karen Boita, Janice Burtis, Zach Grant, Katlin Birdsall, Anna Stout, Betty Reis, Charlie Blackmer, Coach

1. Colorado Mesa University Athletics—Ian, Sports Information Director
   1. Ian: head PR for Athletic Dept., setting up interviews, website, social media, events
   2. Excited—this is a new avenue to push stories you won’t get anywhere else.
      1. Grown # of international students on campus and in dept.
   3. Really dynamic people in the dept.—engaging
   4. Previous agreement with commercial station
      1. 3 coaches/athletes per 1/2 hour segment
   5. For KAFM, wants to explore human interest stories
   6. Coach: What do you feel is the benefit to bringing CMU Athletics to KAFM? How does this fit in with our mission?
      1. Zach: It broadens it, it taps into resources people are interested in. There needs to be a gap bridged between community and what’s going on at CMU
      2. XX: CMU has become such a driving factor in economics, there is so much going on, we should highlight what’s going on. CMU Athletics is rocking the house.
      3. Kaitlin: CMU is pretty underrepresented on KAFM, and it is one of the driving forces in town, engage with alumni, increase community involved in campus activities. I like the idea of focusing more on human interest stories.
      4. XX: It brings what we do with CMU into a balance; everything else we’ve done with CMU has been all about performing arts
   7. Coach: What do you think about topics that are a little controversial? Title IX? Funding for women’s sports vs men’s sports? Are those possible topics?
      1. Ian: I’m open to the idea, but on some of those topics, will we have local experts? My only hesitation is, is this opinion or experience?
      2. Janice: I agree, I think it should be experience-driven
   8. Coach: sports isn’t just what happens between the lines
   9. Kaitlin: community service hours by student athletes (6,000 last year)
   10. Monthly segment to start in August—Tuesdays, 30 min.
2. Allison Blevins—Director of Downtown Business Improvement District
   1. separate org than DDA
   2. BID—formed in 2006; under the same board as DDA
   3. Coach: Allison and I have talked about monthly show about Downtown, we’re not anywhere else yet
      1. We don’t really have a focus yet. What pops into your mind?
         1. Anna: focus on businesses. Also history of downtown buildings
         2. Zach: Yeah, getting to know more about the business owners, it would make me want to support those businesses
         3. Janice: Some of the art that is there
         4. Karen: Some of the homeless people downtown, telling their stories
         5. Allison: I’ve been focusing on storytelling with my marketing, focusing on the human interest stories downtown
         6. Coach brought up noncommercial radio—stay away from promoting specific businesses
      2. Anna: Why is this not part of Business Beat? What would be different?
         1. Zach: There aren’t only businesses highlighted
      3. Anna: Are we opening ourselves up to having to do shows with other districts? (North Ave, Horizon Drive). Is this unfair to other districts. If I’m a donor whose business is on N. Ave, am I going to feel left out?
         * 1. Coach: On community radio, all of our shows are run by volunteers. Allison came down and volunteered; why don’t you?
           2. Before Janice went on the air for her real estate show, I got a call from another real estate agent and former music volunteer: Why am I not the host of the show?
           3. Anna: Do we have space in our programming to accommodate these other districts?

Allison: Downtown is an asset to the community. North Avenue District is not as involved, doesn’t do as much for the community, such as the Parade of Lights.

Coach: If we get to the point where we don’t have room for all these shows, we create another Community Affairs Hour

