



Community Advisory Board
Minutes of the Meeting
September 21, 2022

Call to Order

Mike Cowan called the meeting to order at 12:25 p.m. Board members present were Mike Cowan, Tammy Baldwin, Karie Hollerbach, Diane Howard, Missy Marshall, and John McGowan. Ex-officio members present were Dan Woods and Jeanette Lawson.

Minutes of Previous Meeting

A motion to approve the minutes of the June 15, 2022, meeting was made by Mike Cowan, and the minutes were approved by acclamation. No consent items.

General Manager's Report

Staffing

Our new Membership Engagement Assistant, Sarah Walter, will start on Monday, September 26, 2022. We are excited to have her join the team.

Infrastructure

The second HVAC unit has been installed at KDMC in Ellsinore. We have received bids for an upgrade to the HVAC at KSEF in Farmington and hope to have that completed later this year.

Research Items

We commissioned a report from Public Media Company to look at station financials, staffing, education level of listenership, programming, and more. Dan received a 30+ page report with recommendations and will bring findings to the next meeting, once he's had a chance to review it.

We are partnering with Karie's fall semester Media Analytics class. Students will conduct research and complete a comparative content analysis of programming and underwriting at KRCU, WSIU, and WKMS. The project includes inference from program guides, as well as a 5-day listening period. Karie will share research findings at a future meeting.

Development Director's Report

Underwriters

- New - Southeast Resource Prevention Center (two contracts) and Ritter Communications (sponsor for 5K).
- Proposals - Talking with Chateau Girardeau, EBO MD, Poplar Bluff Regional Medical Center, Parkland Health Center, Show Me Center, Southern Bank in Cape and Poplar Bluff, Top of the Marq, Sterling Bank, and Ebb & Flow.

- Renewing – Saint Francis Medical Center, Notre Dame Regional High School, Natural Health Organics, Downtown Cape CID, L&S Pharmacy, Tabor Commercial Real Estate, Klein Hospitality Group (trade and underwriting), Lois & Jeff Long: The Home Team, and Mike Parker: LPL Financial.

Fall Fund Drive

The Fall Fund Drive is scheduled for Oct 5-12. The total goal for the drive is \$55,000. We've received \$14,150 thus far from the first mailing. Our goal is to have at least \$10,000 before going on air. Board members are encouraged to sign up to come on air during the drive.

Past and Upcoming Events

- Blood Drive at Three Rivers College - Sikeston, June 29, 2022 – good turnout
- Blood Drive at SEMO, August 31, 2022 – good turnout
- KRCU Koffee at Cape Nature Center, July 12, 2022 – good turnout, great questions
- KRCU Koffee at Villainous Grounds in Perryville – eight attendees, good questions
- 5KRCU Monster Mash Dash, Oct 22, 2022 – five registered; expecting more closer to event
- Blood Drive at Poplar Bluff Library, November 30, 2022

Winter/Spring Event Brainstorm

We plan to replace the Valentine's Party and host another unique event to raise \$7,000-12,000. The Board brainstormed ideas and landed on a casual outdoor event at the River Campus in late April. We'll start planning for a Saturday evening (5:30 or 6:00 p.m. start) with a variety of live music, hors d'oeuvres, beer and wine. We'll have tents in case of rain, and plan to keep ticket prices around \$35.

We hope to host an NPR speaker event in 2023, separate from this event, as well.

Adjournment

The meeting adjourned at approximately 1:00 p.m.