



**KRCU PUBLIC RADIO**  
Community Advisory Board  
Minutes of the Meeting  
Sept. 9, 2021 - via Zoom

**Call To Order**

Betty called the meeting to order at 12:04 p.m. Board members present were: Betty Martin, Mike Cowan, Barb Morgan, and Missy Marshall. Ex-officio members present were: Dan Woods, Jeanette Lawson, and Lindsey Grojean.

**Minutes Of Previous Meeting**

A motion to approve the minutes of the June 23, 2021 meeting was made by Missy. Barb seconded, and the minutes were approved by acclamation. No consent items.

**General Manager's Report**

A new 50,000 watts antenna has been placed for KDMC (88.7 FM.) We've been off the air since yesterday (June 22) at 10:30 a.m. We've informed the FCC and asked for a program test authority. We're still waiting on them to give us the "go-ahead" to the increase from 12,000 to 100,000 watts. This will be the final step of our expansion. Once the increase is complete, we can start aggressively promoting our presence in the new coverage area. Something to note about this new frequency is that we have internet provided, but we occasionally get drops; the fix is to get an audio back-up system.

Dan went to the top of Serena to install 5.8 GHZ dishes, which extend internet signal from Serena to that transmitter. RDS will be extended, too.

Some board members cannot be as involved as they'd like to be. Candice Davis, David Bammel, and Dalton Buehler have stepped down, so we currently have three board chairs open. We could use a member in Perryville, if possible.

Public Engagement: We're planning a bluegrass music festival to take place in Poplar Bluff tentatively on Apr. 30 at the Historic Rodgers Theater. The band, Wheelhouse Rousters, is good for that date, but there are a lot of details to work out still. This will be strictly an outreach event. Dan has some contacts in that area, which should be helpful in planning.

Programming: WNYC's *Ask Me Another* stopped production this month. The Saturday puzzle game show has been on for 9 years, and we've been carrying it ever since it launched. We made schedule changes early and went with stretching the *Weekend Edition* slot, in addition to moving around a few weekend shows. We may need to conduct a programming survey this fall.

### **Development Director's Report**

Underwriters: Notre Dame Regional High School, Tabor Commercial Real Estate, and Mike Parker have all renewed their contracts with KRCU. New program sponsors include Bank of Missouri for *Marketplace*, Saint Francis Medical Center for *Two Minute Drill*, Chateau Girardeau as a weather sponsor, and the Poplar Bluff Municipal Library and the Cape Girardeau Public Library for *Martin's Must-Reads*. We're currently working on Parkland Health Center, Mineral Area College, the Humane Society of Southeast Missouri, Southern Bank, EBO MD, and Aurora Medical Spa.

Events: KRCU hosted our first-ever blood drive with the American Red Cross on Sept. 2. 25 people donated, which according to the Red Cross, saves up to 70 people in need! They were very happy with the turnout. Everyone who donated received a free t-shirt. Thanks to Betty for volunteering! Our **2021 Fall Pledge Drive** is scheduled for Sept 15-22. We're currently at \$9,619 and would like to be at \$10,000 by the start of the drive. We've raised our goal to \$55,000. The 2021 Monster Mash Dash will be held on Oct. 16 in-person. We're currently working on getting sponsors and getting registration going. The last event we're working on is the 2022 Valentine's Dance. We're still looking for a band, but Century Casino has already agreed to trade food/venue for a sponsorship.

### **Adjournment**

A motion to adjourn was made by Missy at approximately 12:28 p.m.