



Community Advisory Board
Minutes of the Meeting
March 26, 2025

Call to Order

John McGowan called the meeting to order at 12:12 p.m. Board members present were Tammy Baldwin-Sessoms, Linda Burns, Mike Cowan, Karie Hollerbach, Missy Marshall, John McGowan, Barb Morgan, Quantella Noto, and Sue Szostak. Ex-officio members present were Dan Woods and Jeanette Lawson.

Minutes of Previous Meeting

A motion to approve the minutes of the December 18, 2024, meeting was made by Quantella Noto and seconded by Mike Cowan. The minutes were approved by acclamation. No consent agenda items.

General Manager's Report

Infrastructure

- a. Purchased a new 10,000-watt transmitter for Cape that increases the 90.9 range, including a better signal in Sikeston. The back-up transmitter from the Cape site is now at Serena; we'll put up a small antenna on Serena and use it as an emergency back-up.
- b. Purchased a coax switch for Cape transmitter, allowing switch to be made remotely and safely in bad weather.
- c. Installed an Ooma Air Dial at Cape transmitter after the removal of copper POTS line.
- d. Hoping to install an isolation transformer at Cape transmitter site to regulate/clean the power going to the transmitter in hopes of eliminating surges to transmitter.
- e. The Serena Building is getting a new roof this summer. We have a satellite dish that's been up on the roof since 2008. The dish will most likely break if it's moved. In discussion about replacing it.
- f. KDMC generator ran fine during most recent storm. Having some issues with automatic power control at Ellsinore; need a software update. Looking into a fuel leak, as well.

Programming

- a. *Almost Yesterday* – Should we sunset the program or run for a while longer? Add a tag or promo “in memory of Frank Nickell’s legacy”; consensus to keep it running through 2025 then keep online archive.
- b. APM just launched *This Old House Radio Hour*. Thinking of adding this on Sunday afternoon; it's free for the first year.

Government Funding Update/Protect My Public Media

- a. Good response to Protect My Public Media push; over 80,000 new signups. Paula Kerger (PBS) and Katherine Maher (NPR) testified before the House DOGE Subcommittee today regarding the importance of public media. We have received CPB funding for FY25 (unspent). Funding for FY26 and FY27 has been approved by Congress. The White House may be looking to claw back this funding. CPB funding makes up 25% of our budget. We will continue to monitor the situation. We are reminding listeners of what we do and encouraging them to sign up for updates at protectmypublicmedia.org.

KRCU 50th Anniversary - 2026

- a. Our 50th anniversary is on March 5, 2026. We plan to celebrate throughout 2026 with several events.
 - Design a special 50th logo to use for the year
 - Update legal IDs to mention the 50th
 - Hold a ribbon cutting with Cape Chamber
 - Make a splash at Homecoming – big “50” float in the parade, open house, evening party
 - Host a 50th page on our website – photos, stories, memories, timeline (get help from University Archives)
 - Air interviews with former professional and student staff (have our current students work on this)
 - Social media campaign – videos, posts, etc.; possibly hire a student social media intern
- b. We hope to pull together a group of people to help with planning. We’ve started a Facebook group to help get the word out about the 50th. We’ll also work with the Alumni Office to contact former KRCU students.

Development Director’s Report

Underwriting Update

- a. New Sponsors – John Spear Edge Realty (*Consumer Handbook*), Broadway Bistro (*On the Menu*)
- b. Renewals – Carved + Crafted Catering, Visit Cape, Missouri Department of Conservation
- c. Not renewing – Ellis Battery

Events and Activities Re-Cap

- a. KRCU Koffee, March 11 – Sydney Waters/BBB at Broadway Bistro; well-received; 30 attendees
- b. SEMO Giving Day, March 20 – Raised \$3,155 for smart studio upgrade; goal was \$3,500

Upcoming Events

- a. Spring Membership Drive, April 9-16 - \$57,000 goal; at \$7,000 right now; we’d like \$10,000 when we go on the air
- b. Rosati’s Dine In/Carry Out to Support KRCU, April 15, 11 a.m.-9 p.m.
- c. Music on the River, May 17, 5:30-9 p.m., \$50 tickets
- d. Tunes at Twilight, begins May 9

Adjournment

The meeting adjourned at 12:57 p.m.