

**KRCU Community Advisory Board
Minutes of the Meeting
September 20, 2017**

CALL TO ORDER

John McGowan called the meeting to order at 12:14 p.m. Board members present were: Candice Davis, John Dodd, John McGowan, Sara Moore, & Dan Presson. Ex-officio members Bill Holland & Dan Woods were present. Jeanette Lawson was present as secretary.

MINUTES OF PREVIOUS MEETING

A motion to approve the minutes of the December meeting was made by Dan Presson and seconded by Sara. The minutes were approved by acclamation.

GENERAL MANAGER'S REPORT

Dan talked about federal funding. The last thing we saw from NPR showed things looking good. The Senate had passed funding for the Corporation of Public Broadcasting. The station will keep an eye on this and any future developments.

Bill talked about state funding, and how it effects KRCU and the University. Appropriations for the University were cut almost 9% amounting to \$4 million, and on top of that there was a \$1 million increase by MOSERS (Missouri State Employee's Retirement System). Also the University has been hit with increases in healthcare which will be well into the double digits.

All in all the University has a 6 million dollar cut. These cuts will be staggered over three years because the University cannot make up that much in one year. In addition, the University did not receive their \$400,000 payment from the state in June because of the massive cuts to the state budget. The University is trying to make up the difference but are mandated on how much they can raise tuition. The odds are also pretty high that next year the University will be cut again. In light of all of this Dr. Vargas has challenged everyone to do a review and assessment of the University to see where money can be saved. Bill called for the board's help in promoting how valuable the station is and how critical donations and underwriting contracts are to KRCU.

Bill talked about the Development Director position and how important the position is now to raise money for KRCU and the River Campus. John McGowan expressed some concerns about the dual reporting of the position. Bill explained that one will not suffer at the expense of the other and things are in place to make this a successful collaboration. John Dodd asked that some information about the station's underwriting packages be made up for board members to share with potential underwriters. Dan mentioned that he has a sheet for sponsorship of "From the Box Office" that can be shared with board members who would like to share it with businesses. The Development Director application process closes Friday, and we hope to have someone on board by the middle of October.

Dan reported that the live performance studio is up and ready to be used for the membership drive in October. The folk guys will also be doing a live edition of "Your Folk Connection" on Saturday night of the drive.

Programming Update

Dan mentioned that the station is working on a new idea for the station suggested by Bill, agriculture reporting. We believe this will go over well in the Southeast Missouri area.

Programming changes for October will include cutting *Car Talk*. In its place will be *It's Been a Minute* with Sam Sanders. The new Saturday morning line up will be news from *Morning Edition* then the news explained with Sam Sanders. That will be followed by some laughing at the week's news with *Wait Wait Don't Tell Me*.

A new program called *Planet Money and How I Built This* will air Monday at 8 p.m. and again Sunday at noon. The third new show is *Hidden Brain* which will air Wednesday nights at 8 p.m. and Sundays at 1 p.m. The station will drop *Radio Lab* because they are not doing very many new shows anymore. *American Routes* is coming back Sundays at 7 p.m., and Sunday Night at the Opera will cease production. Barb is ready to take a break with the opera as she has done it for many years. *Fresh Air* will be re-run at 7 p.m. weeknights and the "Awesome Hour" shows will now be heard weeknights at 8 p.m. *Performance Today* will no longer be broadcast on KRCU. At 9 p.m. Monday through Thursday, the station will be the symphonies from WFMT in Chicago.

DEVELOPMENT DIRECTOR'S REPORT

Dan reported that Banterra Bank is the new *Let's Talk Business* sponsor. Nate Saverino, who does development work for Athletics, opened the door for this for the station and we appreciate his help. Chateau Girardeau is thinking about sponsoring *All About Cape*. *From the Box Office* is also still open for sponsorship.

KRCU's Valentine Party will take place on February 9th. SoutheastHEALTH and Isle Casino are in again as sponsors. Dan is still waiting to hear from Saxony as to whether they will sponsor again this year.

KRCU's membership campaign will take place October 4 through 11. Board members were encouraged to sign up for on-air and phone shifts. Currently the station has match money from one of our circle members as well as Adam Gohn. Requests are out for other matches. Currently the station has raised over \$7,000 and we have \$1,500 in match money.

OTHER

The next meeting of the Community Advisory Board will take place Wednesday, December 20, 2017 at noon at Catapult.