

KAFM Community Advisory Board Minutes

Mar. 15, 2016 5:30pm Meeting #2 of 6

Kannah Creek brew: assorted

In attendance:

Coach, Martha, Kim, Alex, Katlin, Karen, Zac, Betty, Monty

Guests: Stuart - the hip-hop man, Tori, Music Director

Copyright Law - Tori Minor

A push to be careful to playlists when it comes to copyright laws & regulations. Handout passed out about not being an interactive service.

Tori - Pay royalties for sound exchange. KAFM must be "Non-interactive" service (unlike Spotify). KAFM is a 'non-interactive' service; meaning listeners cannot pick music.

- Not announce *when* a song will play
- No more than 3 songs in a row by same artist (cannot play a half-hour of the same band)
- Not more than 4 songs by same artist in a 3 hour period (Grateful Dead Show)
- No more than 2 songs from the same CD in a row

Tori - There are ways to work around these rules. KAFM staff will be coaching staff to accommodate new regulations. KAFM must be proactive about compliance with FCC regulations - otherwise the station could face fines. Other stations are focusing on this right now, and so should KAFM.

Coach - Someone brought up Grateful Dead Show, and that specific artist released all their music for free to the public, and that could be an exception.

Tori - Some is fair-use music. We have to look into a lot of things, international licensing, ect. KAFM has more to learn about these laws and rules as it relates to copyright and these laws.

Betty - But there is so much free music out there; you would think it would be okay.

Hip hop programming- Stuart de la Rosa

Coach - Stuart has been working at KSMT in Breckenridge. He has moved back to the area and wants to be a part of KAFM. Has a show every-other Saturday night at 9 PM. I want to expand his role at KAFM. I want the CAB to give feedback about this decision. KAFM is exploring music that is contemporary and urban.

Stuart - KMSA - did a hip-hop show. Has a ton of vinyl; most is hip-hop. Came to KAFM in 2001. Did a show 9 PM - midnight with Irvan. Graduated from Mesa with Marketing and Radio. Became the underground hip-hop DJ (Hip-Hop Director) in Breckenridge at KSMT - The Mountain. Playing vinyl. Discovered bigger audience and hip-hop that didn't represent 'debauchery'. Wants to bring soulful,

intelligent hip-hop. Has not received a paycheck for any of this because it limits his creativity and limits his style. Wants to show you that hip-hop is not what you see or what the media shows. Wants people to not be offended by the stigma around hip-hop. Put four songs together (5 min.) that he played for the board.

Coach - Questions for Stuart?

Stuart - Play good international hip-hop on some night shows as well. He has been traveled all over. Stuart has had a radio show for 8-9 months on KAFM. Community radio is a love - does not take offers because he wants to make his show, not a corporate show.

Monty - How do you promote a show? Maybe use the community affairs hour to mention / featured artists to help get people interested in the shows and different times.

Betty - The revelations is hearing things you have never heard before. This is why we have community radio. Not the same songs over and over - but new music.

Stuart - Does have a Facebook show. Old ladies call the station and love the shows. Has a fan Donna that is older and showed up at the station.
(Stuart leaves)

Coach - I wanted to raise awareness for his show. Does anyone have a reaction to the music he played?

Betty - Hip-hop music is incredibly popular. We need to incorporate it.

Monty - I try to show my kid good hip-hop.

Coach - I am considering having his show every Saturday.

- Lots of comments from the CAB supporting Stuart's music. -

Kim - I have middle school music that hip-hop is their life. Kids sing along with these songs and not know what they are saying. Wants his show because it presents hip-hop to the community in a much better way. He had a great presentation.

Community Affairs update

Coach - Jeff's Kids` writing segments have started - Tues/Thur 6:30pm - Sat/Sun noon & 5:00pm

Coach - I want these to be available online via Podcast. I feel weird mixing in these short-form features with all the other podcasts online. What`s the best way to podcast this short-form program?

Used to each kid had a day - but it was much more production (365 days). Now it plays 1 new a week that plays Tue/Thurs; then 4 on the weekend that is random (using the whole library we have so far).

Betty - Maybe 1 new upload - month in 12-min. (or so) podcast.

Coach - I like it. Like once a month 'Beer Geek' Bringing 19 kids tomorrow - he will get 19 stories recorded as a field trip.

Art Auction Recap

- The auction brought \$20,464.94
- 51 pieces sold out of 87 offered for auction.
- After paying the Artist shares KAFM netted 11,637.04.

KAFM hosted here for the first time. Remodeled. Art Gallery was open all week from noon-8pm. Live musicians, poets, chefs, radio shows, Palisade Distillery. Maybe will shorten next year - long week. Every half-hour featured artist / short interview on-air. Saturday was Auction. Brought netted almost \$12k - **51** pieces sold in less than 2 hours.

Kim - I got 6 pieces. We enjoyed. Positive feedback. No tickets - it was free. Auctioneer was a pro - but - Mike's passion and knowledge of art(Liked Mike's knowledge of the art.) Disliked that less people were actually bidding. Seemed like people were just there to drink - not spend \$ on art. Suggestion - Sell tickets and then if you actually buy art, you get a refund on your ticket. That way there are people that are there that are *truly* interested in buying art.

Coach - How many people do you think were in the room? Did they all have bidder numbers?

Kim - There were people with no paddles. One action we went to they had numbers on the back of your program, so everyone had a 'paddle'. If you got a ticket, you would get a number, program with all art inside. Overall - few pockets of bidders.

Coach - More people could have had numbers. Pros / Cons of having Art Auction here. As a bidder - here or a hotel.

Kim - Hotel.

Monty - Bid room with tables, there is paddles at all tables. When people walk-in, you give a credit card. They have people walking around inviting people to bid. Need to engage more people in bidding.

Coach - There is a survey out - get it from me or Ramona.

Kim - Amazed at amount of \$ brought in because you didn't feel it during the auction. Seemed like some big \$ pieces.

Monty - Something for people who couldn't bid - who wanted to. "If you didn't have a chance to donate - didn't win a piece - simple thing - raise your paddle if you want to donate some money."

Coach - Pledge Drive. CAB members can volunteer, get on the mic, answer phones, help raise some money.

(1-week) Pledge Drive: Start April 8 @ 4:00 PM - End April 15 @ 4:00 PM.

Programmers/Volunteers Meeting for Pledge Drive Wednesday March 23 @ 5-7PM

Kim: We will make Mac & Cheese Cupcakes

Podcast stats: 2015

(Coach handed out PODCAST list with # of times listened too)

- Podcast downloads up **37%** over 2014

Coach - I want to brag saying the podcasts are going well

- Most popular episodes: Connect 4 Health Colo., Vibrant Wellness, BLM, Zolopht
- We should hit our **12,000th** download next month

Betty - Short form vs. full shows

Monty - Beer geeks

Coach - Go through staff (like Coach) versus volunteer programmer. People are listening to these 'podcatchers' and so people are listening.

Coach - Email from a radio professional - Was/is on radio as a news commentator. About news show on "community radio".

Next meeting: Tuesday, May 17.