

KAFM Community Advisory Board Minutes

Sept. 20, 2016 5:30pm Meeting #5 of 6

In Attendance: Monty, Katlin, Catherine, Martha, Kim, Betty

Moderator: Coach

Guest: Danny Rosen

Short Feature idea

Presenter: Danny Rosen

Poet, background in geology and astronomy, just opened the Lithic Bookstore, talking to Ramona about underwriting and got to the idea of a 5 minute monthly program, Grand Valley Night Skies-dedicated to helping people become familiar with what you can see in the night sky with the naked eye, perhaps an astronomy-inspired poem, maybe some "space music",

Questions? Going forward, if we do this as a short feature, how would you make this sustainable, how do you continue making up new ideas? Ever-changing night sky, he could spend a year just on Orion, positions of the planets, alignments of planets, comets,

Historical astronomers? Sure! Already you have so many more ideas just opening that can of worms

How does this translate for radio, no video? How do you handle these limitations? Pointing things out that you can see from downtown, make it an interactive show with listeners, can direct people to a visual on the website,

Connection to the locality and the relationship with space to community, he can see connections everywhere

What other voices could we get on? KAFM had "notes", it was great but the one criticism was 5 minutes of the same person's voice, ideas on making it shorter & more frequent or how we could get more voices online

"Night Sky with the Naked Eye"-Show title idea

Update: Weather Ambassador program

Coach applied to be a Weather Ambassador and now we're going to put their badge on our website, clickable, & been getting a couple of emails, have a PSA running, may see if Jim will come on the air to talk about National Preparedness Month, mentions Facebook, has a lot of "did you know", this is the first email & we are 2-3 weeks in, periodic, having Jim on the air maybe quarterly, cell phone alerts could be good, deaf initiative, there's severe elsewhere but here not so much,

So, Coach you're the person who is determining what goes on air? Yes

Monty's Joe and Ellen Ramy(?) his aunt and uncle work for the National Weather Service and he could possibly get them in to do PSAs or something

Palisade Translator update

Fundraising efforts in Palisade-Install is happening currently, at 1/10th it's power that it will be 96.9, white noise but will do some filtering on the incoming signal, 30 watts currently will be 250 watts, special hour for Palisade during pledge drive

Community Affairs update

- Business Profiles: Been 15 minute program, 1st show had GJEP's Terri Jones, but now she will be the co-host and it'll be 30 minutes, 2-3 guests, guests on at the same time, do an interview of each and then do more of a discussion, 2nd Tuesday of each month 12-12:30p
 - Idea of economic impact of non-profits in the area, Community Impact Council,
- **New shows:**
- Crime Stoppers, First Mondays, host Christa Campbell-brought on police captain, someone from animal control,
- Business Beat, Second Tuesdays, hosts Katlin Birdsall and Terri Jones
- Inside City Hall, Last Tuesdays, host Bennett Boeschenstein
- School District 51, Second Thursdays, host Emily Shockley
- Our Grand History, Second Thursdays, hosts Priscilla Mangnall and Eileen O'Toole
- Know Your County, Third Thursdays, host Stephanie Reecy

Whole point is to keep it local & to get guests coming through the station, we will look through community affairs list to see what we're missing and what we have too much of

Pledge Drive

Oct. 7 4:00pm through Oct. 14 4:00pm- The last Drive made more money in one week that they had in 9 days

Special shows: Math & Science Center, Zombie Prom, Grand Valley Wines, Partners, Town of Palisade. Possible: Our Grand History-need help answering the phone, come do a show,

Tomorrow night is All Volunteer Fund drive meeting and everyone is invited

Maybe Job Core could be an option for a special premium? Not on Coach's radar for community affairs but put them in touch

Outside programming

"With Good Reason"-Coach talked to producer Sarah McConnell in Virginia and she makes this program available for community radio station but he wanted to listen for the first time with us, The different topics & the variety with music and is well produced and listenable.

How long? 30 minutes or an hour

Would she send you a packet or do you get to choose shows? There's a new one every week, some radio stations schedule it, doesn't cost anything

When during the day would we play it? Maybe filling in gaps in community affairs hour, maybe at 6am, or midnight,

Is the program set in with KAFM Community Radio tags-what are they listening to? Great question, for 30 minutes it isn't really our sound, that's why at weird times to start, we haven't had talk programming like this,

The whole idea was interesting but losing interest because we could have rich community affairs & good programming for here, why not local? We need to keep it local when at all possible,

I liked the different topics but what is there to pull it all together? They do series

Provides a little bit more perspective of the outside world, people have NPR for outside world

This doesn't totally fit because we are so locally-focused but it's close

Be selective on what we use but it's good to have it for gaps

Future discussion topic: Twitter & other social media use-What are we using and what are we missing? Very young audience, you can post a lot more often, but you need a network of things in order to get things going,

Next meeting: Tues, Nov. 15th. Should we host a reception for Board of Directors and staff? Yes, here at 1310 Ute Ave. We can tap into our stuff & each of us can bring something for food. Meeting at 5:30, reception from 6:30-7:30.