

KAFM Community Advisory Board Agenda

Jan. 19, 2016 5:30pm Meeting #1 of 6

Facilitated by Coach & Tori

Kannah Creek brews: Vertical Drop, Island Mesa

2016 CAB

New member introductions- Present: Martha Graf, Alex Forsett, Catherine Melorango, Tedi Gillespie, Betty Ries, Monty Haltiner

Review of 2015 CAB issues:

- Jan-Coach wanted food & drink shows on air- update: beer show and food show (possibility for wine show); new recruitment for programmers- update: progress is great; Spanish language programming- update: let it die until a Spanish language programmer came along
- March-New Senior show- update: boomers and beyond; Pledge drive; remote program from Florida- extends reach
- May-Pledge drive in retrospect
- July-Presentations (Sarah Cameron-Jason, Veteran's Show- died after first show but hope to reinstate); Community affairs expansion? Can revisit
- September-Terry had idea for pet show, has done 4 shows doing well; vegetarian show to produce short form programming; fall pledge drive
- November-Survey results;

Community Affairs update

Food Frisbee report-New show that came out of recommendation, HUGE success,

Ideas:

- Historical Society Priscilla Mangnall & Eileen O'Toole-Mesa County Historical Society wanting to let the county know more about the history of their community... topics? Almost anything that has to do with local history, sponsor oral history program,
 - Monty- What is the cut off for "historical"? Yesterday. Want to stay relevant. Doing programs that go along with current events, example of Josephine Dicky (Black History Month),
 - Would use 15 mins that they talk about oral history program, bring in various members with their stories,
 - Topics? Building history, "today in history", history of the canals, history/impact of i-70 and disruption,
- Getting listeners involved-set up email address and give it out and ask for listeners input; issue of callers
- Tedi-issue of the show being short-hard to pack it all in in 15 mins, loves the idea, many fascinating things about the area,
--mixing it up with interviews and oral histories etc.
- Coach-finding others who are experts in areas that they are not, loves This Day in History idea, could turn in to short form

- Program would start at once a month (starts on February 11) but expansion is certainly possible
- If anyone has idea for a name send to Coach
- Monty: show name idea: “Our Grand History”:
- Business Profiles: Patrick Swonger- Patrick is fairly new member of KAFM staff, sells underwriting and includes directing radio drama over holidays, idea of resurrecting ideas for show
- History is stories but more than anything people, personal and career history of business owners (Precision Printing-great example because of how much printing has changed), UWs say “you guys never talk to us unless you need money”, financial support is crucial to keeping KAFM on the air, show with history of the company or business-need to be very careful about “pluggola and payola”, having set list of questions with goal of being uncontroversial,
- Tedi on Business on Air: delicate dance, 1) number of dif. UW representatives who saw it as vying for potential clients, structure & list of questions is crucial, there is a story to tell-have questions that direct them towards that person in the community and how that business fits into the community, problem potential is business saying “you only come to us when you want money” only so much time in a month- how do you order it and how do you decide who gets to be on the show?, great way to get new businesses on, how to get 30-40 UWs on the air, fun drive show with “underwriters’ hour”, “when people come in the doors there’s a natural affinity that happens”, scheduling issues with people running their businesses during the day
- Martha-Have a kick off & then pick them at random, how to get it going without being bad blood
- Patrick-Pre-record everything & putting people in a queue, bringing the station to people,
- Coach-you might want to bring in multiple guests each time, what if UWs were competitors? Would you consider having them on at the same time?
- Patrick-ONLY underwriters, good cookie cutter formula-history is individual and personal, want to keep it separate, using individuals & issue with radio having no image, compelling nature of one-on-one, trial & learning process, why can’t we go with every two weeks?
- Alex-Have UW asked about this?
- Patrick-People wondering about when it’s going to happen & why it hasn’t happen yet
- Stories: Jeff Liddle-was one of the long-term and original producers of “Words”, program similar to fun drive program, brought kids in who had created stories with themes-very successful, goal was reached and over!!, more than just the definition of words, now a sub for the gifted and talented class-good opportunity to find guinea pigs to try out his idea, “16 habits of Mind”, had kids come up with a story which would highlight this, kids at school not the best with the littler kids, multiple kids/different voices,
- “32nd graders “Persisting”- Hunter, Violet, and Jonas- had opportunities to record kids out in the field but want them to come into the studio; interested in kids who can write an engaging story & can be ready when they get there; wants to not always be the one

bringing the kids/recruiting; facilitators of quality stories being written & reading them well; about 2-4 minutes long 5 min max,

- 5th grader “the Sled”- background with connection to story
- Tedi-“Words” is one of her favorite things ever & also a favorite of many other listeners, loves the idea, creativity in mixing-loved the first one esp., recommends to put more voices with more mixing, may be helpful if school district is going towards more project-based curriculum,
- Jeff-He has both as of now. The story is as good as the kids writes it and reads it. Not yet running although there are 32 of them made and ready to go. Could be potential for UW.
- Monty-Spanish language??
- Jeff-has contacts at dual emersion schools
- Catherine-Super School News contacts

Next meeting: Tuesday, March 15:

Podcast stats: 2015

Email from a radio professional

Patrick wants to get on a future agenda for show idea

Tedi- Talk in March about Pledge Drive-“Underwriters’ Hour”