

Members Present: Martha, Katlin, Loran, Kim, Coach

Community Affairs Update: Business Profiles possibly coming back?

- Once a month for 15 minutes
- This kind of show can be a little tricky. We are walking a fine line to make sure we are not actually advertising and also honoring competing businesses.
- Why would KAFM choose to highlight certain businesses?
 - ✓ New business in the community – Outreach
 - ✓ New underwriter
 - ✓ Underwriter incentive? (this could be tricky, too)
- Egalitarian perspective: make the opportunity and equal playing field
- Record an introduction and conclusion
 - ✓ Clarify and explain program
 - ✓ This could play each time the show airs.
 - ✓ Conclusion could offer the opportunity for other businesses to participate and talk about their business on the air
 - ✓ Get ideas for intros from other stations
- Coach will call Tedi to clarify and problem solve. He will also discuss the parameters of the show with Mark.
- ❖ **CAB likes the idea of showcasing new businesses or businesses that have something innovative and interesting to offer!**

Station ID's:

- Collecting IDs from other stations
- Legal Station ID has to have call letters and the city one right after the other: KAFM Grand Junction
Must play near the top of the hour at least once
- Right now the Station ID is automated and recorded by ONE person...same voice at the top of each hour
- CAB listened to several samples of legal Station IDs
 - CAB enjoyed the different voices – variety was nice
 - CAB liked the clips that included information about live streaming at kafmradio.org
 - Enjoyed hearing celebrities and musicians
- ❖ **CAB would like to hear a variety of LEGAL station ID's played at the top of the hour**
 - ✓ Musicians
 - ✓ Local musicians
 - ✓ Programmers
 - ✓ Underwriters

- ✓ Community Members (firemen, police, etc...)
- ✓ Random play from a bank of Station ID's

Changes OFF-AIR

- ED likes the idea of recruiting more programmers
- Tomorrow 09-03 is an orientation
- Goal: 6 am to midnight all LIVE programming
 - This sends a positive message
 - We are live
 - We are your neighbors and we are available to you
- Right now we are about 16 programmers short

Pledge Drive

- Discussed pre-pledge form – wondering about lack of space to specify which show/programmer to pre-pledge for
- Less CD premiums? YES!!!
 - Listeners and members desensitized to this premium
 - Overkill
 - OFFER great CDS that might bring in pledges, but not so many that the good ones (relevant to show, classics, autographed, etc.) don't get lost in the shuffle
- Premiums? CAB discussed the usual premiums. No strong opinions, but recognize the value of premiums
- Continue Pledge Drive Discussion at a future meeting
- ❖ CAB recommends fewer CD premiums. Be more selective about offering current, hot, relevant CD premiums

Features (from Mark McCain, ED)

- Briefly discussed features such as “Good Dirt Radio”, and “On the Money Minute”
- Are they cost efficient?
- How much time and staff do the features take to offer to listeners?
- CAB would like to dedicate more time to discuss the Features at KAFM. Could dedicate an entire meeting to this topic.

Next Meeting: November 4th @ Coach's House: 412 Prospectors Pt in the Ridges

*This will be our last meeting for the year. Members will need to let Coach know intentions to commit another year to CAB or gracefully vacate the position. We would like to add 1 or 2 new members as we embark on 2015.

Future Agenda Items:

- ✓ **Features**
- ✓ **Pledge Drive**
- ✓ **KAFM Membership Card**