

KX FM Advisory Board Meeting Notes

September 22, 2022

Details

Date: Thursday, September 22, 2022 @
4pm-5pm
Location: ZOOM & at KX FM
9-22-22

Attendees

Meeting Called By: Alyssa Hayek (General Manager)
Notetaker: Erica Delamare (Music Director)
Attendees: Alyssa Hayek, Erica Delamare, Michelle Anderson, Julie Laughton, and JJ Ballesteros

Agenda

I. Welcome (Alyssa Hayek)

- Discussion of the purpose of Advisory Board role in KX FM
 - Alyssa explained the need for having the advisory board as required by the CPB federal grant
- Station Updates
 - Alyssa shares that the station added many new shows this year that the programming is now at full schedule
 - The station received great response to the 2022 City Council Candidate Forum
 - KX will be putting on the radio play “Auntie Scrooge” in collaboration with No Square Theater in December
 - The station received approval from the city to use Lot 10 to put on events

II. Committee Feedback (Erica Delamare)

- Part of the station’s mission is to be a source of information during an emergency. How do you feel the station handled its response to the Coastal Fire, tsunami warning, etc.?
 - JJ shared he listened to 1-2 of them and that we are the first place he goes to for emergency updates
 - Michelle echoed JJ’s comments and added she has been able to be a resource for friends who live in because of the station’s emergency response
 - Julie believes KX FM is doing a good job providing emergency updates
- What new things would you like to see the station doing for community engagement?
 - In regards to on-air content?
 - Julie mentions spotlighting residents of Laguna Beach, particularly high school students

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- JJ would like for us to start broadcasting the LBHS football games once we find an announce
- Julie adds KX should keep boosting how good it is to have a business in Laguna
- In regards to music?
 - JJ likes that KX FM appeals to various age groups
 - Michelle believes local businesses should be encouraged to play us in their shop
 - Julie shares that we could look into doing themed radio hour for oldies or certain decades
- In regards to events and fundraisers?
 - JJ would like to see KX FM do concert back at The Montage or The Ranch
 - The attendees discuss the ideas of doing drinks at rooftop restaurants where we provide the music and allow to residents and business people to meet the station staff and volunteers and get to know the station better
- In regards to our mission of being indispensable in Laguna Beach?
 - The group shares KX FM is doing well with immediate news and being a wealth of info
 - Julie shares the station should consider keeping people posted on new construction projects
- How can we reach new listeners?
 - Alyssa shares that our broadcast goes a little farther than before
 - Julie suggests to advertise with Stu News Laguna since they are growing
 - The group shares we can reach out more to the youth of Laguna
 - Michelle says we should advertise in restaurants and hotels (with little flyers that let visitors know to listen to KX FM for local updates, etc.)
 - Michelle adds that the staff can consider hosting podcasting workshop for those who want to learn the trade - they could be in-person or video tutorials
 - Collectively, the attendees share that they'd like for the station to do more live remotes more often on the Promenade, so as to increase listeners and to collaborate more with the city
 - Michelle says that KX hosts should make it a habit to shout out other specialty show programs

III. Close