

SCW Broadcast Club

Executive Board Meeting

Thursday, May 10, 2018

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

Meeting called to order at 3:02 pm by President Dwight Senne

Meeting Minutes: April Board meeting minutes were approved for both the regular April 12th board meeting, and the special meeting that was held at the Workshop meeting. Motion by Mark. Seconded by Maggie. Approved.

Treasurer's Report: Total available funds (in BMO Harris, Edward Jones & Western State Bank) are \$21,352.32. This includes \$2000 that was deposited into the NEW "Capital improvement" Western State Bank account.

OLD BUSINESS

Project Status: Each board member discussed the status of projects in their areas.

SunDome Plaza Event: Canned music that represents the genres of the KSCW playlist was played at the event. Signs were placed on Dwight's car in order to attract attention at the event that lasted from 9 am to noon. And, a large banner was hung at the front of the event table. Dwight & Mark felt that although we did not get a lot of foot traffic and interest, we did get some awareness.

Newcomer Breakfast: On April 19th, the Broadcast Club was given the opportunity to present information on KSCW Radio and the Broadcast club to the attendees at the Rec Center New Members Coffee. Marda made a great Powerpoint presentation. They invited the attendees to drop by the KSCW studio for an Open House following the Newcomers meeting. This generated a little interest, plus attracted 2 new members.

Space Utilization: On May 10th, Dwight attended a space utilization meeting with the Rec Center staff, which was run by Cindy Knowlton. Dwight estimated that the Broadcast Club needs 200 to 225 square feet for immediate new space requirements, plus another 150 square feet that will be needed in the longer term. As discussed and approved in the April Workshop

meeting (see April Workshop Meeting notes), this additional square footage is needed for additional storage space, a soundproof studio, and a control room.

GMR Status: Dwight stated that he was feeling quite frustrated with the Rec Center staff over the GMR issue. To recap, the Rec Center had received an invoice from GMR for \$30,000, and Dwight believes that the invoice was in response to our (Broadcast Club) attempt to request an invoice from GMR. Dwight had requested to meet with the Rec Center staff and attorney to discuss the invoice, as he believes it was meant for our club. However, apparently, the Rec Center staff and attorney believe the invoice relates to the music that they play in the community. So, Dwight's request was ignored and the attorney is negotiating directly with GMR and without consultation with Dwight. If it turns out that the bill relates to our KSCW music, the Rec Center has set a precedent of paying an expensive invoice, while the value may only be \$1.

It was agreed that if Dwight did not receive an invitation to meet with the Rec Center staff, he would approach Mike Whiting about the issue.

New Capital Improvement Account: Dwight and Andrew announced that they have opened the new Capital Improvement account at Western State Bank with an initial \$2000 deposit. Depending on how fundraising does for the remainder of the year, more funds may be added later in the year to the Capital Improvement Western State Bank account AND the 'rainy day' Edward Jones account.

Command Center Replacement Progress: Keith and Marda are programming the Command Center with Dwight providing backup. A massive clean-up of all music has been underway in preparation for the new Station Playlist. Station Playlist (SPL) has been purchased and installed. It will hopefully be tested over the summer and ready to be used by the fall with the return of the Snowbirds.

NEW BUSINESS

New Traffic Software: New software will be needed for scheduling underwriting spots. Dwight recommended that the Club purchase AdMaster because of its cheap price (\$90/year) and flexibility at scheduling Ads. It can randomize underwriting spots and is more flexible than other programs at more closely designating when a spot plays. Mark made a motion that the program be purchased, Stephanie seconded. Approved.

Show Sponsorship Request: New Hope Church has requested to be a sponsor of Glen Hagy's Gospel Show. It was agreed among board members that this request should be denied because

it could open a possible 'floodgate' of other churches requesting other types of underwriting opportunities. The basic KSCW station programming policy is that we cannot allow any type of programming/underwriting in the areas of politics and religion (Rec Center staff mandate). The Gospel music is not seen as religious... it is a genre of music, which is acceptable. But, we needed to avoid a possible floodgate of more churches requesting other underwriting opportunities. Therefore, the proposal was denied.

Warren Gerecke's Reel to Reel: Warren Gerecke's sister will drop by the KSCW studio to pick up Warren's Reel-to-Reel tape deck and then return it to Warren.

Golf Show Conundrum: The content of the Talkin' Golf Show that Golf Operations Manager Pat O'Hara and Dan Hern are producing is very good. However, their consistency at providing new finished shows to be broadcast on a timely basis is NOT working. Dwight has had to consistently remind Pat & Dan that their shows were late to be submitted to the station. The result is that the station has been forced to air old shows too often, and ultimately, this will dissuade listeners from tuning in to the show.

Based on board discussion, it was decided that the programming committee would take charge of the production of the show for Pat & Dan. A convenient schedule will be set up for Pat & Dan to come over to the KSCW studio to record a few of their golf show scripts at a time... and they will be edited and aired by KSCW volunteer staff.

Maggie has agreed to communicate this new system to Pat.

Meeting adjourned at 4:30 pm (Motion/Stephanie; Seconded/Andrew... adjourned)

Submitted By: Maggie Wright, Secretary

May 12, 2018