

KAFM Community Advisory Board Minutes

Mar 19, 2019 5:30pm Meeting #2 of 6

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

Recap of Spring Pledge Drive

Janice said she would commit to a matching donation for possibly the fall or for sure the spring pledge drive.

Just shy of \$32,500 goal about \$28,000 in already...With pledges to-be-paid, we believe we will reach the goal over the next few weeks.

Community Affairs shows did well (Beer Geeks, Food Frisbee, Cork Dorks, CMU Mavericks) this year with raising funds.

Special Features

Review of Features weekly schedule:

Listen to samples of features to refresh CAB members minds.

*produced at KAFM

1. Health in a Heartbeat
 - a. Recipe one did not resonate as much with the group since it's hard to remember recipes from just listening to them, but if more of the shows are about overall health than that it's a keeper. Plus it has steady underwriting.
 - b. CAB would recommend a "local" health in a heartbeat if it was possible or if one becomes available in the future definitely consider replacing the current feature.
2. A Moment in Time
 - . No comments
3. STORIES*
 - . Discussion around more of an intro because if listeners aren't familiar with Stories they may be confused or turned off by the intro music/beginning. Overall the group seemed to really like Stories.
4. On the Money Minute
 - . Most of CAB found this show interesting. Not too many questions or suggestions.
5. Crimestoppers*
 - . Interesting but no other comments.
6. SoundBeat
 - . No comments
7. EarthDate
 - . Overall interesting but no other comments.
8. Entertainment Calendar*
 - . Really important to keep this weekly feature. But it seems a little long and was hard to follow. CAB members thought it would be good to start each sentence or event with the day

(really emphasize each date and time). Stick to the main details and don't describe what every event is because otherwise you can lose your audience. Possibly group each day events by category to help organize events better. The url at the end was really helpful.

a. Possibly only include events submitted to the KAFM calendar? To limit number of events and that encourages people to take the time to go to KAFM's website and calendar.

b. CAB wants to revisit this at the May meeting and Coach will invite Suzi and Yvonne to participate in the discussion.

- Are features in appropriate time slots?
- Which features are underwritten. Who might be good sponsors of others?
 - Did underwriters pick the spots they are underwriting? Ramona probably offers it up as an option when businesses want to underwrite.
- Any features running too often or not enough?
- Have any features become tiresome?

Podcasting (Didn't get to this topic tonight but will get to it next meeting)

Review podcasting stats for last 2 months and overall

1. We are at 52,000 downloads in the 5+ years of podcasting
2. Who on the CAB listens to any podcasts?
3. Who on the CAB listens to KAFM podcasts?
4. Should we be raising revenue from podcasts?

Next Meeting: Tues May 21