

SCW Broadcast Club

Executive Board Meeting

Thursday, June 14, 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: May Board meeting minutes were approved. Motion by Mark. Seconded by Stephanie. Approved.

Treasurer's Report: Total available funds (in BMO Harris, Edward Jones & Western State Bank) are \$21,684.71. This includes \$2000 that was deposited into the NEW "Capital improvement" Western State Bank account. 64 people in total have paid dues for 2018.

OLD BUSINESS

Project Status: Each board member discussed the status of projects in their areas. They are summarized at the end of this report.

GMR Status: Dwight informed the board that the GMR invoice that had been sent to the Rec Center was NOT \$30, 000, but instead, it was \$42,000. Rec Center attorneys told GMR that it was much too high and GMR agreed. GMR agreed to get back to Rec Center attorney, but they have not to date.

In spite of months of trying to get GMR to send the Broadcast Club an invoice for KSCW music royalties, the club has not heard any response from GMR at all. The Rec Center attorney advised Dwight that the Broadcast Club should not attempt any further at contacting GMR. The Broadcast Club has done its part in attempting to contact GMR and we should not worry about it any longer.

Since the GMLA 3-person judge committee had set GMR's ability to charge non-commercial radio stations only \$1 per year (since GMR did not attend a GMLA meeting), it is believed that GMR chose to pursue the large commercial stations, instead of small non-commercials, and therefore, we are not likely to hear from them soon.

We consider the matter to be dropped, until we may/may not hear from GMR.

Playlist & Ad Master: Dwight is in love with TWO... not just ONE program. Station Playlist has been loaded and has been working offline beautifully. The first step is to start stream testing (on a private stream) with SPL for at least one month of testing. Again, it is working beautifully, and Dwight has 5 people listening to it during the testing period.

Admaster is also working very well: it integrates very well.

Printing: We need to find a great printing situation where the Printer has printing and promotional item capabilities. The barter arrangement with Moore Graphics was wonderful, but they were just not able to provide services on a timely basis. Therefore, we are looking for a new potential partner.

Golf Show Conundrum Revisited: Board members noted how much they enjoy listening to the Golf Show that is put on by Golf Operations Manager Pat O'Hara and Dan Hern. 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.

Pat had agreed to that, but he has been unavailable to discuss the details with Dwight on how to set up the in-house recordings. The board agreed that Dwight should give Pat one more chance to get together with him to discuss the new recording arrangements.

Therefore, Dwight will send a note to Pat O'Hara stating: the board agreed that it would be best for the long term sustainability of the Talkin' Golf Show to have the show recorded and produced in house. Dwight and Pat must discuss how to make it happen.

New Business

It was agreed to 'table' any new business items until the July 2018 Board meeting.

Meeting adjourned at 4:24 pm (Motion/Stephanie; Seconded/Andrew... adjourned)

Submitted By: Maggie Wright, Secretary

June 15, 2018