1. Need for more Community Affairs hours?
   1. As soon as we have enough programming to fill another hour, we will do that.
      1. Either make it longer than an hour, or create another hour in another part of the day
      2. Have some community affairs in the evening, in addition to noon
      3. Possibly expand 15 minute shows
      4. We need enough people who are self-sustaining, could come in and run the board after hours
   2. Anna: what is primetime for us?
      1. Coach: the morning, when people drive to work, when people drive home from work, and the noon hour.
2. Grand Junction Rockies baseball
   1. Tim Ray from the Grand Junction Rockies was unable to make it tonight.
      1. Former general manager, now doing community outreach and is the PA announcer for GJ Rockies games
   2. Coach played clip of segment about GJ Rockies host family program
      1. Coach: interview with professional baseball club, which is not a nonprofit; does it fit on community radio?
         1. General consensus: Yes
         2. Anna: it’s not just about the game, it’s about the community connection.
   3. Coach: What I’m hearing is that we agree with the idea of GJ Rockies being part of Community Affairs Hour
   4. Inquiry about KAFM becoming GJ Rockies’ play-by-play station
      1. Coach: We’re noncommercial radio, we can’t do all those commercials between innings.
      2. If the game ran long, you’d have to go into someone else’s air time
      3. Board of Directors didn’t think it was our sound
      4. Coach: It was still amazing to be asked.
         1. We want to continue to have interviews with GJ Rockies, we want to continue to highlight things that GJ Rockies are doing in the community
            1. GJ Rockies buys all new uniforms for HS teams
      5. Anna: I’m kind of bummed that we can’t do that, it would really get people to tune in
         1. Karen: Exactly, it would give people something else to associate KAFM with
      6. Is there an opportunity for special nights/events?
         1. Issues with propriety
      7. Anna: Is this a done deal? How much can we influence the decision?
         1. Coach: Not yet, but we can’t do it this season.
            1. Asked what they’ll be doing with their broadcast—nothing at the moment; they’ll have no local over-the-air broadcast
            2. Who knows what could happen next year.
      8. Anna: I feel liked we missed out on an opportunity
         1. Karen: The idea of being a community oriented radio station, I can’t imagine doing anything more community oriented than that. I do appreciate the technical challenges.
      9. Zach: Personally, even though I listen to KMSA all the time, when I hear sports broadcasts on KMSA, I generally change the station, even though I love baseball.
      10. Anna: it’s only the summer, it’s a quarter
          1. But no matter what, we’ll be interrupting somebody’s show
      11. Coach: we’d also have to overcome the non-commercial aspect of it
          1. Anna: opportunities to attract businesses who have never underwritten before; it’s a great crowd
          2. Charlie: Not every slot would have to filled with underwriters; incorporate PSAs, music, etc.
          3. Anna: In addition to PSAs, announce KAFM programming
      12. Janice: Devil’s Advocate, I would never listen to a baseball game on community radio. That’s 66 days out of a 3-month period, including away games. You would totally be moving away from what you’ve built over the years.
      13. Are we going to lose programmers? Are we going to piss people off? Is the listenership going to decrease?
      14. Anna: Can we just get some more information?
      15. Coach: I think at KAFM, it seems we are always so excited about innovation and we want to know how we can jump on board with each program.
      16. Paid staff? Intern?
      17. Coach: I think we can all agree that there needs to be a lot more conversation about how this would work
      18. Coach: Even though the Board of Directors was not interested, CAB is interested in the proposal
          1. Anna: Maybe they have information that we’re not privy to
      19. Would they cover the financial outlay required to make something like this happen?
      20. Coach: In the unlikely event this goes somewhere next year, we would get a firestorm of reactions—both positive and negative
      21. Anna: This is an idea that should be made with the input of focus groups
      22. Janice: Have you ever done a survey of listenership in summer versus winter?
          1. No
      23. Coach: I’m not saying this is the kind of change we need, but if we don’t have these conversations, how will anything ever change?
      24. Forming focus groups based on all of the topics we discuss in the CAB meetings. Some of those topics could be expanded into focus groups, and we could really make some changes.
          1. Coach: Let’s make this a topic of conversation at the next CAB meeting.
   5. Sound Beat—Coach
      1. 90-second segment about history of sound
      2. Put out by University of Syracuse, FREE
      3. On the air, twice a day, thanks to our recommendation
      4. Good feedback, doing really well
      5. Did away with Good Dirt Radio
   6. Radio Free America
      1. Service that archives our programming
      2. Up and running of a few weeks ago
      3. RadioFreeAmerica.com
         1. listen to any broadcast we’ve had in the last 2 weeks
      4. How much time is it eating up?
         1. Coach: it took some time to get it off the ground, but it’s taking less time as we go along
         2. Not at the top of list of priorities of time
3. Article: “Radio Still Dominates the Car”
   1. 82% of the US population listens to AM/FM radio every month in the car
      1. beating out satellite radio
4. Coach: Really great discussion tonight, I appreciate you coming 6 times a year.
5. Next meeting:
   1. We’ll discuss Beer Geeks next time, talk about beer event
   2. New FM station
   3. Community Impact Council