

**KRCU Community Advisory Board  
Minutes of the Meeting  
March 18, 2015**

**CALL TO ORDER**

John McGowan called the meeting to order at 12:20 p.m. Board members present were: John Dodd, Karie Hollerbach, Diane Howard, John McGowan, Jan Miller & 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 December meeting made by John McGowan and seconded by Karie Hollerbach. The minutes were approved by acclamation.

**GENERAL**

Dan announced that Sandi Heidorn has resigned from the board. She felt she wasn't as connected since moving to St. Louis. We thank Sandi for her years on the board and continuing to a Circle member. Dan also asked board members to forward names of people they think would be good board members. There is a form on the station website for individuals to apply to be on the advisory board. The station will need a nominating committee to review board applications.

Dan talked about the stations upcoming 25<sup>th</sup> Anniversary events. On Thursday, April 9 folk artists Atwater & Donnelly will perform at Rose Theatre on campus. Tickets will be \$15.

KRCU's Valentine Party was a huge success with a ticket sell-out, and the station profiting over \$7,000. People were requesting tickets right up to the day of the event. Everyone enjoyed the band, dinner and the photo booth the station rented from Cheekwood Studios. We have already begun to work on changes in sponsorship etc. for next year in order to maximize revenue. Many thought that the 11 p.m. would be better than 12 a.m. We have already booked Isle of Casino for February 12, 2016.

Dan talked briefly about the programming survey KRCU conducted in February. This time there was 214 responses compared to 157 in 2014. The results were much the same with 50% of those replying liking classical music, and 50% liking news and an even mix of men and women. Younger people responded to the questions on weekend programming.

Dan is in the process of re-writing the job description for the News Director position vacated by Jacob McClelland. The job was originally listed as Host/Producer now it will be titled News Director. After the job description is complete the paperwork will be forwarded to Human Resources to begin the search.

KRCU's new program #ONKRCU airs on Friday at 6 p.m. and consists of interviews done with local businesses. Two interns are helping Dan with this program and doing great work.

## **DEVELOPMENT**

Alex updated board members on underwriting contracts. He has submitted a \$5,000 proposal to Ameren. Unfortunately, Yoga East did not renew their short term contract. There are also acquisitions out to Saxony Village and Dan will be meeting with Tom Meyer to see if we can get Exit Realty back on board.

Alex asked board members to think of referrals for new board members.

KRCU's Spring Membership Drive will now take place April 11 – 17. The goal is \$50,000. The station will offer NPR vintage t-shirts as a premium to anyone giving \$60 or more. The t-shirt will also be offered to those who gave in the fall for an additional gift of \$30.

KRCU's 25<sup>th</sup> Anniversary Celebration will take place in November. The station is working on getting Steve Inskeep to come for a dinner for about 150 people and then do a post-dinner reception for Circle members. Karie suggested the new Mass Media Center on Broadway would be a great place for this event.

## **OTHER**

The next Community Advisory Board meeting will take place on Wednesday, June 17 in the KRCU Studios at 12 noon.

Meeting adjourned at 12:54 p.m.