



Community Advisory Board
Minutes of the Meeting
December 17, 2025

Call to Order

John McGowan called the meeting to order at 12:22 p.m. Board members present were Tammy Baldwin-Sessoms, Linda Burns, Mike Cowan, Karie Hollerbach, Diane Howard, Missy Marshall, Barb Morgan, Quantella Noto, Kevin Timlin, 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 September 17, 2025, meeting was made by Missy Marshall and seconded by Quantella Noto. The minutes were approved by acclamation. No consent agenda items.

General Manager's Report

Infrastructure

- a. We are still working on getting the back-up antenna on Serena.

Personnel

- a. Students – Elaina Seidelman graduated this December. She was hired by KFVS12 as a digital content producer. Her replacement will start in January. We'll have three student hosts in Spring Semester.

Programming

- a. We're airing several holiday specials; these were announced in the newsletter.
- b. We are retiring Frank Nickell's *Almost Yesterday* this December. The archive will remain on the website.
- c. Martin's Must-Reads will move into the Almost Yesterday time slot.
- d. Sydney Waters (BBB) and Josh Hartwig (MO Dept. of Conservation) have both left their positions. We're working to connect with their replacements to start recording new episodes of *Consumer Handbook* and *Discover Nature*, respectively.
- e. *Here Lies a Revolutionary War Soldier* will begin in January. Hosted by Pamela Johnson, member of DAR, the program is in coordination of America's 250th and highlights patriots who moved to Southeast Missouri after fighting in/aiding in the American Revolution.

Budget

- a. We are in a good place for FY26. We are starting to plan for FY27.
- b. We are going to receive around \$30,000 from NPR as part of the NPR platform revenue distribution.
- c. The goal for the Spring Fund Drive is \$100,000. This is the new normal, and it may need to increase even more in the future.

Development Director's Report

Underwriting Update

- a. New Sponsors – Missouri Department of Health and Senior Services (Radon Gas Test Kit); Missouri Connections for Health; Cape Girardeau Public Schools Foundation (Penguin Party Trade)
- b. Renewals – Pagliai's and Benchmark Printing (both 2-year contracts)

Events and Activities Re-Cap

- a. Cartober – Approximately \$2500 donated so far in FY26.
- b. Fall Membership Drive, October 8-15, 2025 – Overwhelming success! We raised \$104,990.
- c. SEMO Block Party, October 17, 2025, 11 AM-1 PM
- d. Live Coverage, SEMO Presidential Inauguration, October 17, 2025, 2-3 PM
- e. SEMO Homecoming Parade, October 18, 2025, 9:30 AM
- f. Pizza with a Purpose: Rosati's Fundraiser, October 28, 2025, 11 AM-9 PM – Raised \$212.50.

Upcoming Events

- a. KRCU Blood Drive, Cape Girardeau Public Library, January 13, 10 AM-2 PM
- b. KRCU 50th Anniversary Ribbon Cutting & Open House, March 5, 10 AM-Noon
- c. KRCU 50th Anniversary Celebration, Rusted Route Farms, May 23, 6-10 PM

KRCU 50th

- a. As we move into 2026, we need to emphasize the services that public radio provides. What makes us different and worth supporting? Celebrate 50 years and look to the next 50.
- b. The May 23 50th Anniversary Celebration at Rusted Route will feature cocktails, dinner, silent auction, and dancing to live music from local favorite cover band Gen X. Capacity is 300. Tickets will \$75 per person; \$600/table of eight.

Adjournment

The meeting adjourned at 1:05 p.m.