

SCW Broadcast Club

Executive Board Meeting

Thursday, April 12, 2018

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

Meeting called to order at 3:04 pm by President Dwight Senne

Meeting Minutes: March Board meeting minutes were approved. Motion by Mark. Seconded by Andrew. Approved.

Treasurer's Report: Total available funds (in BMO Harris & Edward Jones) are \$18,970.48. There is approximately \$3,000 in checks that have not been deposited. This includes \$2750 that was donated to the Club from the Hole in One golf contest. Thus, in total, the club funds are approximately \$22,000. Membership: 60 members.

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 contacted them to find out how to pay royalties (for information on previous discussions, see past board meeting notes). We projected that the most would be \$1,500/year, based on what we pay other royalty organizations and reports read about GMR. However, the Rec Center received an invoice for \$30,000. It is believed that this was a mistake. Meanwhile, the Rec Center contacted their attorney who wrote to GMR about the ridiculous invoice. To date, GMR has not responded.

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. As a thank you for the use of the truck, a \$50 gift Card to the Hole-in-One Restaurant was given to Mr. Carlson. He was very appreciative.

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 communities if they were able to upgrade to 250 watts. Dwight drafted a letter and the following areas were included:

- 250 versus 100 watts would increase our reach to more seniors in the community.
- 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. In March, Dwight was given the go-ahead to check into alternatives to the command center. 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. The timing of this project is on schedule.

Fundraising Issues:

- Mark requested assistance at putting together a Flannel board with sponsor logos being attached to it (flannel on flannel). The objective is to have it completed before the April 19th presentation that will be given at the Newcomers Coffee.
- Mark requested a CD sample of typical KSCW radio genre music with intermittent sponsor announcements to use as at events where we have a booth.
- To My Surprise is contributing 30 trips (10/month) between SCW & the airport to KSCW for give-aways or other promotions. The qualification is that a ticket holder may only use the card when the company has another paying customer who is also signed up. This program is worth approximately \$400/month. The board will work through underwriting alternatives for this promotion in the April workshop.
- Desert Golf Cars will be given a one-year sponsorship of the Talkin' Golf Show, as a 'thank you' for their donation to KSCW radio from the Hole-in-One Golf contest. If the Talkin' Golf Show does not continue on a regular basis, an equivalent sponsorship alternative will be worked out. (motion by Mark/Seconded by Maggie)
- Camino Del Sol Funeral Home will be given one sponsor spot/day for one year in appreciation for giving the board a free meeting room every month. (motion by Mark/Seconded by Maggie)
- Marketing & Fundraising agreed that 3 by 5 inch static cling decals were needed. They could be placed on windows of businesses and listeners' cars. The decal layout consists of the following: WE SUPPORT ... plus the Voice logo. Estimated at \$1 per decal. Mark motioned that 100 decals be ordered and Andrew seconded. Approved.

Newcomers Coffee: On April 19th the Broadcast Club will present information about the club and radio station to those attending the Rec Center Newcomers Coffee event. The club will also have a table where Mark's Flannel board with sponsors will be displayed. Also, the club will conduct a raffle drawing for a \$25 gift card to Bob's Variety store for anyone attending an

open house to be held at the studio after the event. It will be offered to all persons attending the New Members Coffee. (Motion by Stephanie/Seconded by Mark).

SunDome Plaza Event: Dwight and Mark are working through decisions on what we will do at the upcoming SunDome Plaza event that will be held in their parking lot. Canned music that represents the genres of the KSCW playlist will be created and played at the event.

Marketing/FULL page Ad: Maggie has developed a full page Ad to be inserted in the Independent newspaper ASAP... preferably late April/early May. The theme is "Have You Heard Us Lately?" and it will be a simple ad with the logo and limited copy, requesting readers to check out KSCW radio and the internet. It is meant to be a very clean, simple Ad with one message to draw attention and impel readers to check out the radio programming guide and listen to the station.

Maggie will get a final quote in writing from the Independent and Steve will evaluate the website to make sure that we can read the number of readers that come to the website to check out the program guide. If the ad proves to interest people to check out the website/program guide, the Board may consider future advertising.

Please note that in most advertising, the rule of thumb is that consumers need to see an ad or commercial at least 3-5 times, before they are truly aware. This trial will only be one shot; therefore, it may not be as successful as a real advertising test. **However, we will get "directional feedback."**

EAS SYSTEM: The EAS system has poor reception for the NOAA radio; therefore, Dwight recommended that a new outdoor antenna be erected. It will cost approximately \$150. (\$35 for antenna; \$100 for cable). He will talk with the Rec Center about placing the system on the Men's Club roof. Andrew motioned that \$200 be allocated for this project/Mark seconded. Approved.

