

SCW Broadcast Club

Executive Board Project Status Update

January 11, 2018

SCW Broadcast Club Board members were requested to update the Board on the status of the projects within their areas of responsibility. This provides a summary from the January 11th Board meeting:

Stephanie Rogall: Responsible for Social activities in the club.

- Stephanie reported that the **next club membership meeting** will be Monday, January 15th at the men's Club (6 pm). Refreshments will follow.
- Patty Lang is hosting a **Club party** (heavy-appetizer potluck) at her home on January 20, 2018. Stephanie encouraged board members to please be there.

Maggie Wright: Responsible for PR & Marketing

- The **KSCW radio market study** is in process. The questionnaire is online. Dwight will deliver the questionnaires and boxes to the Rec centers, plus the Western State Bank and Rec Center Bowling Alley, during the week of January 15th. Maggie is organizing volunteers (to be at tables) to request residents to fill out the market study survey. The locations will be: SCW Bowling Alley, Library & Bob's Variety store.
- **March 17th Hole-In-One Golf Tournament.** This is the SCW Golf Program's premiere golf tournament. The Key sponsor is Desert Golf Cars. KSCW/Broadcast Club was chosen to be the beneficiary of all profits after expenses are paid.
- Maggie is working on some potential donations from Desert Golf Cars & Planet-Up Technology, which include: 1) a potential **solar golf car donation** to the Broadcast Club for its radio/club use and 2) a possible **solar panel** donation to be attached to the Men's Club roof for electricity savings and emergency back-up. Dwight will discuss the possibility of having solar panels on the Men's Club roof with Rec Center management.
- Maggie & Chuck Mulcahy are investigating the potential of purchasing radios that have either solar panels or hand cranks, in case of emergencies. The objective is to brand the radios and get them into residents' homes, some as give-aways, others may be sold. Will work with fundraising to look into possible grants for purchasing them.
- The Friends Radio Campaign will be developed to build the listenership of the radio station.

- SCW Golf Show: SCW Golf is developing a 5-minute radio show called **Talkin' Golf**. It will include events, news, tips, and so on. It will be aired at 2pm on Fridays and Sundays. The SCW Golf Department is currently developing scripts and preparing to record.

Glen: Responsible for Membership Engagement

- Glen will discuss his thoughts on membership engagement in a future meeting.
- This area will be discussed at the January 25th Board workshop meeting.
- Dwight plans to speak with Sherry Hayes about continuing as the Membership Director.

Steve: Responsible for programming and operations

- Bill Green's country music show is being put on air at 4 pm on Thursdays & Sundays. Premiere date: January 11th
- Linda Marek continues to produce her Tribute music shows and is encouraging others to do their own shows, too. (7 have been produced, to date)
- Steve and Rob are developing liners to better define segues between shows, spots, and blocks of genres of music. Some of the liners are being recorded this week.
- Steve and the programming committee plan to re-evaluate the radio programming, based on the results from the currently running radio market study.
- Steve & the programming group will further develop the Classic Rock music mix.

Mark: Responsible for Fundraising

- Mark & Larry are working on a potential **sponsorship and question/answer of the day** package with **Cool Touch AC/Heating & Plumbing**. This would include exclusivity in the AC/Heating & Plumbing business for the duration of the potential agreement. The informational Q & A on heating or plumbing will be approximately 1-2 minutes, wrapped by a "Brought to you by Cool Touch" sponsorship. This represents a potential of a \$5,000 donation for one year. Mark & Larry will present a final recommendation to the Board.
- The current **Western State Bank** sponsorship will be up in March. Plans are to re-look at an earlier script and to include in a future spot a mention of the services that Western Bank offers. Mark and Larry will present a final recommended spot to the Board.
- Mark will contact **Iora Primary Care** to determine if they want to extend their sponsorship.
- Mark intends to identify and pursue at least six potential big sponsorship opportunities in 2018.