Welcome Back, Dave!

**Pledge Drive:**

- KAFM did not meet the $40,000 goal for the overall fund drive, but made significantly more than the last two drives. This fund drive made around $30,000, which is around $10,000 more than the previous two fund drives.
  - No Show Goals
    - Noticed a lack of urgency or motivation, but kind of nice as a listener
    - Easy to listen to – took the heat off
    - As a longtime supporter, I kind of missed the last big push for my favorite shows
  - Streamlined Pitching: less about premiums and more about giving
    - There were fewer “big package” deals than in previous fund drives
    - Pitches sounded more authentic – community building
    - Pitches didn’t resemble “high sales pressure” situations
  - Ending Pitches at 7:00
    - Some pushback from the 6:30 – midnight programmers wanting to do their part in the fund raising efforts
    - Still some pitches and pledges after 7:00
  - The fund drive went 9 days instead of 7
    - Some programmers came to help the last two days (some of them were subs who didn’t have their own show), as some Friday/Saturday programmers were doing their second show of the Drive
    - Last Saturday of fund drive kind of fizzled toward the end of the day
    - Transition from fund drive to party was a little awkward or didn’t flow very well
- Final Comments about the Fund Drive:
  - From a listener standpoint the fund drive was positive
  - Use this fund drive as a springboard to determine the face of future fund drives
  - Continue to keep focused pitches around community and philanthropic opportunity
  - KEEP balance between low pressure and high pressure hustle and bustle

**Community Affairs**

- New Senior Show: Boomers and Beyond
  - Aired with Kevin Van Gundy
- Food and Drink Show
  - Beer geeks going well!!! Katlin was a guest 😊
  - Food show pilot aired in April – Devon from The Local featured Easter leftovers and local ingredients
  - Wine – need to recruit?
We have to keep in mind that we are not commercial radio and we are not looking for folks to advertise their products. It’s all about the listener learning something.

Show Suggestion – Veterans affairs and issues
- Carol will host and will try to recruit a co-host
- We will invite Carol to the July CAB meeting
  - Medical and healthcare support
  - VA loans for homebuyers
  - Re-entry/homecoming
  - Mentors – paperwork help!
  - Suicide/PTSD
  - Veterans Art Committee
  - Stories – WWII, Vietnam Vets tell their stories
  - Before the Military Service – when did you enlist? Why? What did you do before?
  - Demographic shifts – gays, women in the military

New Programmer Recruitment

- Orientation:
  - 7 new prospects
  - Number of open slots is shrinking
  - Two new programmers this month

- New Shows
  - Sunday Matinee: Bear (Ron Slade) and Carey – lots of new music (In place of Fiesta Musicale)
  - Monday Night Jukebox: PJ and Gus
  - Wednesday afternoon swap: Janet and Jenny (“Imagine”)
  - Wall of Sound: Kyle from Florida
    - Will air for the first time this Saturday at 9:00 pm
    - Produced out of state
    - Late night
    - Best fit during the week
    - Possibly use more than once
    - Exclusive to KAFM?
    - What is the benefit for Kyle?

- Sunday has never sounded better!!!!
  - Sunrise Serenade with Carol and Don – easy listening and some classical
  - World Show
  - On the Trail/Country/Alt Country
  - Jazz
  - Grateful Dead/Moonlight Melodies – some classical

“Programming has never been better!!! Great pledge drive!”
~Loran

Next Meeting: July 21st @ 5:30 Location: KAFM