NEW BUSINESS

Steve Hotvedt Resignation: Steve Hotvedt resigned from the board as 1st VP officially on April 12th because he and his wife are moving to a new house in Corte Bella. According to Rec Center chartered club rules, board members MUST reside in Sun City West; therefore, he had to resign. However, he will remain as Program Director on a contractor basis. The Board agreed that a new 1st VP is needed.

New Board Member: President Dwight Senne recommended club member Marda Bell to take Steve's place as 1st VP. Marda met with the board and gave a quick overview of her

experiences and work history. Mark motioned that Marda Bell be approved as 1st VP and Andrew seconded. Approved. Marda Bell is the new 1st VP of the Board.

Programming Policy: KSCW programming policy is that the timing between ALL (underwriting, PSA, PSE) spot agreements and on-air placement is 4 weeks. However, if there are special circumstances and KSCW volunteer staff are able to accommodate a request, the lead time requirement may be waived and shortened for the Recreation Center, PORA, and the Posse (ie.. lost person alerts, and so on).

Based on the above agreement, a PSE will be developed and put on-air for an upcoming “Meet the Legislators” PORA event.

New Capital Improvement Account: Per previous board discussions (see previous monthly board meeting notes), it is estimated that the club should raise \$50,000 to cover the costs of additional studio space and building a new 100-foot tower that would accommodate potential 250 watts (if the FCC approves LP250). This would provide more reach than our current 50’ tower and 100 watts ERP.

Dwight recommended that the Board initiate the process for raising funds. The new account would be placed at Western State Bank, one of KSCW’s key sponsors, and the initial amount to be set aside should be \$2,000 (from the current \$22,000 available funds). He will talk with Rec Center staff and Tom Jones at ARC to determine the structure for handling the financial side of this project. If there are available funds at the end of the year, additional monies (over the initial \$2,000) may be added.

It was also discussed that the ‘rainy day’ fund should be in the range of \$10,000. Therefore, \$1,000 per year will be added to the Edward Jones Bank account, which was initially created by former President Bill Parsons as a ‘rainy day account’ for emergencies.

Meeting adjourned at 5:25 pm

Submitted By: Maggie Wright, Secretary

April 13, 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 April 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.

Recent Efforts

- Hole-in-One contest donation revenue received at \$2750
- Cool Touch spots being aired, revenue received
- Home Instead agreed to sponsor the Mayo Clinic minute and Hour shows, details to be worked out
- To My Surprise donating trips from SCW to airport. Details outlined in old business
- Western Bank extended sponsorship one more year, revenue received
- SCW Dental interested when marketing budgeting time comes up for them
- Networking at ABC (SCW) and Surprise Regional COC for prospects
- Other details listed under old business

Maggie Wright: Responsible for Marketing/branding PR

- Developed a Full page Ad and presented to Board in April ... details under old business section.

Glen Hagy: (Presented by Dwight) Responsible for Membership Engagement

- Presentation being developed to be presented at the April 19th Rec Center New Comers Coffee

Stephanie Rogall: Responsible for Social activities in the club.

- 2nd Tuesdays at the Hole-In-One Restaurant continues as a success.
- March picnic was also successful

Steve Hotvedt: Responsible for programming and operations

- Classic Rock has been cleaned up and 300 new songs have been added.
- 400 new songs added to Golden Oldie 50/60 Rock

- New Schedule to begin April 15th where the country genre has been increased to 3 hours, 4pm to 7 pm. As a result, Anything Goes was moved to 7 pm on Fridays and Forgotten Hits of the 60s moved to 7 pm on Saturdays. For ALL details, please refer to the new program guide on the website.
- New sweepers, legal ID's, and genre transition liners were developed.
- Billy Persson discontinued his Camino Concept radio show in mid April. Keith has taken over the two hours that Sherry had for her show.
- Tributes show write-up will be added to the KSCW show descriptions

Dwight Senne: Responsible for engineering

- Lynn Nelson has recommended switching the FM radio from mono to stereo, which should improve the sound, and also adding RDS to the broadcast, which gives a scrolling text in the radio. Dwight to implement, but it is a low priority.
- Lynn is examining our grounding schema and will be providing recommendations soon.
- Virus removed from Windows 10 computer: entire studio is now PC based.
- EAS has poor reception for NOAA Weather Radio. Need to get outdoor antenna – Antenna approx. \$35, cable approx. \$100, connectors approx. \$15. Total cost ~ \$150. See details in New Business section.