

## MCPB General Manager's Report for October 2013

John Coate October 2013

### Development and Membership

Front and center is our Fall Pledge Drive October 12-20. Our goal is \$110K, the amount we collected last fall. Membership Coordinator Diane Hering is unable to be with us on this drive so we need an extra effort from our volunteers and members. If there was ever a time to show your support of KZYX, it is now.

KZYX will host the Ruth Moody October 26 at the SPACE Theater, 508 West Perkins St. in Ukiah. More info at [kzyx.org](http://kzyx.org)

### Finances

Our FY2013 audit is underway and preliminary results show that we made a profit of more than \$100K last year – by far our best year ever.

	September 2013 Vital Signs	FY14 YEAR TO DATE
Total Income:	\$9,606.50	\$40,502.85
Income from donations:	\$7,894.00	\$34,472.50
Expenses:	\$29,855.89	\$101,831.69
Net Gain/Loss:	(\$20,249.39)	(\$61,328.84)
<b>Total Accounts Payable</b>	<b>\$87,999.66</b>	<b>\$87,999.66</b>
Accounts payable from prior years	\$29,270.00	\$29,270.00
Accounts payable current year	\$20,229.66	\$20,229.66
Line of Credit Balance (Payable)	\$38,500.00	\$38,500.00
Accounts receivable (pledges & underwriting)	\$30,344.89	\$30,344.89
Available line of credit	\$36,500.00	\$36,500.00
Checking account balance	\$2,223.73	\$2,223.73

First quarters here are never profitable and this FY2014 year is no exception. We are about \$30K behind last year due to the more successful one-day August Pledge Drive in 2012. The one-day drive we did in August this year netted \$15,179 vs \$46K for last year. That \$46 was surely an all-time record. A good fall drive will correct this and a lousy one will not.

### Operations

We purchased a new – and higher fidelity – FM converter unit (converts audio into a radio signal so it can be sent to the transmitter) which both improves the sound quality of KZYX/KZYZ and gives us a backup unit (the old one) and eliminates one more 'single point of failure in the chain of equipment needed to broadcast.

We have purchased our new main control console. It is now being configured and will be installed in the main studio after the fall pledge drive. It is tricky to configure because it has to be done in conjunction with our simultaneous installation of a new version of our programming automation system. This is complicated stuff that must be done with extreme care. It will be worth it.

We continue to work on improving the connectivity of the signal from the remote studios to the main Philo studio. We saved many thousands of dollars by converting from ISDN and its dedicated phone lines over to an internet-based system that runs on DSL. We have more trouble with the Mendocino studio and have doubled the DSL throughput and strung new cables. We also set up a separate and discrete channel that only handles data from the satellite studios. When we continued to encounter problems we contacted Comcast to see about switching to cable-based Internet for that location. We await their analysis of the site. Meanwhile we reduced the audio fidelity coming from the satellite studios in order to lower the amount of data going through the lines. The good news is that it still sounds better than MP3 files.

### **Programming**

Michael Kisslinger hosts a new program called Give & Take: conversations about issues and events of interest to local people. Airs alternate Thursday mornings at 9 AM.

Valerie Kim is a new host of the Farm & Garden show. Valerie is in her early 20's, a Brown University graduate who moved to Mendocino County to be a farmer. She focuses on a variety of local food & farm issues.

Justin Delmer hosts Sweetsmoke Radio alternating Wednesdays 10 to midnight. He focuses on the roots of modern dance music with selections that cover a variety of genres - soul, funk, electronic, r&b, rock, dub, pop, jazz, blues, and soundtrack music for starters - songs that have a unified aesthetic.

We (and every other FM station) unfortunately lost the ability to air Al Jazeera because they are going to operate their own broadcasts. We replaced it in the mornings with "The Thom Hartmann Show" and in the evenings with "The World" from PRI.

Katharine Cole moved to Atlanta but she still does the Sonic Blender remotely.

Terri Boudreaux now co-hosts Pride Radio Mendocino with Corporal Cin.

Barbara Lamb is on leave from A Joyful Noise.

Greg Krouse has asked for a leave from the Ecology Hour.

Dr. Richard Miller is on leave from Mind, Body, Health and Politics.

We have suspended the Open Lines Show until we re-craft it.

### **Underwriting**

Along with five renewals, David signed up the following new underwriters:

The Skunk Train (Fort Bragg/Willits), Dancing Dog Design (Fort Bragg), Hospice of Ukiah, The Salvage Shop (Ukiah), Tastebuds Restaurant (Ukiah).