



Community Advisory Board
Minutes of the Meeting
December 21, 2022

Call to Order

Dan Woods called the meeting to order at 12:15 p.m. and introduced Wendell Snodgrass, new Vice President for University Advancement. Board members present were Mike Cowan, Tammy Baldwin, Karie Hollerbach, Diane Howard, Missy Marshall, and John McGowan. Ex-officio members present were Dan Woods, Jeanette Lawson, and Wendell Snodgrass.

Minutes of Previous Meeting

A motion to approve the minutes of the September 21, 2022, meeting was made by Mike Cowan, and the minutes were approved by acclamation. No consent items.

Development Director's Report

Underwriting Update

- Proposals – Hot Sauce Werks, Water & William Olive Oil Company, Robinson Farms NxtGen, Newbridge Retirement Community, Yoga East, and Poplar Bluff Regional Medical Center
- No renewals or new underwriters to report this month

Fall Drive Update

The Fall Fund Drive was Oct 5-12. Year-end goal was \$55,000. As of today, we have \$55,347. Expecting to get more through year-end mailing.

Events and Activities Re-Cap

- 5KRCU Monster Mash Dash, October 22, 2022 – 37 attendees
- Riverfront Fall Festival, October 22, 2022 – first year, well attended
- Zonta Expo & Awards Luncheon, November 18, 2022 – had a table at Expo and event sponsor
- Blood Drive, Poplar Bluff Library, November 30, 2022 – Red Cross goal was 20 units; we had 21 units
- KRCU Circle Reception/Big Band Holiday Jukebox, December 2, 2022 – 50 attendees
- KRCU Holiday Open House, December 8, 2022 – 50 attendees

Upcoming Events

- Jackson Chamber Banquet, January 13, 2023 – table decoration with KRCU giveaways
- Valentine Basket Fundraiser with My Daddy's Cheesecake
- KRCU Koffee at Foxtrot Coffee in Poplar Bluff, March 8, 2023
- Spring Fund Drive, April 12-19, 2023
- Blood Drive in the spring, TBD
- Music on the River, April 29, 2023, at River Campus Park, 5:30-8:30 p.m., three musical performances, food and drink

General Manager's Report

Research

Dan gave a brief overview of the 30+ page report from Public Media Company that looked at station financials, staffing, education level of listenership, programming, and more:

- Organization and Market
- Strategic Direction
 - Growing, just not fast enough
- Broadcast & Beyond
 - Impact of pandemic
- Media Environment: Habits
- News & Journalism
 - Limited on local news; need more people
- Analysis – Financials, peer comparison, media metrics

Recommendations from study:

- Growing partnerships
- Audience engagement
- Fundraising growth

Follow-up questions included:

- Do we know how many businesses have KRCU on streaming (banks, offices, etc.)?
- Can we find out comparable streaming numbers (Murray, Carbondale, etc.)?
- Can we add “Stream us live” and “Tell your smart speaker to play KRCU” to our branding materials, emails, etc.?
- Can we see numbers of who’s streaming?

Follow-up discussion included:

- The creation of good, local content and programming; this takes resources – people and money
- Fundraising and content: what drives what?
- Finding and creating balance for audience and donors; recruiting younger listeners/donors
- How NPR has changed over the years
- Taking advantage of volunteers

Future Topic

At our next meeting, we will look at the quantitative and qualitative data from Karie’s Media Analytics class’s research and comparative content analysis of programming and underwriting at KRCU, WSIU, and WKMS.

Adjournment

The meeting adjourned at approximately 1:10 p.m.