

KRCU Community Advisory Board

Minutes of the Meeting

September 21, 2016

CALL TO ORDER

Quantella called the meeting to order at 12:23 p.m. Board members present were: John Dodd, Karie Hollerbach, Diane Howard, Betty Martin, Quantella Noto, Jan Miller, 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 June meeting was made by Karie and seconded by Betty Martin. The minutes were approved by acclamation.

GENERAL MANAGER'S REPORT

Dan Woods informed board members about KRCU's move from reporting to the Dean of the College of Liberal Arts to Bill Holland at University Advancement which was effective July 1. Bill Holland informed members that the University is trying to be more efficient about how the local market is approached, and it made more sense as one of the distribution channels of the University for KRCU to report to the advancement division.

Dan talked about *Focus on Southeast*, the monthly radio interviews with Dr. Vargas which has now turned into a TV segment. Dan talks with the President about current issues in the community, news etc. The show airs Monday mornings at 8 a.m. on the Heartland's CW. The monthly videos are also posted on KRCU's YouTube channel.

Dan updated the board on the new internet service at KSEF now provided by Charter Communications as opposed to Big River. This new service should eliminate the down time in Farmington and the cost is much less than we were paying Big River.

Dan mentioned that the station had planned on dropping *Car Talk* but after talking to our NPR representative, the station will stay with the program for another year as they are planning on doing a big send off for the show next year. They also offered us a discount to keep it another year. The program will run through September 30th, 2017.

Listeners often request our schedule so Dan has added a printable schedule to our website. All the local modules are added to the bottom of the schedule also along with the sponsors of each module.

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 some long form projects. The program runs during *All Things Considered*, Friday nights at 6:00 p.m.

The *Two Minute Drill* airs Fridays at 7:31 a.m. with content provided by the Athletics Department on campus. They write a two-minute piece about athletes, events, etc. This is a new program area for KRCU and is working out well. Alex has secured some underwriters to sponsor it.

All About Cape is another two minute module we are working on with Stacy Dohogne Lane from the Cape Girardeau Convention & Visitors Bureau and will likely run on a Tuesday morning at 8:30 a.m. Dan is also working on a business module.

Dan mentioned that Jason has been working to get all of KRCU's programs in iTunes, NPR One and Google Store.

DEVELOPMENT DIRECTOR'S REPORT

Alex brought board members up-to-date on underwriting contracts. Revenue is up 120% from last year which has a lot to do with the modules. Only one underwriter has taken a break and so far everyone else has renewed. We have several businesses considering contracts with the station. We have a new partnership with Chateau Girardeau and the Athletic Department. The Chateau will be recognizing the birthdays of their residents on-air (sort of like a day sponsorship) and the names will also be announced at athletic events as part of Chateau's sponsorship.

KRCU's Fall Drive will take place October 5 – 12. We have about \$6,000 currently from our first mailing. Alex encouraged board members to sign up for phone and on-air shifts for the fund drive.

The station is also doing a faculty/staff campaign on campus with the help of our student intern, Collin Ritter. The plan is to make presentations to faculty and staff with information about the station in hopes of getting them to become members.

KRCU's "Boos and Brews" event will take place Sunday, October 23. This is collaboration with Continuing Education on campus and will take place in St. Louis. The trip includes coach fair, a tour of the Budweiser Brewery, 4 Hands Micro-Brewery, the Lemp Mansion (lunch provided) and Belafontaine Cemetery. Tickets are \$100 per person. We have currently sold a little over half a bus, and hope to have two buses full.

KRCU's Veteran's Day Breakfast will take place on November 11. NPR's Veterans Correspondent Quil Lawrence will be the guest speaker. Alex is still working on getting sponsors for the event. Marissanne is visiting with veterans and talking with them to get stories for a Veteran's Day Series.

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

OTHER

The final board meeting for 2016 will be December 21.