



Community Advisory Board
Minutes of the Meeting
June 28, 2023

Call to Order

John McGowan called the meeting to order at 12:21 p.m. Board members present were John McGowan, Diane Howard, Tammy Baldwin-Sessoms, Quantella Noto, Barb Morgan, and Karie Hollerbach. Ex-officio members present were Dan Woods and Jeanette Lawson.

Minutes of Previous Meeting

A motion to approve the minutes of the March 15, 2023, meeting was made by Diane Howard and seconded by Tammy Baldwin-Sessoms. The minutes were approved by acclamation. No consent items.

General Manager's Report

Staffing Update

Dr. Leslie Jones, professor of voice, has joined KRCU as an additional classical host. We have only one student this summer working on Tuesdays and Thursdays.

Special Events Update

- Eclipse Expo – Panel on July 21 in UC Ballroom; Expo on July 22 at Show Me Center; Dan is moderating the panel with NASA and eclipse experts.
- NPR Guest Speaker – Don Gonyea, NPR national political correspondent; Circle VIP Reception at Top of the Marq on October 3 and Membership Breakfast in Dempster Atrium on October 4; We're looking for sponsors.
- Board Members – We're hoping to add two board members from Poplar Bluff, Sue Szostak and Mitch Davis for our next meeting in September. Missy Marshall termed off in June.

Development Director's Report

Underwriting Update

- New underwriters – Voices for Children/CASA, Regional Riverside Library
- Proposals – Main Street Signs, 1st State Community Bank, Rural King, Ebb & Flow, Cape Rock Wealth, FLYCGI
- Renewals – Cape Girardeau Public Library, Poplar Bluff Municipal Library, Downtown CID, Visit Cape, Natural Health, Edward Jones Terry Godwin, St. Francis Healthcare

Events and Activities Re-Cap

- a. SEMO Giving Day & 150th Birthday Celebration, March 22 – KRCU received over \$4,000 on SEMO Giving Day. We broadcasted live from the 150th celebration and had a booth.
- b. Spring Fund Drive, April 12-19 – Goal was \$55,000, and we currently have \$53,200. The end of the fiscal year is June 30.
- c. A Day in the Park with Green Bear (NASV), April 22
- d. Music on the River, April 29 – Sold out; great feedback; have two sponsors for next year; raised \$6,000.
- e. Tunes at Twilight, June 2
- f. Cape Municipal Band Opening Concert, June 7 – Gave out free ice cream from Dairy Queen.
- g. KRCU After Hours at EVTV Motor Verks, June 15 – Well attended and great program.

Upcoming Events

- a. Tunes at Twilight, August 11
- b. KRCU Blood Drive at Rec Center, August 22
- c. SEMO Day at Cape Riverfront Market, August 26
- d. Ideas for After Hours – Silversmith/The Forge, Riverside Pottery

Research Presentation

Karie Hollerbach shared an overview of quantitative and qualitative data from her Media Analytics class's research and analysis of programming and underwriting at KRCU, WSIU, and WKMS.

The students looked at the News Programs (overview, in-depth, interviews, other), Music Programs (classical, jazz/blues, blues/folk, other), and Variety Programs (travel/food, history, special topics, other) at all three stations. Locally produced programs were noted.

Research questions included:

- Which station is airing the greatest number of different programs Monday through Sunday? How does this compare to the other two stations?
- Which station is airing the greatest total number of programs Monday through Friday? How does this compare to the other two stations? Which station is airing the greatest total number of programs Saturday through Sunday? How does this compare to the other two stations?
- What is the total number of minutes being allocated to each type of news program?
- What is the total number of minutes being allocated to each type of music program?
- What is the total number of minutes being allocated to each type of variety program?

**See attached documents for detailed data from the pilot study.*

Karie is still working through the anecdotal data, but shared students expressed interest in what they heard, were somewhat surprised by the relevancy, and offered impressions and suggestions.

Adjournment

The meeting adjourned at 1:21 p.m.

Programming Content Analysis Pilot Study from Media Analytics course - Fall 2022

Sampling Frame: KRCU, WSIU, WKMS Program Grids as of September 2022

Research Questions and Answers:

Which station is airing the greatest number of different programs Monday through Sunday? How does this compare to the other two stations?

	Different News	Different Music	Different Variety	Total Different
KRCU	12	21	8	41
WSIU	19	12	5	36
WKMS	13	19	9	41

KRCU: News (29%) Music (51%) Variety (20%)

WSIU: News (53%) Music (33%) Variety (14%)

WKMS: News (32%) Music (46%) Variety (22%)

Which station is airing the greatest total number of programs Monday through Friday? How does this compare to the other two stations? Which station is airing the greatest total number programs Saturday through Sunday? How does this compare to the other two stations?

	Total Programs M-F (duplication)	Total Programs ST-SN (duplication)	Total Programs (duplication)
KRCU	64	28	92
WSIU	53	37	90
WKMS	82	29	111

WKMS airs the greatest number of total programs overall and exceeds the other two stations by more than 20%. Their programming strategy Monday-Friday accounts for this difference.

What is the total number of minutes being allocated to each type of news program?

	News Overview	News In-depth Topics	News Interviews	News (Other)	News Total Minutes
KRCU	2280	930	570	240	4020
WSIU	2760	1860	660	420	5700
WKMS	4050	1110	360	240	5760

KRCU: Overview (57%) In-depth (23%) Interviews (14%) Other (6%)

WSIU: Overview (48%) In-depth (33%) Interviews (14%) Other (6%)

WKMS: Overview (71%) In-depth (19%) Interviews (12%) Other (7%)

What is the total number of minutes being allocated to each type of music program?

