



**Community Advisory Board
Minutes of the Meeting
July 8, 2026**

Call to Order

John McGowan called the meeting to order at 12:23 p.m. Board members present were Tammy Baldwin-Sessoms, Linda Burns, Mike Cowan, Diane Howard, Barb Morgan, John McGowan, Quantella Noto, and Kevin Timlin. Ex-officio members present were Dan Woods and Jeanette Lawson.

Minutes of Previous Meeting

A motion to approve the minutes of the March 18, 2025, meeting was made by Quantella Noto and seconded by Barb Morgan. The minutes were approved by acclamation. No consent agenda items.

General Manager's Report

Infrastructure

- a. We're looking to do one more upgrade to the Cape tower, going from 6500 to 25,000 watts. This will help with coverage in and around Cape and down to Sikeston. We've filed an application with the FCC. We have the transmitter; we need to buy the antenna (about \$30,000).
- b. The 1000-watt back-up antenna on Serena has been operational but failed today. We're looking into this.
- c. We are having issues with smart speakers. Currently, you cannot listen to KRCU on Tunein, Google Nest/Home, Alexa, etc. NPR and SEMO's IT department are working on this problem. You can still stream from the website and listen on the radio.

Programming

- a. Dr. Hodson's "3 Things from Brad" will become a radio program. We'll be working on getting this up and going.

Budget

- a. The University asked all departments to come up with 10/15/20 percent budget cut scenarios. We now know it was a 20% cut for the station, or another \$40,000 loss.
 - i. Where is the ceiling for station fundraising? With the loss of CPB funding, we raised our fund drive goals from \$55-60,000 to \$100,000. What is the cap?
 - ii. We're not going to cut programs until we have to.
 - iii. Board received a handout showing the FY Giving totals for past three years. We've seen a significant increase in fundraising and donors since the announcement of losing federal funding.
- b. Regarding the new NPR tiered pricing model (Level A, B, C), we will most likely be in the "B" tier. We may get some fee relief from NPR. More to come on this.

Development Director's Report

Underwriting Update

- a. New Sponsors – Copper Dome Brands, Todt Roofing, Cape Muny Band, IL Environmental Protection Agency, Kent Library

- b. Renewals – Downtown Cape CID, Terry Godwin-Edward Jones, L&S Pharmacy
- c. Not Renewing – Sikeston Public Library
- d. Proposals – Saint Francis Healthcare System, Mike Parker/LPL Financial

Events and Activities Re-Cap

- a. Giving Day, March 19 – 2 projects; one had a goal of \$5,000 and raised \$840; one had a goal of \$25,000 and raised \$565; moving forward, we'd like to not participate in this event as it takes away from our giving
- b. Spring On-Air Fund Drive, April 8-15 – We raised \$101,000, surpassing our goal of \$100,000.
- c. KRCU 50th Anniversary Celebration at Rusted Route Farms, May 23, 6-10 PM – Well attended, lots of fun, and raised about \$7,000 for the station.
- d. Tunes at Twilight, June 5

Upcoming Events

- a. Tunes at Twilight, August TBD
- b. SEMO Takeover at Cape Riverfront Market, August 22
- c. SEMO Welcome Back Picnic, August 23
- d. NPR Guest, September TBD

Adjournment

The meeting adjourned at 1:04 p.m.