

KAFM Community Advisory Board minutes

Oct. 20, 2020 5:30pm Meeting #5 of 6

In attendance: Coach, Kim, Karen, Anna, Betty, Martha, Katlin, Matt

Absent: Janice, Mariah

Guests: Katie Meyering (new program director)

Announcements

1. Introduction of Katie, new Program Director
2. Baby Khloe is 3 months old and Katlin is back at CMU!
3. Anna passed her Certified Animal Wellness exam! Jackson Galaxy from Animal Planet...Roice Hurst is involved in designations from Animal Planet programs.
4. D51 still in session
5. Grand Valley Task Force: formed at the end of June: identify bias in our systems, structures, and institutions...7 work groups formed

Entertainment Calendar update

1. The on-air calendar is being produced by staff members and new volunteers
 - a. CAB reviewed Entertainment calendar and provided feedback that impacted some subtle changes
2. Listen to samples
3. Changes:
 - a. Different voices
 - b. Shorter...2 -3 days at a time
 - c. 3 minutes or less
 - d. Background music consistent

Covid-19 precautions- review and comment

1. KAFM still broadcasting live every other day
 - a. Stay at home order: completely automated except for one hour "essential" community affairs
 - b. After "Stay at Home" developed an alternative schedule with live programming every other day.
 - c. Possibly review health guidelines to see if we can go back to daily programming
 - i. We still have programmers uncomfortable coming in and some unable to cover their show because they have symptoms or are quarantining. We can maintain covering shifts every other day. KAFM may not have capacity to cover shows every day.
 - ii. Management of part time and hybrid situations with programmers can be challenging

- d. No positive cases
 - e. Programmers self-quarantining and reporting symptoms
2. Cleaning/disinfecting supplies in the broadcast booth
 - a. Consider a checklist for programmers to ensure that everything is clean and sanitized
 - b. Provide 10 minutes of automated music at the end of each show to allow programmers to clean and sanitize
 3. Microphones covered with plastic wrap to facilitate cleaning
 4. Volunteers asked to refrain from visiting the station except for their show
 5. Programmers are not to have guests in the studio
 6. All visitors to the station are signing in at the front desk (new)
- KAFM staff continues to work on planning and building protocols to ensure that the station can return to full time live programming for listeners.

Complaints from programmer(s)

- KAFM should be live every day
- The automated music has no flow
- Listeners are tuning out
- Listeners have not been told specifics about the alternating schedule

CAB comments about the above:

- Can empathize with programmers
- Not noticing any change
- Car listeners: listening 20 minutes at a time and not inclined to change
- Martha: I trust this organization and if I hear something different on the air, I assume positive intentions and the decisions are being made in response to our current situation. I am proud to be a part of such an adaptable organization.
- **Transparency:** could be an issue for our listeners. It is not the intention to keep listeners in the dark, but could be a TMI issue
- **Communication:** important to communicate and help people understand why the staff is making the decisions.
- **Communicating** the schedule could be beneficial so they can tune in to certain shows. Listeners want to know when to tune in to their favorite shows.
- KAFM staff is trying to maintain the genre specific shows for the automated shows.
- **Compromise:** Get programmers to select music and record promos for automated show. Develop a universal message to explain the schedule, automation, and health guidelines. Find ways to help programmers maintain their listenership (fans)
Find ways to help listeners engage with their favorite programmers.
- Impact on fund drive? KAFM staff is trying to adapt.
- ★ Transparency and Communication with Programmers...Nurture them
- ★ Transparency and Communication with Listeners...Nurture them
- ★ Continue to communicate with community about Covid
- ★ KAFM has grown their membership in 2020! Does this refute the claim of listeners tuning out?

For next meeting:

- **Does KAFM need a local news/weather cast?** - Cyrene
- Should we add Community Affairs to a different part of the day?

Next meeting: Tue Nov 17

CAB decided to go ahead with our annual end-of-year reception for staff and board of directors. Coach will invite staff and BOD to the reception Nov 17.