

KAFM Community Advisory Board minutes

Jul 21, 2020 5:30pm Meeting #4 of 6

In attendance: Coach, Kim, Matt, Betty, Mariah, Karen, Martha,

Guests: Cyrene Jagger, Julie Van Hoek

Julie is a new account executive at KAFM. She will help generate revenue with underwriters and business owners. She will be looking at NEW WAYS to generate revenue.

Announcements

1. GJ Rockies season was cancelled, and Kyle was furloughed and has moved back home for now.
2. Katlin's baby was born on July 16.
3. Anna: Report on Roice-Hurst
4. Kim: School District 51
 - The plan is for students to return to school August 17. School has been delayed by one week so far. Teachers will return on August 4 to plan for restart. Start plans will be revealed July 28 at the school board meeting. They are subject to change based on health guidelines and state regulations.
5. Martha: Marillac Health
 - Marillac stayed open the whole time, but dental was only available for emergencies
 - Seeing medical patients again and trying to bring in more patients
 - Concerned about kids and immunizations
 - No optical services
 - Acute care needs vs. chronic care needs - meeting the needs of those patients in different ways
 - Concerns about increase in homelessness
 - Telehealth?
6. Coach's retirement
 - Coach will work through the end of the summer, but will volunteer in some capacity
 - May stay with CAB through this year
7. Anyone else?
 - Martha shared about the positive and insightful collaboration at the Community Impact Council

Podcasting

Review podcasting stats for last 2 months and overall

1. We are at 77,000 downloads in the 6+ years of podcasting
2. Who on the CAB listens to any podcasts?
Some do listen to podcasts
3. Who on the CAB listens to KAFM podcasts?
Some listen to KAFM podcasts, but not many subscribe
4. Should we be raising revenue from podcasts?

- We could generate revenue through adding advertising at the beginning or ending of podcast
- Podcasts are not subject to “underwriting” rules
- It could potentially change the sound of radio station, but not on the air
- If it is a free download, the advertising might not be so annoying
- I would not be offended by advertising. We could potentially have a bridge between for profit and non-profit organizations in the community.
- Many CAB members support creativity and innovation during this global pandemic. We are willing to listen to some different things in order to keep KAFM running.
- Cannabis in public radio? A podcast might be a way to dip our toe into “cannabis” topics on the air. Questions about federal grant money?

Covid-19 and Community Radio

Community Affairs was active all through the stay-at-home order.

Live music programming was resumed on Apr 27, on alternating days.

KAFM is continuing this alternating days schedule at least through Aug 01.

- Reasons for this schedule (Coach, Betty)
 - Give a day to clean and let the room air out
 - Betty has 14 different templates to keep this schedule running smoothly. If we ran every other show, it would be impossible to keep up with the rotation.
 - We do not have a full roster of programmers available to come into the station to do their show.
- Are CAB members noticing when KAFM programming is automated?
 - Some members can tell when the automated shows are on the air and will change the channel.
 - Most members are not noticing or minding the automation.
 - We do miss our favorite programmers and hearing the voices and nuances of the live shows.
 - The structure of the automated shows are keeping as close to the style of community radio as possible and keeping Community Affairs!

Mesa Money Minute

New LOCAL feature starts next week.

- Replacing “On the Money Minute”
- Add “here in Grand Junction” after they announce their business. This will tie Mesa Money Minute to the community and make it feel more local.

Entertainment Calendar

Per the CAB’s recommendation in 2019, we are looking to revamp the Entertainment Calendar.

- (very important to keep this feature, but it is pretty long and confusing)
- March and May minutes with recommendations will go to Executive Director
- No longer than 3 minutes
- Entertainment supports ARTS in the community
- Separate events by “virtual”, “social distanced”, “indoor or outdoor

KAFM Strategy - Cyrene

- Image/Branding/Community/Educational/Non-Political

Encouraged to develop KAFM strategy

Mission: We are community, diverse, supported by members, solar-powered

- Mission: Public broadcasting, community, strengthen community through/with the power of radio, informative, entertaining, diverse, relevant, transports listeners to a different place, stories, allows everyone an opportunity to express themselves, engages, connect,
- Goals: engage, connect, maintain, growth, sustain, appeal to current and potential listeners, appeal to current and potential volunteers and programmers, spanish language programming, internships, get Betty's brother on the air, Inclusivity! Internship program
- Target Audience: everybody, going to work, timing is everything, eclectic, white (music and events), middle age (28 - 69), Inclusivity!

Next meeting: Tue Sep 15

- Should we add Community Affairs to a different part of the day?