

KRCU Community Advisory Board

Minutes of the Meeting

September 12, 2018

CALL TO ORDER

John McGowan called the meeting to order at 12:13 p.m. Board members present were: Pete Andrews, Betty Martin, John McGowan, Dan Presson, Jeff Rawson, Sara Steffens, and Denelle Smugala & Colby Williams. Ex-officio members Parker Butler & Dan Woods were present. Jeanette Lawson was present as secretary

MINUTES OF PREVIOUS MEETING

A motion to approve the minutes of the June 2018 meeting was made by Sara and seconded by Dan Presson. The minutes were approved by acclamation.

GENERAL MANAGER'S REPORT

Dan reported that the listener survey the station is delayed until October/November after the drive.

KRCU's Fall Membership Campaign will take place Wednesday, September 19 – 26. Sign-up sheets were passed around. Dan asked board members to think about who they know that listens but has not helped in the past that may want to do an on-air shift. Rather than just throwing them in the ring, they will be on-air with two staff members to keep the conversation going.

To date, the station has only received a little over \$2,000 in member contributions which is way down from last year. We think there may have been an error in processing the mailing list that went with our fundraising letter. The list has been re-ran and another letter has gone out.

The 5KRCU Walk/Run that will take place Saturday, October 27. We are working on designs for t-shirts, promotions, flyers, etc. Parker has sponsors all lined up. Our hopes are to have 100 participants.

NPR political reporter, Sarah McCammon will be here Tuesday, November 13 at 7:30 p.m. for our speaker event. Sarah will also do a TV show at Rust Media in the afternoon and a VIP reception at Minglewood for Circle members before the speaking event. Parker is working on a sponsor for the event.

KRCU's 80's Valentine Party will take place on Saturday, February 16 at Isle of Casino. Because of a scheduling conflict with President's Council we have moved the party from Friday to Saturday. "That 80's Band" from St. Louis will perform. Parker is working on sponsors.

The station STL (studio-transmitter-link) signal quality has been decreasing. Last week we tried to do a shot from the top of Serena to the tower site to create an alternate path. Next we will run cabling and move equipment from Vandiver Hall to our home base in the Serena Building where the signal quality is much better and we will have all of our equipment in one location. One of the many reasons to move to Serena is that the equipment will run on the generator behind our building when there is a power failure. Our engineer, Dave, is also installing an additional back-up.

KSEF has updated equipment that delivers our signal to Farmington over the internet. The new audio codecs replaced our old equipment from 2006 which has been having issues. The cost to the station was \$3,000 for the new boxes.

Dan talked about the KRCU/Arrow partnership. Students from the Arrow are doing stories for the Arrow and are adapting these stories for us to air. We are excited about this partnership.

Dan asked members what they thought about the *Morning Edition* Clock changes. John noted that he really hadn't noticed that much of a change. Jeff said that he noticed a slight difference in the times of things.

Dan asked board members whether they thought the station should do the Soiree this year. Last year we didn't do it because of budget woes and staff shortage. Dan Presson thought a change of venue such as Minglewood in downtown Cape would be a nice change instead of Ray's.

DEVELOPMENT DIRECTOR'S REPORT

Parker asked board members to thank the 5KRCU sponsors when they see them: Adam Gohn, Natural Health, Leet Eye Care and 180 Healthcare.

New underwriters include: Kody Thompson/American Family Insurance, the Lawler Law Firm and Yoga East. Also talking to Brandon Cooper, 360 Living, The Riverhouse and Beyond Commercials (formerly Ipseity).

Parker asked board members for ideas for sponsors for Sarah McCammon. Brown Shoes and SoutheastHEALTH are our targets for the Valentine Party again.

Dan Presson asked for a list of sponsors by industry.

Dan motioned to adjourn at 12:52 p.m. John seconded the motion.

OTHER

The next meeting of the KRCU Community Advisory Board will take place on Wednesday, December 19 at noon at Catapult.