In attendance: Katie, Janice, Betty, Kim  
Absent: Matt, Karen, Mariah, Kyle, Martha  
Special Guest: Cyrene

- Reminder, CAB does not make policy but recommendations.  
- Community Advisory Board Roles and Responsibilities Review

KAFM Events:
- Radio Room is open at full capacity  
  - Murder Mystery  
- KAFM presents at The Avalon Theater  
  - David Starr  
  - AJ Fullerton - ticket sales are slow right now  
- Potential for KAFM presents at Los Colonias

News Segment:

We have Community Affairs hour, but no local news.

1. How many is too many-  
   a. 3 in the morning and 3 in the evening seems appealing

2. Length: Monday - Friday  
   a. 2 minutes @ 6am, 7am, 8am  
   b. 2 minutes @4pm, 5pm, 6pm (during drive time)

3. Local/Regional/State News (nothing national or political.)

4. How do we define local news?  
   a. City of Grand Junction, Legislation, not crime, positive & happy news

5. If we choose to produce we would need to hire staff to manage this local news segment.

6. If we outsource for the news the cost would be much less  
   a. Rocky Mountain News Network ($150 per week)  
   b. customize news and add underwriting

7. News program could be a revenue generator even if we incur an initial cost
8. Colorado Edition - KUNC (?)  Cyrene asked for our opinion of Colorado Edition and if it is a fit for KAFM.  Asked if we could listen to it and lend our opinion next meeting.
   a. This program is 28 minutes long and would potentially last 30 minutes with underwriting spots
   b. This could be a possibility for an evening or Sunday spot.

CAB Recommendations:
- We would recommend that the content remained more news and less opinionated content
- We recommend that we hold on the 28 minute segment from Colorado Edition at this time
- We recommend considering a two minute news segments 1 - 3 times in the morning and evening from an outsourced program - Rocky Mountain News Network
   - continue to weigh costs and revenue
   - collect any feedback from listeners to guide future broadcast

PSA’s – Cancel Culture (if I don’t like it, it should go away?)

1. Scientology Stay Well PSA - an on air programmer is not wanting to play it on their show
   a. The PSA did not promote joining the church of Scientology, but a Scientology sponsor was announced at the end.

2. What about other content?
   a. CrimeStoppers - non-profit

Review of 2020: Coach (save for July)

Back-up person for Kim for taking minutes
- Betty!

Next meeting: Tue July 20
2021 Meetings: 9-21, 11-23