

SCW Broadcast Club General Membership Meeting

January 21, 2019

Men's Club Room

The meeting was called to order at 6pm by President, Mark Johnson.

Minutes from the meeting of Dec 17, 2018 were approved by Larry Anderson and seconded by Glen Hagy.

Mark demonstrated and modeled some KSCW clothing items which may be for sale in near future. Larry introduced and welcomed new members, one of whom was one of the founders of the station. Larry mentioned that we added 20 new members in the previous week. Thanks to the increase of membership, the Club is assured that it will continue to operate and grow. Larry also presented the soon to be published guide of all club members including email and phone contact information. The Founder's appreciation dinner on the 24th will have a good turnout and final orders are being made for the menu of the evening.

Larry continued by recognizing the participants of the social and event committee who have contributed to making the Founder's dinner a reality.

Treasurer's Report:

Treasurer, Andrew Heidecker was out of town for this meeting.

Broadcast Studio Report:

Program Director, Steve Hotvedt announced that the Monday program meeting would continue to take place in the studio at 1pm. Steve also made a request for more volunteers to assist with the ARC car show on the 9th of Feb which runs from 8am to 3pm. Also, Steve said, we are going ahead with an automated weather feature and discussion continues on the implementation to integrate this feature into our broadcasts. Stay tuned. Robin Grube is working on the creation of "back announcing" in which various members will add some information coming in and

out of a song to give a more local and current feel to our listeners. It's planned to have as many as a couple hundred announcements written and recorded which could give many club volunteers the opportunity to get on the air.

Fund Raising:

Mark mentioned that the club was doing well financially and felt optimistic for this year as well. Having a good reserve of finances will definitely go a long way to being able to maintain a good community presence and to assure that our electronics continue to function flawlessly. Mark also said that he would like to establish a relationship with the numerous clubs in SCW. This would go a long way in promoting listenership by mentioning the club name and some of their members. The goal, said Mark, would be to reach out to our 110 clubs and get one of their members to join the Broadcast Club as a liaison so that each club knows what we are doing and we will be up to speed for many of their activities. And, he continued, to have one of the those club members actually recorded by announcing PSAs and PSEs which would also spur members to listen for "their person" on the airwaves.

A question was raised by Joe Burke regarding the training of members in the operation of the station. Mark also indicated that many members could benefit in being refreshed in many facets of day to day operations.

Glen (Hank) Hagy appealed to the members present to consider assisting with some of the vital clerical positions which would substantially benefit the station.

New Business:

The budget remains strong with ample money in the bank.

Advisory board could use another half dozen members to assist and share with many upcoming projects. Mark brought up the subject regarding changing the structure of yearly dues for members. Discussion continued on how to proceed in the future and whether there should be any changes. A comment was raised wondering if the members were still in favor of the monthly meeting to feature pizza, soft drinks and cookies. No surprise, all were in favor of the continuing of

this welcome benefit. This is a good strategy for attracting new members as well as maintaining the existing membership. Another comment from the floor suggested airing requests to join the club although Steve has an excellent appeal already being run periodically. But perhaps an expansion of the push might generate interest and lead to an increase in membership. Since we are serving pizza at the monthly meeting, we could make mention of this enticement to bring folks thru the door.

And, for the benefit of some of our newest members, the definition of both PSAs and PSEs was given. Also, mention was made illustrating the time lag in the production of a program til the time it is actually on air, which usually takes a week to complete. Once again the call was put out for volunteering at the monitor position which is an excellent way to learn much more about the station operation. Steve added that there is a sign up area on the KSCW website to make it easier for new members to join a seasoned club member in the monitoring pursuit.

There were 29 present at this meeting, including two guests.

The meeting was adjourned at 7pm

Chuck Mulcahy, Secretary