

KRCU Community Advisory Board

Minutes of the Meeting

September 16, 2015

CALL TO ORDER

Quantella called the meeting to order at 12:20 p.m. Board members present were: Candice Davis, John Dodd, Karie Hollerbach, Diane Howard, John McGowan, Jan Miller, Quantella Noto & Dan Presson. Exofficio members Dan Woods, Dr. Gerry McDougall and Dr. Frank Barrios were present. Jeanette Lawson was present as secretary. The meeting was held at Catapult Creative House.

MINUTES OF PREVIOUS MEETING

A motion to approve the minutes of the March meeting was made by Quantella and seconded by Candice. The minutes were approved by acclamation.

GENERAL

Dan talked about the "Tunes at Twilight" that the station is sponsoring Friday, September 18. Board members are encouraged to come to the courthouse for the concert and help KRCU pass out some fans with the program schedule to those in attendance.

Dan informed board members about staff changes at the station. KRCU's full-time engineer, Allen Lane retired at the end of July. With modern technology, and IT doing a lot of the repairs it was no longer feasible to employ a full-time engineer. Allen was offered the part-time position but declined. Our new part-time engineer is Dave Obergoenner. Dave comes with 40 years of experience being employed with Zimmer Radio and running his own radio station. Dave will work three days per month maintaining equipment and will be on call for emergencies.

The station has also hired a student office assistant to help man the office over the lunch hour and to write public service announcements. Sabrina Tucker started in August and has previous broadcast recording experience so not only is she writing PSA's but she is also recording them.

The station is getting close to bringing candidates to campus to interview for the Feature Reporter position. We hope to hold interviews by the end of the month and hopefully have someone on board by the beginning of November.

Dan talked briefly about some programming changes. Beginning September 18, the station will run Beethoven Satellite Network overnight Monday through Friday. Currently, the station runs several one and two hour classical programs in the time slot. Operations Director Jason Brown will host a new alternative music program titled "Left of the Dial" which will air at 9 p.m. on Friday evenings and re-run Saturdays at 12 p.m. On October 8th. Brooke Hildebrand Clubbs from the Department of Communication Studies will host a short health communication module similar to that of "Discover Nature." It will be called "To Your Health."

Dan talked about some engineering initiatives the station is working on. A back-up transmitter will be installed at the transmitter site. The station is working with Dave Obergoenner and the university electricians to get this accomplished. The transmitter used to be the station's primary transmitter when the studios were located on Henderson Street on campus. RDS boxes are being installed at each site in Cape and Farmington.

The station hopes to have them installed by the drive. RDS (Radio Data Systems) displays data on equipped radios. Currently the station's call letters, along with website address and the phrase "Public Radio for S.E. Missouri" is set to display. In the future, we will explore adding program names and possibly the names of songs currently airing during the station's music programs.

DEVELOPMENT

Dan talked about KRCU's attempt to cut days off the on-air portion of the Membership Drive by doing a "Warp Drive" before the start of the traditional on-air drive. The station will mail out postcards and letters to members hoping to bring in as much as possible of the \$50,000 goal before the on-air campaign. Once we reach our goal the drive will end.

The station has a lot of proposals out for corporate support and hope to have some new contracts signed soon.

KRCU's Valentine Party will take place again next February. Alex and Dan are working on getting one additional sponsor for the event in addition to last years. The station is approaching Montgomery Bank and Saxony Village. SoutheastHEALTH, Isle Casino and Shades of Soul are all sponsors again. Our goal is to profit \$20,000 from this event.

KRCU's next Koffee will take place on Wednesday, November 11 and will honor area veterans. The program will begin with a welcome by Dr. Morris Jenkins, dean of the College of Health and Human Services. Jenkins is a veteran of the U.S. Army and United States Marine Corps. The presentation of the colors by SHOW-ME GOLD will follow Jenkins' remarks.

Jeremy McBroom, Director of Military and Veterans Services at Southeast Missouri State University, and a Major in the US Army Reserve, will lead the audience in the Pledge of Alliance. Captain Tyson Mele, officer in-charge for the SHOW-ME GOLD program at Southeast, will introduce the keynote speaker: Dr. Wayne Bowen. Bowen, Chair of the Department of History and a Member of the City Council of Cape Girardeau, is a Colonel in the U.S. Army Reserve and who served in the Iraq War. He will discuss the meaning of Iraq for veterans of that war and others.

Concert in a Cave that took place August 28 was a great success again. About 85 were in attendance, and the station profited almost \$2,000.

KRCU's 25th Anniversary Celebration will take place at the Soiree on January 26 at the Plaza by Ray's in Cape Girardeau. The station will unveil the new logo and we hope to have Dr. Carlos Vargus, Southeast Missouri State University's new president speak.

OTHER

Candice Davis shared with the board that *Discover Nature* received the 2015 Outstanding Interpretive Media Award. We congratulate Candice for her great work on this program and her commitment to the station.

The next Community Advisory Board meeting will take place on Wednesday, December 16 at noon at Catapult Creative House on Broadway.

Meeting adjourned at 12:57 p.m.