

KSCW Committee Meeting Minutes 2:00 p.m. Monday, October 31, 2016

The meeting was called to order by Linda Campbell at 2:00 p.m.

Also Present: Maggie Wright, Stephanie Rogall, Ben Hayes Linda Marek, Sherry Hayes, Bill Persson, Ron Bevilacqua, Dwight Senne, Keith Fowler, Larry Anderson, Warren Gerecke, Glen Hagy, Chuck Gawle, Kurt Hauswirth,
Bob Drabik, John Huotari

There were no comments from the committee on the minutes of the last two meetings.

Glitches that happened over the last few days and the possible causes were briefly discussed. The Production sub committee will continue to investigate and research the problems.

Linda's Litany "The Committee" file outlining the proposed operation of this committee for the rest of the year is

in the Documents folder in the DRIVE of the committee's gmail account.

Unfinished Business

- Library Sale spot - Stephanie - Done and on the air.
- Prides luminaire spots - John has finished the first recording. He will do the second one shortly.
- Memo's picnic programing and message - Dwight & Larry - Finished this and it is scheduled.
- Posse urgent messages to the community - Linda - The Posse Commander said that anything would have to come from MCSO and not the SCW Posse.
- ARC car raffle promotion - Linda - The cadillac will be sold and not raffled. She is waiting for information from ARC so a draft script can be written for the On-Air-Talent sub committee.
- Beaders - Stephanie - this spot has been recorded
- Barber Shop Quartet - Maggie - Even though we can't promote the Concert because a portion of the proceeds will be going to a church, we may be able to do a spot of some sort for the choral group.
- Rotary/Alzheimer's - Maggie - They want to know if someone can record them.
- Model Railroad - Glen has the Thanksgiving train event done and will be turning in the Holiday train events shortly.

Dwight's Dump - Dwight expressed the fact that we have a responsibility to the community to have a professional

product. We can have fun and still be serious and committed to the content that gets on the air. We need to respect each other's contributions.

He needs clear and complete instructions. He would like single focal to make decisions and provide direction. Some of this will be helped as proposed structure for the committee is implemented. Finished audio recording drives should be given to Linda on Monday so progress can be documented before they are passed on to Production for preview and then programming into Command Center.

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Everyone needs to start adhering to the Monday deadline so Dwight can get back on track. If necessary he will replay a show for a week if someone needs to get caught up. He will stay flexible and come in on Thursday afternoons if someone needs to drop off a show then but, as far as his programming is concerned, it will be as if

the recording were dropped off the following Monday. An exception to this could be a spot for a sponsor.

Dwight also told the group that schedule changes are very time consuming for him and requested that they be made sparingly. Another time consuming issue is having to boost the volume of shows using Army Knife in Command Center. There was a brief discussion on why this might have been necessary and how to avoid this problem in the future.

Dwight noted that he noticed outdated promos playing and so he requested that those loading programs into Command Center also remember to enter expiration dates in the attributes for the spot. If they can't do that please write it in the notebook. It helps to make a note of whatever is done.

Dwight will resume attending Monday meetings in an effort to make sure that he has the clarification needed for efficient programming and optimal broadcasts.

Maggie's Moment - The Time Clock. Maggie wants to look at this strategically now, while there is still space in the schedule, so we don't end up having to keep changing. Assuming we have a certain number of minutes of spots per hour, how should they be allocated? How should home grown programs be configured? Do we have a formula for the types of programming we want? Are there too many promos for the clubs based on the time clock?

We should possibly have a Club Corner type program with interview, educational lecture and "how to" shows. Maybe 15 minutes twice a week. We might want to change the number of shows like this based on the time of year. Shows like this could be an alternative to the longer promos. Chuck said he would be willing to help with that idea. Bob suggested linking to youtube videos from our website.

The group briefly discussed how shows should be split to allow for the allocation of time for the shorter spots. Warren stated that 15 minute shows would be good because they leave room for "drop ins". He also pointed out

that the number of spots that are desirable varies on the time of day.

These issues need to be discussed in greater depth by the On-Air-Talent sub committee. They will also determine

what will be included in the time designated for 'Old Time Radio'.

Comments:

Keith reminded everyone that a good rule of thumb is: If there are 3 texts about a subject it's best to make a phone call.

Linda asked if the Coin & Stamp Club spot is now playing - Dwight checked and it is.

A new script with contact information was given to Ron to record for the ARC Angels.

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Linda informed the committee that we do not have the Stampede room next week.

Wanda Schnabel, Governing Board President, requested via George that KSCW make an announcement for online

voting for the governing board election in March. Linda will write up a draft script for that and give it to the On-Air

Talent sub committee when she gets that information together.

Linda asked that if people want to have meetings in the Roundup or Stampede room, to please let her know.

The information will be kept on the calendar on the club website so everyone can see when the rooms are available to be reserved for their use.

Sherry Hayes proposed a show which will be presented to the On-Air-Talent sub committee. It's a "date night" show of primarily love songs. One of the concerns was to get the scheduling time reserved. The first show would

air the Friday after Thanksgiving.

Dwight suggested that new shows be made in the segments discussed earlier in the meeting.

Ron asked about the W9 requested by Centurylink. Linda told him that the W9 just proves that the Broadcast Club

is a 501(c)3. If they want that information he can give them the form now. When Andrew gets back in the country,

he will send a 'Thank You' note for the donation. An official letter will be sent at the end of the year.

Bob Drabik asked if there had been a demographic study of those who live in Sun City West during the Summer

and the Winter. Linda told him that he could access the Association 5 yr plan with that information on Board Docs

on the Rec. Center Website.

John suggested places that the sub committees might want to use to meet. Palm Ridge in front of the TV and in

the Kuentz Courtyard. The Committee agreed that Linda should try to schedule the Stampede Room between noon

and 2 every Monday in 2017. Both rooms could be used for sub committee meetings during those hours before the

main meeting at 2 p.m.

Linda requested that any of the blue key USB drives that are not being use for programming be returned for use in

the studio.

Glen asked about Clubs having the option to pay for spots. Linda reminded the committee that she and George met with Cindy Knowlton to clarify this issue. No club money can come from a club's treasury for a donation.

Individual members from the club can donate but they can not be reimbursed from the club's treasury.

Contracts

would have to be approved and signed by the Association General Manager. Larry said that we need to have another meeting to discuss this in depth.

Meeting adjourned at 3:03 p.m