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