



KRCU PUBLIC RADIO
Community Advisory Board
Minutes of the Meeting
June 23, 2021 - via Zoom

Call To Order

Betty called the meeting to order at 12:06 p.m. Board members present were: Betty Martin, Mike Cowan, Barb Morgan, and Missy Marshall. Ex-officio members present were: Dan Woods, Jeanette Lawson, and Lindsey Grojean.

Minutes Of Previous Meeting

A motion to approve the minutes of the Mar. 17, 2021 meeting was made by Missy. Barb seconded, and the minutes were approved by acclamation. No consent items.

General Manager's Report

A tower crew is installing a new, 6-bay antenna for KDMC (88.7 FM) today. We've been off the air since yesterday (June 22) at 10:30 a.m. Next, a surveyor will come to measure and sign off on the antenna alignment. Next, we'll inform the FCC, ask for a program test authority, and they should grant us the increase from 12,000 to 100,000 watts. Before we were off yesterday, the signal sounded good in Poplar Bluff, but to reach all areas (including Van Buren and Ellsinore) we needed to move to Ellsinore at 88.7 FM, which is a clearer channel. Once the increase is complete, we can start aggressively promoting our presence in the new coverage area.

Public Engagement: We're planning a bluegrass music festival to take place in Poplar Bluff around October. We also went to the Poplar Bluff Municipal Library's *Music in the Park* series recently. Betty noted that the venue was great, and the bass player made mentions of KRCU during the performance. Sue (the library's director) was disappointed in the turnout, but the high temperatures may have kept people at home. Doug Kennedy has been a helpful contact in Poplar Bluff. We also attended the River Campus *Summer Arts Festival* on June 19 - it was also hot outside.

Programming: WNYC's *Ask Me Another* has announced it will end this September. The Saturday puzzle game show has been on for 9 years, and we've been carrying it ever since it launched. If you have any opinions about this new time slot, let us know so we can factor those into our decision-making process for a new show.

Development Director's Report

Underwriters: Terry Godwin (EJFA), Wood & Huston Bank, Natural Health, Ted Yates, Downtown Cape CID, Visit Cape, Tim Domian (EJFA), and Buchheit Inc. have all renewed their contracts with KRCU. New program sponsors include Commerce Trust Company for *All Things Considered* and First Midwest Bank for *Let's Talk Business*. One more proposal is out for *Martin's Must-Reads*.

Events: KRCU is hosting a blood drive with the American Red Cross on Thursday, Sept. 2. We're offering free t-shirts to all who attend and give. We will need volunteers, as well as blood donors. If you are interested in either, please let us know. **Our 2021 Fall Pledge Drive is scheduled for Sept 15-22.**

The University Foundation is inviting our board to join them for a tailgate before the first football game on Sept. 2 at 6 p.m. It's a mix-and-mingle event for all of the advisory boards, and you can RSVP if you're interested in attending.

Adjournment

A motion to adjourn was made by Missy, and seconded by Barb, at approximately 12:38 p.m.