

# KAFM Community Advisory Board Minutes

November 15, 2016 5:30pm Meeting #6 of 6

In attendance: Kim, Karen, Zac, Alex, Betty, Monty, Katlin

Moderator: Coach

Guests: Michael Piontkowski, Barbara Butler, Mackenzie Patterson

## Palisade Translator:

Betty: Its up! Goes to Clifton.

Coach: Lots of support for new signal. Potentially an opportunity for a 3<sup>rd</sup> frequency to reach more people.

## Pledge Drive:

Coach: 7-days, similar results to last spring

Betty: A little less

Coach: Good weather, Broncos game, Presidential Debate – went dead. Didn't recover until Tuesday. 48-hour funk. Good teamwork with programmers. Tried mp3 of unreleased music as premium. Lots of compliments with 3 guitars in studio – but led to zero pledges. Show about Zombie Prom following the drive.

Betty: Sold 450 Zombie Prom tickets (goal was 600) at \$15/ticket.

Coach: Grande Valley Wines did a show; Partners gave away work crew jobs for premiums; Town of Palisade; History show giving away museum memberships. The noon hour shows involve lots of people depending on the show; good shows; not generating phone calls. Are they worth pursuing in future drives? Too much work for the time frame?

\_\_\_: Could be the noon hour because people are busy?

Coach: Theory: lots of people listening during noon hour as they are in their cars. They may be listening, but they are in a hurry (hard to pledge). I think that planting seed for a later phone call; worth special shows to raise awareness of community. Coach doesn't mind putting together special noon hour programs. I.E. Beer Geeks.

\_\_\_: Also sat down as special guest on another show to help; **promos/teasing shows.**

Coach: Teasing shows is something to consider. Even though phones didn't ring that hour, it was high-quality programming that people liked.

\_\_\_: Mini-battle of the bands during pledge?

\_\_\_: Pledge equals a vote. Band that won got to play in Radio Room.

Coach: It's been awhile since we did Battle of Bands – maybe consider again this year.

## Outside Programming:

Coach: With Good Reason – CAB recommended that it didn't sound like things that fit with rest of programming. However, they are putting out holiday-specific programs. I will play one for Thanksgiving (since no one wants to do a show for then). Not use regularly, but take advantage of specials.

## On-demand:

Coach: Radiofreeamerica.com – Archive for 2-weeks. Listeners can listen on-demand. If you have a favorite program, you can go and listen whenever. (Handout)

KAFM isn't on there yet; I am considering this. Can play live stream also. List of recent programs. What is the CAB thoughts?

Our program is the most extensive and complicated because we have 18 hours a day of original content. So more work to set it up.

\_\_\_: Beyond initial setup, **what ongoing maintenance is involved?**

Coach: IDK! I'll ask the guy. Maybe a programmer could volunteer to take this on. Programmers would be excited because anyone could listen anytime. Is this something you would use?

\_\_\_: Can anyone listen anywhere in the world?

Coach: **Maybe block regionally? I will ask the guy.**

Coach: I don't know why we wouldn't want it worldwide?

\_\_\_: Are other underwriters on there?

Coach: I listened, and their underwriting is on there.

Betty: **Mention that premiums are not available after the fact. Pledge drives?**

Coach: What does he mean 'easier fund drives'?

Coach: Would we do community affairs? We already podcast community affairs for each segment.

Coach: **How soon are they available after they air?**

Katlyn: Who would use this? Demographics. Is it worth the time? Who is listening?

Coach: EX: Bluegrass show (4-630 on Tue); If you love bluegrass and you miss it, you may listen to it.

Betty: I would use it.

Coach: What about data? I download ahead of time so I don't use data.

\_\_\_: Negates time zones.

Coach: Hearing lots of reasons TO do it; not a lot of reasons NOT to.

**Reasons not to/stuff to look into: Work load. Clarification on timing issues. Fund drives?**

**Demographics?**

Zack: Promote it otherwise people won't know where to get it.

Alex: be intentional so folks are not confused on what this 'Radio Free America' is.

**Political Fallout:**

Coach: Since 2004, not much. This year, no one has called to complain about anything. Haven't heard anything inappropriate. Bad news: since election; many complaints about programmers on social media. KAFM/Coach cannot control that. People associate these programmers with KAFM. A programmer quit KAFM because she feels it is liberal. She had hate mail because she is conservative. (Coach read resignation letter). That hurt. "I work hard to make it a place to feel comfortable regardless of political affiliation." Estimated ¼ of programmers are conservative leaning and feel comfortable. Social media has generated negative publicity. Has anyone else noticed this?

\_\_\_: No. I haven't noticed anything. It should be understood that if it's connected to the radio station, it's not okay.

\_\_\_: Impossible to control what's on social media. Freedom on social. Can only control yourself.

Betty: Don't say things face-to-face that we say on social.

Zack: Ask programmers to be considerate?

\_\_\_: Personal & public – we are who we present. How you act on social may not be how you act as a programmer. But there is overlap.

\_\_\_: For beer geeks – there is page that is separate (Grand Valley Beer Geek Radio).

Katlyn: No way to control. People associate with KAFM. You only have control to YOUR (KAFM) page.

Betty: How do you manage if something that looks poorly on station – could ask them to leave. Have to draw that line.

Coach: Tori is here! She is social guru for KAFM.

Tori: You have a separate page that is ours and solely ours. We control it entirely.

Another question – have you noticed social at all?

Zack: Post a picture; if you do a link, it filters how many people actually see it. If it is a picture, it reaches more.

Betty: Promotion. How did it go?

Tori: People saw it (10,000) but only few hundred clicked; a few hundred people reacted. Stats.

Coach: Interesting topic. Timely. In the coming year, we will address this topic in two ways. 1) How can we maximize social? 2) Can we/should we set policy for programmers for social? Disclaimer?

Speaking of 2017....

.... I ask for year-to-year commitment. No term limits. If you want to stay, commit to next November AND you think you can make to most of the meetings. Let COACH know by December 1<sup>st</sup>! (Then he will look to recruiting new CAB members).

THANK YOU!

Adjourn.