



KRCU PUBLIC RADIO
Community Advisory Board
Minutes of the Meeting
March 17, 2021 - via Zoom

Call To Order

Betty called the meeting to order at 12:05 p.m. Board members present were: Mike Cowan, Betty Martin, Barb Morgan, Missy Marshall, and Dave Bammel. Ex-officio members present were: Dan Woods, Jeanette Lawson, Lindsey Grojean, and Trudy Lee.

Minutes Of Previous Meeting

A motion to approve the minutes of the Dec. 16, 2020 meeting was made by Betty. Missy seconded, and the minutes were approved by acclamation. No consent items.

General Manager's Report

KDMC is on the air in Ellsinore at 91.3 FM. We've been approved to move to the 88.7 FM translator on that frequency. Our goal is to make the switch on Apr. 1, then apply for a construction permit. Everything is running behind on supplies, so that may be delayed. We're still getting signal reports from our listeners and contacts in the Poplar Bluff region, and we know the signal is spotty in some areas since the switch. KRCU staff took a trip to Poplar Bluff last week to familiarize ourselves with the area (businesses, potential underwriters, etc.) and we're getting a sense of who we can partner with. We also know there's a large Southeast Missouri State University alumni population in that area. The closest NPR station is located in Jonesboro, AR (KASU). We hope to host an event in Poplar Bluff in the future, such as a bluegrass/folk music concert. Barb recommended a Zydeco event.

Drive Update: Our Spring Membership Drive is approaching; it's scheduled for Apr. 7-14. We're already at 18% of our \$52,500 goal at \$10,000 through pre-drive donations. Our second mailing will go out next week. In addition to our traditional mailing, we also conducted a Greater Public acquisition mailing that consisted of 3,000 letters going out to "public radio-friendly" audiences in the 637xx zipcodes. We've received about \$350 in donations from that mailing so far. This is

expected to not only generate gifts, but to broaden our scope and let people know NPR programming is available in their area.

Programming: Our new classical host, Mary Mims, is doing a great job. She's planning themed shows for *Caffe Concerto*, including a Women's History Month program.

Development Director's Report

We're pleased to announce that we have hired former KRCU employee, Jeanette Lawson as our new development director. She can be reached at jlawson@semo.edu.

Pledge Drives: We're actively working on recruiting phone/on-air volunteers to help with our 2021 Spring Drive; we would like to have 2 volunteers each hour (1 on-air, 1 on phones.) Jeanette is also working on getting challenge grants from local businesses such as Buchheit's to encourage our listeners to donate. Krispy Kreme has committed to donating a dozen donuts each morning of the drive for our staff and volunteers, and Bon Bon's of Cape Girardeau and Fresh Healthy Cafe have each donated a lunch.

Underwriters: Fresh Healthy Cafe, Brewen Processing & Catering, and the Medicine Shoppe have joined us as sponsors under our 3-month Business Showcase package. Three more proposals are out, as well.

Events: We were not able to host our Valentine's Party in February due to COVID-19, and we attempted to make up for the lost income through gift baskets from My Daddy's Cheesecake and "Radiogram" announcements on the air. We raised \$300 that day. We hope to host the party in 2022, and we may keep the Radiogram offering. We will start planning the Valentine's event early next year. We are also planning to host our Monster Mash Dash 5K this October.

Adjournment

A motion to adjourn was made by Barb, and seconded by Missy, at approximately 12:48 p.m.