

SCW Broadcast Club

Executive Board Meeting

Thursday, March 8. 2018

Board members present: Dwight Senne, Steve Hotvedt, Stephanie Rogall, Maggie Wright, Glen Hagy and Mark Johnson. **Absent:** Andrew Heidecker.

Meeting called to order at 3:03 pm, by President Dwight Senne

Meeting Minutes: February Board meeting minutes were approved. Motion by Steve. Seconded by Mark. Approved.

Treasurer's Report: \$9,249.15 in checking account. Largest recent expense was to ASCAP for royalties (\$305). Check received from SunDome Plaza Merchants Association (\$1900).

OLD BUSINESS

Project Status: Each board member discussed the status of projects in their areas. Notes can be found at the end of this document.

GMR Music Rights: GMR is a new music licensing business that holds many artists that we play on KSCW radio. Steve agreed to contact them to find out what we need to do. He sent an initial email to GMR on February 18th and followed up on February 22nd. He finally received a reply from GMR, requesting station details, and he answered their request on February 27th. Therefore, the current status is to await their response before deciding what to do about royalties.

NEW BUSINESS

Revised Programming Schedule: Based on results from the market study, Steve and Dwight made a few changes in the programming schedule to reflect the feedback from the market study. The development of the programming schedule will always be fluid; therefore, the Board gave consent to Steve (and his programming committee) to make future changes as needed.

The new schedule is attached. Basically, it reflects the following:

- ✓ Most popular music genres were: 50/60 rock, classic rock, country, easy listening, and soft rock. Therefore, blues & jazz were deleted, except for Kurt's Smooth Jazz Sunday show.
- ✓ An extra hour of country was added, displacing the Big Noise Inn and Anything Goes was moved to 7 pm on Friday night, to give the extra hour for country.
- ✓ 50/60 rock was extended to Saturdays... easy listening was added to the early morning.

Gordon Carlson Thank You: Gordon Carlson had loaned his red truck to the Broadcast Club to use in the Rec Center's 40th anniversary parade. And, unfortunately, due to our use at the parade, the bubble paint from the tire rubbed up against the truck fender. As a thank you for the use of the truck, and in lieu of the fact that the truck was damaged, the Board agreed that a \$50 gift Card should be given to Mr. Carlson. Glen made a motion that the club give a \$50 Hole-in-One Restaurant gift card to Gordon, so that he and his wife could enjoy a few meals at the restaurant. Steve seconded. Approved. Dwight agreed to check with the Rec Center to make sure this gesture could be done and to purchase a \$50 Hole-In-One restaurant gift card to give to Gordon.

Rec-Net Letter: The REC-Net group is moving forward with their proposal for a new 250 watt LPFM service. They are asking all current 100 watt LPFM stations to write a letter expressing how they could better serve their community if they were able to upgrade to 250 watt. Dwight drafted a letter and requested feedback. Board agreed that the following areas should be added:

- 250 versus 100 watts would increase our reach to more seniors in the community: Dwight will look up how many more seniors the station could reach with this addition
- Higher wattage would help the radio signal better penetrate through the walls into some homes that are not getting the signal with the weaker wattage.

Replace Command Center: The Command Center is acting flaky (crashing nearly daily) and it lacks the capability for providing 1) artist and title information to be streamed on the internet, 2) music licensing reports and 3)RDS. Dwight was given the go-ahead to check into alternatives to the command center (Station Playlist & Radio Boss). It was estimated that if we made a

change, it would cost no more than \$1200. Dwight will research this area over the summer and get back to the board in the late summer/fall.

Meeting adjourned at 4:55 pm

Submitted By: Maggie Wright, Secretary

March 10, 2018

PROJECT STATUS: 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 March Board meeting:

Mark Johnson: Responsible for Fundraising/underwriting

Working on two key areas:

- Finding/obtaining underwriters
- Normalizing the billing and accounts receivable process for handling revenue, excluding membership dues and individual contributions.

