

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 3rd 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 1st! (Then he will look to recruiting new CAB members).

THANK YOU!

Adjourn.