**KAFM Community Advisory Board**    Minutes

Sept. 17, 2019   5:30pm Meeting #5 of 6

**In attendance:** Coach, Katlin, Karen, Janice, Martha, Betty, Zac, Anna, Matt

**Guests:** Mike Mansheim, Donna Morral, John Cooper

**Family, Friends, and Neighbors -- The Reboot**

The resurrection of an old KAFM Community Affairs program for the LGBTetc community

Guest presenter: Mike Mansheim

* KAFM gets a grant from the Guild Foundation, they have been asking what KAFM does as far as outreach to the LGBTQ community. KAFM used to have a program years ago.
* Mike was involved years ago with family, friends and neighbors
  + Passed out initial ideas for what the show would sound like with the goal of leaving listeners with an ah-ha moment. To help both family and friends of LGBTQ individuals be able to support their LGBTQ friends/family and to provide resources.
  + CAB advised to include that this is an inclusive show for everyone in the intro and outro, so that listeners know it is a show for everyone and not just members of the LGBTQ community. Also possibly include the ‘a-ha’ moments in each show and lead with that is the mission of the show. Possibly ask people outside of the LGBTQ community and what questions they may have but are too scared to ask. Possibly include a show on marriage and/or parenting and bring in both parents, kids and experts. Possibly include a show on mental health and suicide in the LGBTQ community.
* This show is not just for the grant or Guild Foundation because it is an important show that is missing from KAFM currently.
* Mike has been to orientation so next steps is finding what slots are available on Community Affairs.
* [Michael.Mansheim@mac.com](mailto:Michael.Mansheim@mac.com)- in case individuals have additional topic ideas

**New Community Affairs show:** Money Show

* Guest presenter: Donna Morrall of Clear Waters Financial
* This show has aired twice so far.
* Came here from Cincinnati and has wanted to do a show on money topics.
* Possible new name of the show: Show me the money, Money Talks
* Topics:
  + Secondary insurance like Medicare (current topic idea)
  + End of year taxes (current topic idea)
  + DIfferent way to pay for college (current topic idea)
  + Psychology of retiring (current topic) but looking for ideas on guest presenters
    - Martha recommended a local AARP representative, John Rodwick
    - Possibly reach out to a CMU psychology professor, directory of faculty members at coloradomesa.edu
  + Student loan debt (new idea)
  + How to think about how much debt to take on (new idea)
  + Strategy for whittling away debt (new idea)
  + Tips for sticking to a budget, budgeting strategies (new idea)
  + Savings, ways to get started saving and why should you want to have a savings (new idea)
    - Other resources if you literally don’t have enough money to save any each month
    - Recommended book is the Latte Effect
  + Book reviews (new idea)
    - Especially if guests don’t show up
  + Stay in tune with the news cycle to get show topic ideas (new idea)
  + What is bankruptcy? Chapter 11 (new idea)
  + Analysis on Pay Day Loans, cautionary tale (new idea)
  + Success stories (new idea)
  + How to talk to your kids about money (new idea)
  + Reverse mortgages (new idea)
  + Donating to favorite nonprofit, and how easy it is to roll over IRAs into that, etc. (new idea)
  + Importance of businesses doing financial literacy/wellness programs
  + Do a quick 1-3 minute talk on updates on the industry as a whole each whole.
  + Donna’s contact info is [donna@clearwatersgj.com](mailto:donna@clearwatersgj.com) or 970-234-1937 and her website clearwatersgj.com

**Dist. 51 Arts**

Guest presenter: John Cooper

* Why? John serves on the arts and culture commission for GJ. His assigned task within that commission is to work with D51. For the elementary level only .68 cents per student per year is allocated through the D51 budget. Out of all of the elementary schools in D51 there are only two art teachers (may need to double check that Katlin heard this stat correctly). CMU, D51 and the art center all talking together- positive so far but feels like it's important to consolidate all of the D51 art events into one place. Wants to publicize D51 arts events through this show.
* Some of CAB thinks it is important to keep D51 art events separate from the regular KAFM events calendar, so that D51 events don’t get lost. Other part of CAB thinks it might be useful to split arts and entertainment. So all art events are on one calendar and all entertainment events are on a different events calendar. There was quite a bit of discussion around this.
* Insert a D51 recorded feature each week?
* Need to include D51, charter schools, private schools, home schoolers, etc. So possibly make this an opportunity but then schools need to submit everything by a certain time and date in order if they want to be promoted on KAFM
* Maybe this would increase D51 parent listenership to KAFM.
* We as a board think this is an important issue that needs to be researched more.
* We’re receptive, program director wants to make this happen if this is sustainable and listenable.
* Is there a way to have the kids produce this as part of their curriculum?

**Possible Program Addition: The Children’s Hour**

Preview an excerpt of a program.

Conference call with the producer.

CAB discussion about the value of this type of program for KAFM.

* Free program
* Coach passed out a handout
* KAFM does currently offer much out of town programming (other than shorter features)
* Currently there is only one other one-hour talk show, Ramona’s show.
* Martha question for Katie, how do you choose your topics
  + Listeners suggest topics, her kids crew suggests topics, presented with irresistible topics (in December offered to interview astronauts on the International Space Station), Katie hears about things and wants to know more and then will puruse further
* Zac, question for Katie, how much of it is science based?
  + Four focus areas, STEM education is one of them, civic education, performance, and cultural education
* Janice, question for Katie, share some of what they had discussed when they met on an airplane about when kids interview politicians
  + The kids interview all different politicians (governors, county elected officials) The goal is to find out what those jobs entail so the kids can learn civics and so that those of us who can vote know how our elected leadership duties pertain to our day-to-day life.
* Coach, question for Katie, can we be certain that the Children’s Hour is not going to push a political agenda?
  + Of course, their goal is not to push ideology, it’s to help the kids understand the job of a politician. They will not interview anyone who is up for reelection.
* Coach, second question, all of our programming come from here in the Grand Valley, this would be a little unusual for us. Would our listeners find these topics to be of relevance to their lives?
  + Yes, even though they are covering New Mexico topics. But they try to find topics that are of interest on a national level. They explain to their guests that this is a national show, not just information for a local New Mexico audience.
* Katie has hosted this show for 18 years.
* Discussion:
  + Janice recently spoke with Katie for two hours on an airplane where they happened to be seated next to each other, and Katie’s passion really showed through the conversation and it was really interesting. Hard to believe coincidence!  Must be fate!
  + The content and production quality is really good.
  + Do we have the listeners that would be interested in this type of programming?
  + Coach may have to get creative with how this fits in the program schedule to find the appropriate time slot.
  + Is this a show for kids? Or is this a show for adults? Seems to be produced with both in mind, so good family listening.
  + Some CAB members feel like an hour-long program featuring kids may turn off listeners. Is an hour too long?  Not if placed in an appropriate time slot.
  + Reasons to try it: diversity of our programming, put on grant applications

Next meeting:  Tues., Nov. 19