

Members Present: Karen, Loran, Martha, Kim, Katlin, Coach

**Welcome to our newest members Martha from Kid's Voting and Katlin from Kannah Creek

New Station Manager: Joe Cassara has brought some new and exciting things to KAFM

- Pre-recorded underwriting – feedback improving...more positive
- There is now a different phone in the control room that makes it easier to phone in on air
- New server and mail – more technological

CAB Vision: CAB will not be concerned so much with the programming and sound (may discuss, but not on agenda)

- Image in the community and KAFM community involvement
- Ensure connections/Create a web in the community
- Community Outreach ~ reach out and let people know we're here
- Gain listeners and members
- KAFM is the thread that connects all community members in unique ways – through relationships and awareness
- **Future Discussion:**
 - ✓ What benefits do members get? (brainstorm member benefits and privileges beyond the grocery bag and t-shirt)
 - ✓ What is KAFM already doing to reach out to the community

Radio Room: "Cash" organizes some great events in like Zombie Prom, Radio Daze, etc

- **Future Discussion:**
 - ✓ Look at the Radio Room Calendar to gain awareness of current featured events in the Radio Room
 - ✓ Brainstorm new ideas for the Radio Room events

Community Affairs – We are exploring new format ideas to increase quality of programming and keep listeners interested and thinking about reallocating the time in the 30 minute show.

- Coach recorded a great new introduction
- Encouraging a co-host of opposite sex or different vocal quality
- Encouraging more than one guest and segment the show with a small break in between each guest.
- CAB listened to some sample shows and discussed the formats
 - ✓ Vibrant Wellness – Paula Anderson may be the new cohost
 - ✓ Connect the Dots – connecting the community with resources

Community Affairs - "Money Experts" – Premier Mortgage Guys started show that discusses financial topics, lending, and credit

- The show is around 15 minutes, may expand
- Gina, a tax accountant will be the next guest
- The CAB brainstormed ideas for future topics and discussions for this show:
 - ✓ Taxes
 - ✓ College funding
 - ✓ Retirement
 - ✓ Mortgages
 - ✓ Saving!
 - ✓ Steps in Buying a Home – first time
 - ✓ Steps in Buying a Home – moving
 - ✓ Building and Repairing Credit
 - ✓ Good Debt vs. Bad Debt
 - ✓ Home Equity Loans
 - ✓ Types of loans available for different needs
 - ✓ Student Loans and Financial Aid

Community Affairs – Sports –

- Seasonal Grand Junction Rockies Show
 - ✓ Coach interviewed manager/players
 - ✓ Part of discussion about baseball
 - ✓ Part of discussion about how the ball club supports the Grand Valley
 - ✓ Talked about live music at every game. Highlighted upcoming bands
 - ✓ Connection with community
- CAB highly recommended that the seasonal show with the Grand Junction Rockies should continue as an integral part of our community outreach
- **Future Discussion:**
 - ✓ CAB would like to discuss other SPORTS related community affairs and outreach opportunities that might include high school athletics, local sporting events, and Grand Junction amateur athletes
- **Future Discussion:**
 - ✓ Look at all Community Affairs programming to gain awareness of featured shows and categories
 - ✓ Do we have enough of one category or too little?
 - ✓ What are we missing?

Next meeting will be at Karen's house on April 16th

Future Agenda Items:

- ✓ **Member benefits and privileges**
- ✓ **Radio Room and Events**

- ✓ **Sports related shows**
- ✓ **Community Affairs programs**