

KAFM Community Advisory Board Minutes

May 17, 2016 5:30pm Meeting #3 of 6

Kannah Creek brew: variety pack

In attendance:

Coach, Alez, Katlin, Zac, Monty, Tedi

Board of Directors rep: Ginger Mitchell

Guest presenters: Dave Kenworthy, Tony Lopez, Will Whalen

5:30pm Alice Adventures in Wonderland David Kenworthy, producer

Adapt children's stories, Greek mythology, tied in to D51, "Adventures in Wonderland".

Use local programmers, David produces, wrote original score.

Cast *different* children playing roles of Alice *or* Alex; each part has different children.

- Listened to 'Intro / down the rabbit hole'
- Tea party

Keeps original dialog to the stories, so children can follow along.

47 minutes long. Asking *where* we should play it?

- Recap of the project as used in Pledge Drive
- Broadcast of the entire show
- Podcasts
- Possible short-form programming

Coach: I have decided to broadcast it. Play **3** times over the summer. Before an hour on Broadway. Looking for another opportunity to play it (maybe holiday). Dave chopped it up into 5 min segments at my request. Wanting to play in short form. Where would we play short form?

Alex: Would they confuse with word of the day or kids stories?

Coach: Make it clear what program it is. Note that it is part 3 or 10 so they know it is part of a different program.

Others: Like the idea of teasers. Tune in at these set times.

Coach: Instead of airing 5 min chapters, have 1 min teasers with message that you can hear in its entirety at ____ date and time.

Others: Marketing to teachers. Not in front of TV, but exploring a book and using it as a resource.

David: Thinks we can make it a 'sponsored' learning activity w/ 1-page study guide. Coloring pages. Lend themselves to aid for teachers.

Others: Library & 970West? Clout with partners.

6:00pm Community Outreach - - Tony Lopez

- Featuring local theatre productions on An Hour on Broadway

Tony: Thought is to do hour long program and have a little segment that ran every segment that highlighted local theatre in the valley. "Now playing at Palisade High School...ect.". Win-win. Free. Open up listeners. Highlight what they are doing. The problem: non-profit versus for-profit theatre groups. Maybe not okay if you want to promote a for-profit group (EX: High Desert

Opera, Theatre Project). Include 4-high schools, CMU, and Senior Theatre. Highlight what you are doing at your school; however, for-profit agencies. Recommend we start with non-profits.

Coach: Is it worthwhile? YES.

Do we allow for-profit to do this?

Tedi: Fine line b/t for-profit theatre.

Community calendar has it anyways, just highlighting in the Broadway show.

We allow other's to announce events – why not this one? Is it taking away from UW revenue? It doesn't cost the station anything. Inclusivity. Is it lost revenue from the station?

6:15pm Fund-raising idea - Will Whalen

Asking Grand Valley recording artists like Jack + Jill, Zolopht, Shea Bramer, and Andy Bowen (or local studios like Aspen Leaf, Fusion Audio Solutions, Crimson Studios, and Barn Jazz Productions) if they have any B-Sides, rare recordings, or exclusive content they would be interested in providing to fans who pledge to KAFM.

Coach: Over \$30,000 from pledge drive. Will brought guitar and played live to raise \$. Idea for the future:

Will: Left over CDs. Clutter. How about digital incentives?

Local connection. Worth trying. Invite Will & Zack to staff meeting to try it.

Make sure donor knows that KAFM is sharing an email with the local artist.

CAB APPROVES!

6:30pm Community Affairs update

- Business Profiles: former show hosted by Tedi... We're thinking of bringing it back in some form. FCC issues? Underwriters only?
- Coach: Talk about the special Underwriters Hour during the recent Pledge Drive

Coach: Other hour-long community affairs programs. Katlin hosted pledge drive with Coach. This is now bringing back 'Business Profiles'. Have Katlin move forward as host of 'Business Profiles'.

Tedi: Did not exclude to just current underwriters. People did become UW as a result of this program. It got competitive. Watch script. Not an AD. Just like: "How did you get involved with KAFM?" Understanding with business that it is where they came from and why they do what they do. Not about business but rather the person's history and why they support KAFM.

Coach: What should we focus on? Non-underwriters, or underwriters?

Tedi: Give value to UW, but don't exclude. I absolutely mentioned if they were current underwriters.

Kaitlyn: Some business didn't show. Have multiple businesses in case someone is no show.

Coach: Hear that the CAB likes the show. But do we have a list of appropriate questions for each UW:

- What was your first concert
- What do you listen to
- Who do you like operating with
- Who do you work with in the past
- Why do you operate in this valley
- Who do you look up to
- Who is in your 'contact sphere'

Tie to personal music preferences.

6:45pm Tori Minor - Music/Production Director

- Legal IDs
- Overnight music

Tori: Do we want loooooong legal IDs or short and sweet. Have lots of people record legal ID's and have them rotating.

CAB APPROVES using a variety of voices on the legal ID.

CAB: Listen to overnight music and provide feedback on the new rotating playlist.

Next meeting: Tues, July 19 FULL MOON!