KAFM Community Advisory Board
Meeting Minutes
March 10, 2015

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 9:00 pm?

- 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