Key current underwriters:

- Western State Bank
- SunDome Plaza Merchants Assn
- Cool Touch & Trusted Plumber (change in personnel, so he will have a new contact soon)
- Moore Graphics
- Hole-in-One Golf Contest/Desert Golf Cars

Minor Underwriters

- A Affordable Hair
- Arizona Smile Design
- Bob's Variety
- Corte Bella Vets
- Covi Travel
- Home Helpers

Prospects to be developed

- Iora Primary Care (will contact us when Iora marketing is set here)
- Spring Training 50/50 donation from Spring Training System
- Vantana Winds Assisted Living (Dwight & Mark met with them this week)

Ron Liberty donated his personal Yamaha golf car to the club, in order to do with it as the Board chooses.

Next Steps:

- Keep developing underwriters

Maggie Wright: Responsible for Marketing/branding PR

Change in marketing strategy: We intend to reach out into the community to build awareness of KSCW radio and bring more listeners to the station. The first half of 2018 will focus on tactics that draw attention to people, in order to bring them to listen to the station. The second half will focus on the current KSCW listeners and impel them to get their friends and neighbors to listen to the station.

1st half: Reach out to get listeners to try us again or listen for first time... or to keep listening

Reach out into community (ASAP):

- Full page color Ad in Independent Newspaper at \$690 (26 week rate since we're 501 c 3). Try that one time to determine if any impact.
 - ✓ ¾ \$570... ½ page \$490
- Branding articles in west valley mags (500+ short little articles, focused on "Have you heard us lately?" 2-3 of them like Good Seasons, etc..
- T-shirts, placards and window decals ... we support KSCW
- Come up with cheap promo items to give out, like the heart magnets

2nd half: Utilize KSCW radio to Pull in the listeners.... begin with building the Friends campaign

FRIENDS Campaign... Thank you gift card give away contest , (1) \$100 gift card per month for 3 months ... (Sept, Oct, November)

- Radio campaign tied with thank you for being friend... \$100 gift certificate
- Raffle program set up for winter (Nov-Feb/March) golf car or real car... maybe tied to golf

Community Collaboration

- Benevilla Art & Music Event December 7th (next meeting in May)

Other areas

- March 17th Hole-In-One Golf Tournament... in process.
- SCW Talkin' Golf Show: on air successfully.

Next steps:

- Develop a Full page Ad and present to Board in April ... Board may be interested in trying ONE full page Ad in the Independent ONCE the new programming schedule is set.
- Maggie will include a simple version of the program guide in the full page Ad

Glen Hagy: Responsible for Membership Engagement

- Dwight & Glen to discuss ideas with Dori Miller in mid March
- Dori plans to include the KSCW studio in her Rec Center tours

Stephanie Rogall: Responsible for Social activities in the club.

- Patty Lang will end her “social chair” position in April. Larry Anderson will take on the position.
- 2nd Tuesdays at the Hole-In-One Restaurant continues as a success. 12 people showed up for the first one in February.

Steve Hotvedt: Responsible for programming and operations

- Classic Rock has been cleaned up and 300 new songs have been added.
- The Programming Committee continues to develop new sweepers, legal ID's, and genre transition liners. This project will be completed before Steve and Robin leave for the summer.
- Marda, Linda Marek, Andrea and Mo are interested in getting the community events program back on the air. They were told by Dwight that this could ONLY happen if there was continued commitment to it.
- Andrea, Marda, & Mo are working on recommendations for how they may suggest handling the “Clubs’ Corner” radio show concept that was created in the business plan.
- Billy Persson will discontinue his Camino Concept radio show in mid April. However, he intends to stick around to help the station, in areas like fundraising/underwriting.

Next Steps: The new program schedule was presented to the board. Steve and the programming committee were given the consent to continue to further develop it, as needed.

Dwight Senne: Responsible for engineering

- Lynn Nelson plans to switch the FM radio from mono to stereo, which should improve the sound. Lynn will also add RDS to the broadcast, which gives a scrolling text in the radio.
- More Engineer Committee members will be trained to do many of Dwight's tasks. Kurt is willing to help with the email servers in the EAS and Egreso Tx. This will allow the system to send an email, when there is a problem.
- The studio has been switched to Windows 10, instead of Macs!!! There is only one computer that may need a 'reinstall' of Windows, as it has a virus.
- Command Center issues are discussed in meeting notes. This summer, Dwight will investigate possible replacements.