	Music Classical	Music Jazz/ Blues	Music Blues/ Folk	Music (Other)	Music Total Minutes
KRCU	3240	660	300	1200	5400
WSIU	2400	840	300	360	3900
WKMS	120	960	450	2100	3630

KRCU: Classical (60%) Jazz/Blues (12%) Blues/Folk (6%) Other (22%)

WSIU: Classical (61%) Jazz/Blues (22%) Blues/Folk (9%) Other (8%)

WKMS: Classical (3%) Jazz/Blues (27%) Blues/Folk (12%) Other (58%)

What is the total number of minutes being allocated to each type of variety program?

	Variety Travel/Food	Variety History	Variety Special Topics	Variety (Other)	Variety Total Minutes
KRCU	120	60	360	120	660
WSIU	120	0	120	120	360
WKMS	120	60	420	120	720

KRCU: Travel/Food (18%) History (9%) Special Topics (55%) Other (18%)

WSIU: Travel/Food (33%) History (0%) Special Topics (33%) Other (33%)

WKMS: Travel/Food (17%) History (8%) Special Topics (58%) Other (17%)

KRCU-FM

* = program produced locally by KRCU

News Overview	News Indepth Topics	News Interviews	News (Other)
Morning Edition	1A	Fresh Air	This American Life
All Things Considered	Marketplace	How I Built This	It's Been a Minute
Weekend Edition	The Daily NY Times		Intelligence 2 Debates
	Planet Money		

Total Number of Different News Programs = 12

Music Classical	Music Jazz/Blues	Music Blue/Folk	Music (Other)
Beethoven Sat Nw	Jazz Night in America	Bluegrass Break	Alt.Latino
Caffe Concerto *	Jazz Network	Your Folk Conn	All Songs Cons
Afternoon Classic *	Jazz Singers	Mountain Stage	Fiesta!
Chicago Sym	Beale St		Chamber Music
NY Philharmonic			Early Music Now
			The Midnight Sp
			Strike Up Band *
			American Routes
			Millennium of Music

Total Number of Different Music Programs = 21

Variety Travel/Food	Variety History	Variety Special Topics	Variety (Other)
Milk Street	Throughline	TED Radio Hour	Wait, Wait Don't Tell Me
Travel with Rick Steves		Hidden Brain	
		The People's Pharmacy	
		To the Best of Our Know	

Total Number of Different Variety Programs = 8

Total Number of Programs Airing M-F (includes duplication):	64
Total Number of Programs Airing St-Sn (includes duplication):	28
Total Number of Programs Airing (includes duplication):	92

WSIU-FM

* = program produced locally by WSIU

News Overview	News Indepth Topics	News Interviews	News (Other)
Morning Edition	1A	Fresh Air	This American Life
All Things Considered	Marketplace	Bullseye	It's Been a Minute
Weekend Edition	The Daily		The Middle
Weekend All Thgs Con	Inside Europe		State Week in Review
	Think		Statewide
	Here and Now		CapitolView
	Planetary Radio		

Total Number of Different News Programs = 19

Music Classical	Music Jazz/Blues	Music Blue/Folk	Music (Other)
Beethoven Sat Nw	Cafe Jazz	Mountain Stage	Putumayo Music
Ins Class Guitar	Soul of Jazz	Woodsongs Old Time	American Routes
	Blues Bfr Sunrise		
	Friends of Blues		
	Rhythm in Bloom *		
	Dream Farm Radio		

Total Number of Different Music Programs = 12

Variety Travel/Food	Variety History	Variety Special Topics	Variety (Other)
The Splendid Table		TED Radio Hour	Wait, Wait Don't Tell Me
Travel with Rick Steves		Commonwealth Club	

Total Number of Different Variety Programs = 5

Total Number of Programs Airing M-F (includes duplication):	53
Total Number of Programs Airing St-Sn (includes duplication):	37
Total Number of Programs Airing (includes duplication):	90

WKMS-FM

* = program produced locally by WKMS

News Overview	News Indepth Topics	News Interviews	News (Other)
Morning Edition	1A	Fresh Air	This American Life
All Things Considered	Marketplace Mrng Rpt		On the Media
Weekend Edition	Think		Science Friday
BBC World Service	Marketplace		
Weekend All Thgs Con			

Total Number of Different News Programs = 13

Music Classical	Music Jazz/Blues	Music Bluegrass	Music (Other)
Classical Encore	Jazz Vault *	Music Frt Porch *	Hearts of Space
	Cafe Jazz	Folk Alley	World Cafe
	Stateline Blues *	Mountain Stage	Left of the Dial *
	The Jive House		Beyond the Edge *
			AfroPop World
			Imported *
			The Kitchen Sink *
			American Routes
			Sounds Good *
			Retro Cocktail Hr
			Alien Lanes *

Total Number of Different Music Programs = 19

Variety Travel/Food	Variety History	Variety Special Topics	Variety (Other)
The Splendid Table	Throughline	Sound Opinions	Wait, Wait Don't Tell Me
Travel with Rick Steves		Hidden Brain	
		A Way With Words	

Variety Travel/Food	Variety History	Variety Special Topics	Variety (Other)
		TED Radio Hour	
		eTown	

Total Number of Different Variety Programs = 9

Total Number of Programs Airing M-F (includes duplication): 82

Total Number of Programs Airing St-Sn (includes duplication): 29

Total Number of Programs Airing (includes duplication): 111