

KRCU Community Advisory Board

Minutes of the Meeting

June 13, 2018

CALL TO ORDER

John McGowan called the meeting to order at 12:15 p.m. Board members present were: Pete Andrews, Candice Davis, Shvetha Gohn, Betty Martin, John McGowan, Jeff Rawson, Sara Steffens & Colby Williams. Ex-officio members Trudy Lee, Parker Butler & Dan Woods were present. Jeanette Lawson was present as secretary

MINUTES OF PREVIOUS MEETING

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

Dan welcomed Shvetha Gohn to the board.

GENERAL MANAGER'S REPORT

Dan talked about the listener survey the station is working on with Karie Hollerbach. This survey asks some different questions that our previous surveys have done in the past. We borrowed this one from Murray State and it ask questions like "When you are not listening to radio, what podcasts you listen to?"

KRCU's Fall Membership Campaign will take place Wednesday, September 19 – 26. We think we will do a t-shirt for the premium this time. We would like to do a custom t-shirt design incorporating public radio, KRCU logo, etc. The goal for the drive will again be \$50,000.

Dan talked about the 5KRCU Walk/Run that will take place Saturday, October 27. Shvetha put some information together and did a lot of research for us. We are still in the planning process but the goal is to start at the station and maybe go downtown and back. We need to get that mapped out and recruit volunteers to help at different points on the walk, water stations and registration, etc. John suggested we reach out to Missouri Running Company for help in planning. Parker will seek sponsors.

KRCU is going to bring in a NPR host. The tentative date is Tuesday, November 13. We will do a VIP event for Circle members around 5:30 p.m. maybe at Minglewood. We will then have the speaking event at Wehking Alumni Center at 7:30 p.m. There will be a \$10 charge to attend the speaker event. We have requested Steve Inskip, Audie Cornish and Ari Shapiro. Parker will work on getting a sponsor for the event.

The station is contemplating an 80's theme for next year's Valentine Party which will take place on Friday, February 15. We have acquired "That 80's Band" out of St. Louis.

The station (90.9 FM in Cape) has had trouble with our STL (Studio Transmitter Link). We were off about a month ago for half the day because the power supply in one of the STLs failed. The power supply has been repaired. The transmit unit is on top of Vandiver dorm which shoots the signal to the transmitter site. The power supply was put in in 2002 and runs 24/7. Over the years, trees have grown in the path from Vandiver to the transmitter site that can also disrupt our signal. The plan is to put in an alternative path from the same

location with a different set of antennas in case the original signal has trouble again. Dave is working on rebuilding analog STLs we received from St. Louis. Then we can use these as backups. In the meantime, the station is going to buy a set of STLs which has internet capability to control the transmitters which we cannot do now as part of any future upgrades.

88.9FM, KSEF has also had issues mainly with Charter/weather issues. After a storm, Charter had to have a line restored which took 12 hours meaning we were off the air for 12 hours so the station is looking at doing another internet run with AT&T separate from Charter as a backup.

On August 13, *Morning Edition* clocks will change again. The 2 minute newscasts return to the bottom of the hour where they used to be and local modules like *All about Cape* will move to 42:30. Focus groups have called for the changes.

Dan mentioned that John noticed an error on the board term document. To correct it all new board members will stay on until 2021 so that terms are staggered. We will get this revised.

DEVELOPMENT DIRECTOR'S REPORT

Parker mentioned that he has a few sponsors in mind for the 5KRCU including, 180 Healthcare, Natural Health, SoutheastHealth and Missouri Running Co.

In the past Tim Domian has sponsored our speaker events, so we will approach him again for our November speaker event.

In the past the sponsors for the Valentine Party have been Brown Shoes and SoutheastHealth. This year we would also like to secure another sponsor.

New underwriting contracts include: Ted Yates, Attorney at Law, 180 Healthcare, Cape Town Assisted Living & Steele Crest Winery. Terry Godwin is now sponsoring *Two Minute Drill*. Underwriting contracts we are hoping to close on are Whole Life Wellness, Kody Thompson - American Family Insurance, Yoga East, and Ramsay's Run Housing Development which is 55 plus active senior living.

Trudy motioned to adjourn at 1 p.m. John seconded the motion.

OTHER

The next meeting of the KRCU Community Advisory Board will take place a week earlier than usual on Wednesday, September 12 at noon at Catapult Creative House.