

**KRCU Community Advisory Board  
Minutes of the Meeting  
December 16, 2015**

**CALL TO ORDER**

John called the meeting to order at 12:17 p.m. Board members present were: Candice Davis, John Dodd, Karie Hollerbach, Diane Howard, John McGowan, Jan Miller, Quantella Noto, Dan Presson & Rob Stephens. Exofficio members Dr. Frank Barrios, Alex Jackson & Dan Woods were present. Jeanette Lawson was present as secretary.

**MINUTES OF PREVIOUS MEETING**

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

**GENERAL**

Dan talked about KRCU's new feature reporter Marissanne Lewis-Thompson. Marissanne replaces Jacob McClelland who accepted the News Director position with KGOU in Norman, Oklahoma. Marissanne's first story on diversity will soon be published on the station's website. She has a lot of good ideas for local stories including an independent story on teen homelessness she is planning on doing in early 2016.

Dan informed board members that the station will conduct another survey in February to get a sense of how listeners feel about the weekend programming changes like the new program *Left of the Dial*, and whether we should discontinue the re-runs of *Car Talk*. The station is also looking at programming to replace the *Diane Rehm Show* after her retirement. In addition, Garrison Keillor has announced that he will retire in 2016 as well.

Dan updated board members on the engineering projects completed since our last meeting. We now have a back-up transmitter installed at the KRCU site. Dave is working on restoring the old board the station used back in 1991. Once restored, this board could be used again in the retro studio. Dave is also working on modify the mics to sound like the ones that NPR uses.

Dan & Marissanne attended a Missouri Station Collaboration meeting in Columbia in mid-November to talk to other stations about collaborating to get each stations content statewide.

The station is working with the Office of the President to bring a NPR speaker for the 2016-2017 University Speaker Series. Names suggested were: Diane Rehm, Michel Martin, Scott Simon, Michelle Norris, Ira Glass and Terry Gross.

**DEVELOPMENT**

Alex talked about the Four Days "New Member Drive" the station just completed which resulted in 37 new members. The warp drive which was done prior to Four Days resulted in 15 new members.

The station has a lot of proposals out for corporate support and hope to have some new contracts signed soon. We now have a \$5,000 trade agreement with the Southeast Missourian. East Missouri Action Agency has signed a contract, and a contract with Delores Baker at Realty Executives is pending.

KRCU's Valentine Party will take place again in February. This year the station has three \$5,000 sponsors: SoutheastHEALTH, Saxony Village and Isle Casino. Tickets are \$50 per person or \$360 for a table of 8 if purchased before December 31. After December 31, tickets will be \$60 per person or \$400 for a table of 8. Alex hopes to sell out by December 31. Our goal is to profit \$20,000 from this event. Alex is also working on acquiring items for a raffle. All raffle items will have a \$250 value. To date the station has gift certificates from Elite Travel, Heartland Custom Flooring and Ipseity Creative. Raffle tickets are \$5 each or 6 for \$20.

KRCU's Donor Appreciation Soiree will take place from 6 – 8 p.m. on Tuesday, January 26 at the Concourse on Broadview in Cape Girardeau. Edward Bauerly of Chef Ed's Catering will be providing the food for the event.

Alex asked board members for suggestions for a speaker for our April 2016 Membership Breakfast. Alex suggested Guy Raz. John suggested Ari Shapiro or someone from Invisibilia. Quantella suggested that a political person would be appropriate seeing 2016 is an election year.

## **OTHER**

Board members agreed to hold a special meeting January 27<sup>th</sup> to update terms and bylaws. Also current board members should be prepared to recommend names for potential new board members.

2016 Board meeting will be:     March 16  
  June 15  
  September 21  
  December 21

Meeting adjourned at 1:00 p.m.