

KRCU Community Advisory Board

Minutes of the Meeting

December 21, 2016

CALL TO ORDER

Quantella Noto called the meeting to order at 12:25 p.m. Board members present were: Karie Hollerbach, Diane Howard, Betty Martin, John McGowan, Jan Miller, Quantella Noto, Dan Presson, Denelle Smugala & Rob Stephens. Ex-officio members Bill Holland, Alex Jackson & Dan Woods were present. Jeanette Lawson was present as secretary

MINUTES OF PREVIOUS MEETING

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

GENERAL MANAGER'S REPORT

Dan Woods discussed the CPB Grant and Revenue Targets. The station needs to increase awareness and listenership, along with revenue to meet benchmarks set by the Corporation for Public Broadcasting. This is a requirement to receive grant funding from CPB. Beginning in January, Alex will be cultivating relationships in Farmington in order to bring on some new underwriters from that area. This will help increase listenership and revenue through the acquisition of new members and underwriters.

Dan talked about the Circle profile updates and contact information. Jan Miller has agreed to take on the task of contacting donors for updated information.

Programming

Dan talked about a programming survey that will go out in the 1st quarter of 2017. This will be the fourth year we have conducted this programming survey. Board members were informed about the new printable online schedule that is available online at www.krcu.org. *The Score* has been dropped from KRCU because they have started to charge a fee. The station will rebroadcast *Radio Lab* in its place Sunday at 6 p.m.

All About Cape with Stacy Dohogne Lane with the Cape Girardeau Convention & Visitors Bureau now airs Tuesdays at 6:31 and 8:31 a.m. Our local public affairs program, *Going Public* is back on the air with Marissanne Lewis-Thompson hosting it. This gives Marissanne a chance to do more long form interviews.

Bill Holland suggested the station air a local sports program with help from students from Mass Media. John McGowan suggested we contact Rob Johnson to host the program. Dan will look into this.

America's Test Kitchen will cease production at the end of 2016 and will be replaced by the program *Milk Street Radio* which also will be hosted by Christopher Kimball. *The Diane Rehm Show's* last episode will air on Sunday December 25. A new program, *IA*, which will be hosted Joshua Johnson will begin airing in January 2017 and will replace *The Diane Rehm Show*.

DEVELOPMENT DIRECTOR'S REPORT

Alex brought board members up-to-date on underwriting contracts. Jason Lee with Innovative Financial Solutions will sponsor *The Two Minute Drill*. Unfortunately, Ameren did not renew their contract. S&W Cabinets in Chaffee donated broadcast furniture for the live performance studio.

KRCU's Fall Drive and Four Days of Giving campaigns were very successful. We ended up with 96 new members and total dollars of \$49,275, very close to our overall goal of \$50,000. The year-end mailing should bring in the rest of the goal.

KRCU's Veteran's Day Breakfast with NPR Veteran's Correspondent, Quil Lawrence took place on November 11, and was a huge success with great attendance.

KRCU's Annual Valentine's Day Party will take place on Friday, February 10 at Isle of Casino. The theme this year will be "The Love Boat." Once again, SoutheastHEALTH, Saxony Village & The Lutheran Home and Isle Casino will be sponsoring the event. Our goal this year is to make \$15,000, two thousand more than last year.

Rob motioned to adjourn at 1:10 p.m. Dan Woods seconded the motion.

OTHER

A planning meeting to conduct elections will take place on Wednesday, January 11 at the station.

Quantella motioned to adjourn at 1:30 p.m. John seconded the motion.

The next meeting of the Community Advisory Board will take place March 15, 2017 at noon at Catapult.