

KRCU Community Advisory Board

Minutes of the Meeting

June 21, 2017

CALL TO ORDER

Dan called the meeting to order at 12:13 p.m. Board members present were: Candice Davis, John Dodd, Karie Hollerbach, Betty Martin, Sara Moore, & Dr. Quantella Noto. 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 and seconded by Karie. The minutes were approved by acclamation.

GENERAL MANAGER'S REPORT

Dan talked about federal funding. The president's budget has proposed elimination of funding for The Corporation of Public Broadcasting (CPB) for FY'18. The current funding proposal is allotting only \$30 million just for the sole purpose of shutting down the corporation. The station will keep an eye on this and any future developments.

Dan passed around information from a custom survey the station conducted in April by Eastland Ratings. Of all local stations, the survey showed that KRCU was number one in total time spent listening. Showing that KRCU has a high quality audience that stays tuned in for a long time. The survey showed that men listen more than women. Dan shared other statistics from the survey with the board and noted that the station is very pleased with the results.

Marissanne Lewis-Thompson received an award from the Missouri Broadcaster's Association for her series "Living in the Shadows," a series on teen homelessness. This is her first time receiving an award and we are very proud of her. She is now working on a story on dental coverage, or lack thereof, in Southeast Missouri.

Bill talked about how the \$6 million university budget shortfall has delayed the hiring of a Development Director for KRCU. There is currently a four month freeze on hiring. On top of Alex leaving, the River Campus's fundraiser, Kevin Taylor, also left the university. The search for a new person to fill both positions will begin in August in order to hire someone by October.

The "Value of KRCU" survey was conducted a few months ago asking listeners "when they think of KRCU, what do they think of?" The station, in collaboration with the marketing department, is going to cook up a positioning statement out of the survey responses.

The live performance studio is pretty much operational. We now have automation installed and hope to be able to use the studio for the fall membership drive.

KMST has been acquired and will now be operated by St. Louis Public Radio. Seven employees were laid off in the transition.

Programming Update

Car Talk ends in September. NPR is offering some new programs to replace it. Some of the programs are *Planet Money* and *How I Built This* and *Hidden Brain*. Another option is extending *Weekend Edition* for another hour which will cost the station nothing. The station is pondering which way to go.

DEVELOPMENT DIRECTOR'S REPORT

Dan reported that Heartland Custom Flooring did not renew their underwriting contract with the module *Let's Talk Cape* so that, along with *Let's Talk Business* and *From the Box Office* are all up for sponsorship. The local module shows are \$250 a month or \$3,000 per year.

The station will conduct a funding campaign to build out the live performance studio in order for it to become a recording studio and a true live performance studio. We anticipate this will cost about \$10,000. There is a website set up for giving at impact.semo.edu. The station will also do on-air announcements and a mailing to raise the money.

Dan asked the board what they thought about getting a new band for the Valentine's Dance. Some thought it might be time for a change as Shades of Soul are doing so many other events around the same time as ours which may take tickets sales away from us. Some other bands as well as using a DJ were put up for discussion. The need for more decorations in the room was brought up. The station will work on improving that. Also, there was opposition regarding sponsor powerpoints. The station will work on a different way of doing things with the sponsors to try and eliminate PowerPoints.

The station is working on an end of year push to raise the \$6,000 still needed from the spring campaign.

Jon Cozean invited Dan to speak at the Historical Association meeting in Farmington next week. Jon mentioned that Farmington is getting ready to launch their own Arts Council. Jon also mentioned he would like to have a fundraiser for the station in Farmington.

KRCU's fall membership campaign will take place October 4 – 11th. Board members were encouraged to help with on-air and phone shifts, especially since we have no Development Director this time.

Karie motioned to adjourn at 1:04 p.m. Quantella seconded the motion.

OTHER

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