

Members Present: Katlin, Karen, Kim, Coach, Martha, Loran
Kannah Creek Brew: Crossed Irons Irish Ale

Community Affairs Update:

- Boomers and Beyond
 - Cohost Kevin Van Gundy from Senior Beacon
 - Two shows so far
- Food and Drink
 - Beer Geek Radio
 - First show went well with Daniel from the Copper Club as the first guest
 - Airs the first Monday each month at noon
 - CAB think this will be a good show
 - There is still talk of showcasing other spirits, wine, and food during a noon hour show
 - *Note from Coach: Since the meeting, I have been talking with co-hosts for a Food show, and the plan is to start it on April 6*
- NEXT YEAR – CAB talked about representing KAFM radio in the chili cook off during Arbor Fest. We don't have time to organize it for this year. We had an idea to sponsor a chili cook off at the Fall Pledge Drive and have the winner represent the radio station in the 2016 Arbor Fest competition.

New Recruitment for Programmers

- There is an orientation scheduled tomorrow (March 11) and another scheduled in May.
- We have some programmers retiring:
 - JaBeaux from Monday nights
 - Uncle Carl from Thursday evenings
 - Peggy from Saturday afternoons
 - Chad & Laura (Chamberbot), Friday nights

Girl Scout Visit and Youth Programming

- ❖ Girl Scouts – Troop #33
- ❖ The girls recorded PSA's and a 7 minute interview
- ❖ Other Ideas for Youth Programming
 - Ask a Scientist – Math and Science Center
 - one hour show with Eric
 - Possible Fund Drive Show on Thursday, April 16
 - MASC will give away memberships?
 - Format – Trivia Crack?

Pledge Drive

- No More Show Goals
 - ± Some people are tired of hearing about the goal and sometimes gets annoying at the end of a show. No show goal may alleviate some of this.
 - ± Programmers morale is down when they work so hard and don't meet a goal. No show goal may alleviate some of this.
 - With no goal, there might not be any more "sympathy pledges"
 - I like small numbers or dollar amounts: attainable goals
 - Reference to goals may motivate members to pledge
 - Can a programmer set their own show goal as an option?
 - What is the trend with Community Radio? Are other stations setting goals during their fund drives?
 - Show goal? Vs. Daily Goal? Vs. Fund Drive Goal?
- More Streamlined Pitching: less about premiums and more about giving
 - Play GOOD music!
 - Pitches SHORT and FOCUSED
- Ending pitches at 7:00 p.m.
 - In exchange may have to add a few days to the fund drive?
 - What about successful shows after 9:00pm?
- Possible Noon Hour Pledge Drive Shows
 - State of the Arts
 - Kitchen Sink
 - Beer Geek Radio – Ultimate 6 Pack
 - Ask a Scientist
 - Non-profit Horse Race (hour show or entire fund drive?)
- CAB Response to Fund Drive Changes
 - How will we know if any ONE of these changes helps the radio station profit during a fund drive if we are trying all the things at the same time? (i.e. no show goal, ending pitches at 7:00, more streamlined pitching)
 - How did the last fund drive go?
 - Not so great: turnover and transition during last fund drive, LARGE goal, fund drives are dragging
 - What about pre-pledges? Will they go to a particular show since there are not show goals?

CBS Radio Mystery Theater

- Being considered at 11:00 pm on Sunday Night
 - No cost: in the public domain (circa 1970s)
 - 1500+ episodes
 - Some with commercials (iconic and dated) and some episodes with commercials taken out
 - Creaking door intro?
 - E.G. Marshal hosts
- CAB Comments:
- I like the iconic commercials from the 70's
 - Fun and Iconic...good late night content
 - What if a listener tunes in during a commercial and we are a "commercial free" community radio station?
 - Nostalgic Commercial plus historical news clips are a bonus
 - We could edit the episodes without commercials and insert our own PSA's and underwriting
- ❖ CAB Recommendation: We should try out this show during this time slot and see what the response is like.

Wall of Sound – (Coach has a full description and proposal)

- Proposed show idea from a remote programmer in Florida
 - Guitar heavy
 - 80's to present
 - Worked with WRGP Radio which is a college student run station
- CAB Comments:
- Time sensitive material?
 - No call in?
 - Very verbose
 - This show would give our listeners access to some alternative music
 - FREE
 - The programmer has sent out copies to other stations...not KAFM exclusive
 - Promoting outreach and online listening?
 - Would we keep the location anonymous?
- ❖ CAB Recommendation: We like the idea of moving forward with this pre-recorded show from Florida

Next Meeting:

- ✓ May 19th @ 5:30
- ✓ Location: TBA