

KRCU Community Advisory Board

Minutes of the Meeting

June 15, 2016

CALL TO ORDER

Quantella called the meeting to order at 12:13 p.m. Board members present were: Candice Davis, John Dodd, Karie Hollerbach, Diane Howard, Betty Martin, Quantella Noto, Dan Presson, Denelle Smugala & Rob Stephens. Exofficio members Dr. Frank Barrios, Alex Jackson, Dr. Karl Kunkel & 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 Dan Presson and seconded by Betty Martin. The minutes were approved by acclamation.

GENERAL MANAGER'S REPORT

Dan Woods informed board members about the work being done to improve reliability at KSEF. For years the station has had problems with our signal cutting out. Currently we feed our signal to a box in Farmington though a T1 line that is extremely old so every time there's bad weather the signal goes off. We are working on eliminating the last run of the old T1 cable and deliver the signal to the tower with 5 gHz antennas which is a new form of delivery stations are using now. Charter Communications will also install a line for the TCP/ IP connection. The goal is to be done by July 31st. This work will not only eliminate the problem T1 line but will also be much cheaper per month. We will also have a back-up within Charter so if the main line goes it will switch to a back-up. This is a \$5,000+ project but will save the station much more in the long run.

Dan talked about the restructuring of classical music shows which began June 13. The shows are now structured more like a network show. At the top of the hour you will now hear a 30 second promo, an ID, an underwriter and a billboard. Now the hosts are doing their own custom billboards just like what you hear on *Morning Edition*. The reason we are doing this is to be more consistent and when the hosts are gone the classical show will now have the avails that we didn't have before to allow us to do weather, PSA's and special announcements.

Dan shared the results from the spring survey. The reason for the survey was to find out how people would feel if we discontinued *Car Talk*. The survey was 50/50 concerning *Car Talk*. We are not sure yet whether to continue the program or replace it with something less expensive and or whether to move it to a different time. Dan asked board members what they would like to hear at 9 a.m. on Saturday. The consensus was to continue *Weekend Edition* for another hour which won't cost anything or replace *Car Talk* with *Radio Lab* or a music program. It was decided that we will drop *Car Talk* and continue *Weekend Edition* for an hour and see what kind of response we get.

Harvest news stories will also be discontinued and the station will put that money towards NPR streaming. Most of the good Harvest stories are now in *Morning Edition* anyway. Also, Missouri-focused stories can be retrieved through Listserv for no cost. This will save the station about \$2,000.

The station is excited to be receiving equipment from Mass Media on campus that was used in the RAGE student radio studios. This equipment will update our current production room. Also we are having cabinets

built for the live performance room which will add another broadcast area for KRCU. Beginning in the fall we can start having music bands recording in the studio and have the production room as a permanent set-up. This addition will give us 4 studios to utilize. S&W cabinets is supplying the cabinets on trade so there is no cost to the station.

The River Campus is in the process of hiring a new Corporate Relations person. This will free up Alex to concentrate on KRCU only.

DEVELOPMENT DIRECTOR'S REPORT

Alex gave an underwriting update. Our modules have become very popular sponsorship items. Glaus & Gohn are sponsoring *Discover Nature*. Heartland Custom Flooring is sponsoring *Almost Yesterday*. The station has a verbal commitment with EBO (Essential Benefit Offerings) and hopes to have a contract signed by the end of the month. They will be sponsoring *To Your Health* with Brooke Clubbs. We are now looking for sponsors for *A Harte Appetite*. The last weather sponsorship was picked up by Terry Godwin of Edward Jones.

Underwriting and Circle membership have gone up. Membership has declined a little but this money has been moved to Circle because of members upgrading to Circle level.

The fall fundraising event “Southeast Showcase” is in the planning process. The station would like to revamp the Showcase but with all the transitions going on this year we are going to postpone it until 2017.

Quil Lawrence, a veteran’s affairs reporter for NPR, will be the keynote speaker for the station’s Veteran’s Day Koffee, November 11. Quil was on the ground in Afghanistan and Iraq. Alex is working on sponsors for this event.

The Office of the President is partnering with us to bring in Diane Rehm once again in spring of 2017.

The fall drive will take place October 5 -12. The goal for this drive is \$50,000.

OTHER

2016 Board meeting will be: September 21
 December 21

Meeting adjourned at **1:00 p.m.**