

KRCU Public Radio
Community Advisory Board
Minutes of the Meeting
June 19, 2019

CALL TO ORDER

Karie called the meeting to order at 12:18 p.m. Board members present were: Ryan Droege, Shvetha Gohn, Karie Hollerbach, Missy Marshall, and Jeff Rawson. Ex-officio members present were: Dan Woods, Lindsey Grojean, Parker Butler, and Trudy Lee.

MINUTES OF PREVIOUS MEETING

A motion to approve the minutes of the June 2019 meeting was made by Karie. The minutes were approved by acclamation.

GENERAL MANAGER'S REPORT

Dan reported that KRCU is once again fully staffed with the hiring of John Moore as operations director and Lindsey Grojean as administrative assistant/reporter.

KRCU will run special programming for the moon landing anniversary from PRX, which will take some time from Caffe Concerto episodes on Fridays in July.

Travel with Rick Steves will be added to the program schedule on Sundays at 9 a.m., and *Wait Wait Don't Tell Me* will replace *Fresh Air Weekend* on Sundays at 5 p.m. Dan asked members for their opinion on *Live from Here* due to the high price of the show. He suggested the station could allocate the money toward other programs such as NPR's *Mountain Stage*, and other stations have been dropping the show. Jeff likes it, but doesn't listen to it live; he thinks Chris Thile brings energy to the show, and is the future of the radio variety show genre. Dan suggested that Saturday evening may not be as prime of a radio time as it used to be.

Dan hopes to expand north and south to Perryville and Sikeston in terms of content and reach through programming.

DEVELOPMENT DIRECTOR'S REPORT

Parker reported a meeting with The Barrens Winery in Perryville for a potential *KRCU Uncorked* event. He also met with Villainous Grounds about a possible event.

The end of the fiscal year is coming to a close.

Parker reported that the *KRCU On Tap* event was a little different this year in that the menu was expanded and door prizes were added. In the future, may make tickets less expensive to get more registrants.

KRCU is a media partner to Old Town Cape's *Tunes at Twilight* outdoor concert series by running 15 on-air spots a week, without any additional cost on our end. KRCU is amping their visibility at this event by setting up an information table and handing out free swag such as water bottles, car stickers, pens, and program schedules. The spring series will end this Friday, and the fall series will start back up in August, with the event starting at 6:30 p.m. rather than the usual 7 p.m.

Underwriting update: Parker talked with Gabriele Ruggieri of *Gabriel's Food and Wine* about sponsoring, as he's thinking about expanding with a new restaurant. Parker has also talked with *The Villas* nursing home in Jackson, *Coin-Op Cantina* in downtown Cape, *Pagliai's* in Cape, *St. Augustine School* in Kelso, and *Delta Document Shredding*.

Parker is looking to push planned giving, as it's a great way for people to let their legacy live on at the station through NPR programming.

The Fall Pledge Drive is set tentatively set to take place Sept. 11-18. The 5KRCU is tentatively set to take place on Oct. 19.

ADJOURNMENT

Meeting adjourned at 12:55 p.m.