

MCPB State of the Station Report

Stuart Campbell—November 2015

News Team

“The 2nd Annual Building Community Through News” event will occur at Space in Ukiah on Sunday, December 20th. Elizabeth Larson, publisher/editor of *Lake County News* will be the keynote speaker. Plans for this event are still in the works, and we are planning some exciting aspects to this event to be announced later.

The news team is working on several initiatives in their reporting and community involvement. The first is a mental illness project, which will include 1) media partners, 2) Supervisor Tom Woodhouse, who has consented to help in establishing a community dialog, and 3) other community partners.

They also continue to work on reporting involving the broadband issue in this county, and have some irons in the fire on that front.

Finally, this week continues a focus on fire funding for the many fire districts in the county.

Infrastructure

I announced at the last Board meeting that our Operations Manager, Rich Culbertson, had nearly completed the work and testing necessary to establish redundancy in our main broadcast equipment, and that once done, we would have systems in place such that most equipment failures would be repairable within a very short time. That work is nearly completed, just waiting on one more piece from our contract radio engineer.

We applied for a Mendocino County Community Benefit Fund grant to provide the funds to purchase and install equipment that would give us remote access to our two broadcast towers at Cold Spring and Laughlin Ridge through the Internet. In the application we made the case that the community benefit that would accrue would be that with this new equipment we could set it up to allow county emergency services and officials to get access to our broadcast equipment in situations where our staff or broadcast facilities might not be available.

We have two fairly critical unfunded computer & software needs, both of which should, I believe, be implemented as quickly as possible. As mentioned below, we are hoping to acquire grant funding for these, but that is not at all certain, and whether or not that funding is acquired, these should happen:

- Our accounting computers (bookkeeper's desktop and server) are the oldest in the building, both running Windows XP; they need to be

replaced. In addition, we are using an older version of accounting software which should be upgraded. I estimate the cost of upgrading all this at around \$5,000.00.

- We are using Donor Perfect software as our membership database. It was never designed for radio operations such as ours, and doesn't allow us to do a number of things very easily, such as communicate with our members via email. We need to upgrade to software provided by Allegiance, at a probable cost of \$5,000.00 for installation, and a slight increase in monthly maintenance costs.

Programming

The only programming change to report is that I have temporarily stepped back from doing my show on a bi-weekly basis because the time demands are just too great under current circumstances. Cal Winslow is doing a series on California forests.

2016 Board Election

Planning for the 2016 Board election is in progress, with three seats available:

- District 1 (Potter Valley, Redwood Valley, Calpella, & Talmage)[Bob Page's current seat]
- At-Large [John Sakowicz's current seat]
- Programmer-Elected [currently vacant]

Applications and requirements will be available on the station website no later than November 30th, four weeks from today.

Fundraising

Fall Pledge Drive

Our fall pledge drive is on track to reach our \$80,000.00 goal. We received over \$8,000.00 in our silent drive (letters to members beforehand), and as of 3:30PM today, we have \$. We are focusing this time on increasing the number of sustaining members, and so far we have

Grants

- We just recently completed certification requirements for our Corporation for Public Broadcasting (CPB) Community Service Grant (CSG). We have been allocated a total of \$124,477.00, which we will receive in two lump-sum payments, the first of which (\$94,450.00) is currently being processed and should be received shortly.

- As mentioned above, we have applied for a Mendocino County Community Benefit Fund grant in the amount of \$19,445.00; \$13,445.00 is for the equipment, and we're estimating \$6,000.00 in installation costs for a radio engineer. We are one of sixty-two active application requests, and the county is currently expecting this to be on the Board of Supervisor's agenda for November 17th, and those meetings typically occur at 9:00 a.m. As I understand it, requests will have to be approved by a majority vote of the supervisors. I don't think it would hurt if we have interested parties there to support our application.
- We are also working on a couple of other grant requests, including one to be submitted to the Community Foundation of Mendocino County. As mentioned above, we have specific computer & software needs not in the current budget for which we hope to acquire funding.

Auctions

We have two auctions planned in our FY2016 budget, and are planning a Valentines auction for February, and a Western Regional Public Radio Auction in conjunction with Nevada Public Radio next year as well, something which we have done in the past.

Major Donor Campaign

I need to express my concern to the entire Board that the budget we approved at the end of June included \$55,000.00 in major donor contributions as follows: A Legal Bill Event (\$10K), End of Year (\$30K), & Spring House event (\$15K). Obviously, perhaps, we are not restricted to those particular events, but as far as I know, there are no plans for generating any of these funds at the moment, and I consider this aspect of fundraising to be a Board responsibility. The staff will, of course, support such efforts in any way required, but I don't think they could or should take the lead on them. Again, perhaps obviously, if these funds are not generated during this fiscal year, it could leave us with a significant deficit.

Membership

There has been some concern about our membership numbers declining, so I recently had our membership department provide an interim number, which is 2285, prior to this pledge drive. We usually establish that number once a year at the end of the calendar year when we have to establish an exact list of members for Board election purposes, and there are a number of parameters that have to be considered in pulling that information from our database. The calendar year numbers for the past seven years are as follows:

YEAR	MEMBER COUNT
2009	2134
2010	2319
2011	2282
2012	2327
2013	2396
2014	2372
2015	2118
Current	2285

As is evident, the numbers have fluctuated over the years, and I think we can neither determine the cause of those fluctuations, nor draw any conclusions.