

# KRCU Community Advisory Board

## Minutes of the Meeting

### June 17, 2015

#### CALL TO ORDER

Quantella called the meeting to order at 12:16 p.m. Board members present were: Karie Hollerbach, Diane Howard, John McGowan, Jan Miller, Dan Presson & Rob Stephens. Exofficio members Alex Jackson, Danny Woods and Dr. Frank Barrios 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 Hollerbach and seconded by Jan Miller. The minutes were approved by acclamation.

#### GENERAL

Dan talked about KRCU having a table at the River Campus Arts Festival from 10 a.m. to 5 p.m. Saturday, June 20. MTI Printing has traded out 2,500 fans for the station to hand out at this and other events such as the municipal band concerts. The fans feature the KRCU program schedule.

Dan also mentioned that much of KRCU is now automated with *Morning Edition* and classical being the only programs being routinely announced live. Though this diminishes the student presence, the station is saving a considerable amount of money and is sounding much more consistent.

KRCU's website has a new improved look. The new look provides a "adaptive design" that has the same look on computer, phones & tablets etc.

Dan briefly went over the programming survey the station conducted in February. This survey cultivated 215 responses compared with 157 in February of 2014. The consensus was about the same. The station may make some programming changes September/October bringing back something similar to the the *Elliot Potter Show* as this was a common request in both surveys. The station is also looking at adding the New York Times radio show being produced by WNYC in the fall.

The Feature Reporter position paperwork is completed and should be advertised early in July. The position was originally titled "News Director" but now has been changed to Feature Reporter. The position to focus on producing longer form stories and interviews rather than a daily newscast.

Dan announced that the station is considering changing its logo to match with the University's new modern logo change.

#### DEVELOPMENT

Alex updated board members on underwriting contracts. The station is in negotiation with Saffron, Ciao, and Pho8 to renew their contract and in negotiation with Joe Uzarou with Athena Property Group. Alex is also working on Saint Francis Medical Center to do an ad buy for Pink-Up in October.

Alex asked board members to think of referrals for new Community Advisory Board members.

Alex informed board members about the upcoming Generation Listen event at Bel-Air. "Dump the Pump" will be an informational talk by Jack Rickard with EVTV and John Dodd with CycleWerx. Everyone is encouraged to attend.

The next KRCU Koffee in partnership with the College of Health and Human Services will be held July 7<sup>th</sup> at 8 a.m. at Catapult Creative House on Broadway in Cape Girardeau. Catapult is the university's new business incubator and should be an interesting event.

The station will host a Circle appreciation event July 22 at Wehrenberg, Cape West 14 Cine'. The event will start with a dessert provided My Daddy's Cheesecake and then a viewing of one of the Met Encore Summer Series Operas "*The Merry Widow*."

KRCU along with Dairy Queen, will once again sponsor the Cape Municipal Band Concert on Wednesday, July 29<sup>th</sup> at Capaha Park. Your help in passing out ice cream before the concert would be greatly appreciated.

Isle Casino Cape Girardeau has generously offered to donate admission proceeds from their Bridal Expo to KRCU. We will have a table at the event on Sunday, August 9 from noon – 4 p.m.

The Cape Girardeau Roller Girls are also donating proceeds from their June 20<sup>th</sup> roller derby to the station. We really appreciate the support of these local businesses and hope you will also thank them.

KRCU's 8<sup>th</sup> Annual Concert in a Cave will take place on Saturday, August 28 at Cave Vineyard in Ste. Genevieve. Entertainment will be provided by "Snorty Horse" consisting of Dave Para, Cathy Barton, Mike Fraser & Tenley Hansen. The event will be catered by Ciao. Ticket price is \$40 per person which includes wine tasting, hors d'oeuvres and the concert. The station acquired a grant from the Missouri Arts Council which will cover 60% of the entertainment cost. Sponsors for the event include Ruopp & Ruopp Dentistry, Brown Shoe Fit Co., Riverside Family Medicine & Missouri Arts Council.

Alex talked about preparations for KRCU's 25<sup>th</sup> Anniversary Celebration. The tentative date is November 5, and the station is planning a dinner at The Plaza by Rays with a special guest from NPR. The station has asked for either Steve Inskip, Guy Raz or Scott Simon. We are also checking the possibility of a Circle event following the dinner/speaker event at 36 Restaurant.

## **OTHER**

The next Community Advisory Board meeting will take place on Wednesday, September 16.

Meeting adjourned at 1:04 p.m.