



KRCU PUBLIC RADIO
Community Advisory Board
Minutes of the Meeting
December 16, 2020 - via Zoom

Call To Order

Betty called the meeting to order at 12:03 p.m. Board members present were: Quantella Noto, Missy Marshall, David Bammel, Betty Martin, Barb Morgan, and Shvetha Gohn. Ex-officio members present were: Dan Woods, Lindsey Grojean, and Trudy Lee.

Minutes Of Previous Meeting

A motion to approve the minutes of the Sept. 16, 2020 meeting was made by Betty. The minutes were approved by acclamation. No consent items.

General Manager's Report

As of Friday, Dec. 11, KDMC is on the air in Ellsinore at 91.3 FM. We had several delays, including a guy wire coming loose on the tower; we had to bring a bulldozer in to pull the anchors down while the tower crew restabilized it. It may be a few months until we get the new antenna, possibly late January. The tower crew is not getting on the tower until the new guy wires are installed. KDMC is currently at 12,000 watts; once approved, we will file to change the frequency to 88.7 FM, and then apply to increase to 100,000 watts. When we do move to 88.7 FM, we will begin marketing our presence in the area. When we first moved there, we sent a general postcard to SEMO Alums in the Poplar Bluff area. We've begun to form a KDMC Advisory Group to help us connect to the Poplar Bluff region, give signal reports, and assist in the eventual planning of events in that region. Our meetings will take place over Zoom.

Programming: We have begun airing special programming for the 2021 holiday season. We have many more shows this year, both syndicated and local, and have sent out a Frequency newsletter to listeners with all the temporary schedule changes. Josh hartwig is the new communications director at the Missouri Department of Conservation - Southeast Region, so he is recording new *Discover Nature* segments. *Missouri Bicentennial Minutes* with Bill Eddleman is

slated to begin Jan. 1, 2021, and will air every Friday morning. Our student reporter, Clayton Hester, has created a new show, *Vintage Radio Rewind*, that will air Fridays at 7 p.m. and Sundays at 6 p.m. It features pop standards, adult contemporary, big band and jazz music.

Development Director's Report

We are still in the process of hiring a new Development Director. We had ten applicants, and have sent our first evaluation to Human Resources for approval. There will be six final interviews, which we will try to schedule before we hit winter break. In the meantime, if you hear from potential underwriters who need to talk to us, direct them to Dan at (573) 651-5068 or djwoods@semo.edu.

Pledge Drives: This year's Giving Tuesday on Dec. 1 brought in \$2,905. We are \$4,000 away from our \$52,500 goal for 2020, so we will be hosting our end-of-year drive, "Four Days of Giving." It's the first in quite a while for the station, and our daily goal will be \$1,900. We decided not to send another mailing due to COVID-19, and because we are doing better than we were in spring of this year. We tend to get several credit card gifts on New Year's Eve, so we should get some income on Dec. 31. At 92% of our annual goal, we consider ourselves to be in a good place in comparison to other nonprofits.

Underwriters: Commerce Bank has joined us as a sponsor of *All Things Considered*; they will start January 1 for a multi-year contract. We are working on renewals and exploring new potential underwriting partnerships.

Events: We will not be able to host our Valentine's Party in February. We are looking for alternate avenues to make up for that lost income.

Adjournment

A motion to adjourn was made by Missy, and seconded by Betty, at approximately 12:42 p.m.