

SCW Broadcast Club
Executive Board Meeting
January 10, 2019

Board Members Present: Mark Johnson, Larry Anderson, Andrew Heidecker, Julie Creed, Glen Hagy, Chuck Mulcahy

Guests present: Stephanie Rogal, Mo Burke, Fred Creed, Steve Hotvedt, Linda Marek, and George Kuchtyak

Meeting called to order at 4:57pm by President, Mark Johnson.

The minutes from the December board meeting were approved and posted on the website. All meeting minutes will be forwarded to Mark Johnson and Steve Hotvedt for approval and posting.

Treasurer's Report: Andrew Heidecker reported that the club had a balance of \$32,288.04 in the checking account. Mark directed that the current balance for three accounts is to be shown as \$30,000 plus.

Status Report: Steve indicated that all operations were running smoothly.

Mark made a request to have a list of underwriter's scripts so we would know how often the spots are run. Larry added that there will be created in the computer at least three separate spreadsheets, one for underwriters, one for PSAs and one for PSEs. This would assure our clients that their information is being run as promised as well as the start and stop times that they are aired. Steve mentioned that the sales people/fundraisers should be responsible for the computer input and not the production staff. Presently the information on dates and times is entered manually on the paperwork with the clients but a point being considered could include a computer/ spreadsheet entry as well. Mark went on to say that since the PSAs keep running we should have some new voices recorded which would serve as an incentive for the newer members to stay active. Mark continued by saying it could be a benefit to have some sort of plaque for the

organizations requesting the PSA which would remind them of their partnership with our station.

Larry commented that we are continuing with the breakfasts on second Tuesdays as well as the dinners at the Tivoli. The general meetings will continue to feature pizza which could increase attendance. The Founders appreciation dinner is also one of the major events for January. He continued that in March, we are planning on the Happy Camp which will be a two week event. Station participation will be needed for a five day schedule as was moved and seconded. Larry will contact the Rec Center to advise them of the schedule of the event.

Glen Hagy remarked that we will need station personnel participation at the Relay For Life on Feb 17th. We will be there to provide music for the folks setting up the program as well as participants during the relay activity including any necessary announcements throughout the course of the event.

Mark commented that we have, from membership, those who would participate in program development and its production. Andrew suggested that we have a parallel programming system which could be useful for training as well as a backup in the event the main system goes down. Mo added that it would be advantageous to have some sort of training for members interested in more of the technical aspects in the studio. This could include developing scripts and other training needed for a broadcast quality environment. The Stampede room could be one site useful for the training efforts.

Andrew added that there are a number of broadcast equipment items loaned out for an extended time and needs to be returned.

NEW BUSINESS:

Mark is open to suggestions of how to increase listenership. One suggestion mentioned was to have a windshield sticker/decal with the station logo. This would help with recognition of the station in our community and could generate more listeners as well.

A lively discussion ensued regarding listeners on the Internet vs over the air monitoring. It appears that the local sponsor/underwriters like to hear that their message is getting out. Some of the online station reception numbers have been skewed by offshore robots, frequently from Russia and China. But the Internet presence is important since some indoor reception in our local area is degraded by building structures in SCW. Also since a sizeable population is out of the area for up to half the year, the online programming lets them stay up to speed with events in the community, both present and future.

Larry said that he is considering the creation of shirts with the KSCW logo embroidered which could be another way to build community recognition.

Steve suggested that at the upcoming two car shows, that we have printed flyers mentioning the station with the schedule on the back. This would be very important for distribution at the **Sun City** car show for residents who may not have learned of our presence. Also, Steve added, was the idea of putting an ad in the *Independent* in exchange for on the air mention of their newspaper. This has been a long used technique for commercial stations and could be a huge benefit for those who live in the listening area.

Steve brought up the possibility of having a weather service broadcast put on the air. Unattended Weather is one possibility for a computer generated voice linked into the local National Weather Service office. Our cost is said to be \$200 per month and will require insertion into normal daily programming. This service is currently under discussion and may be underwritten by local businesses. More results may be available by the next board meeting. The move to adjourn was made by Andrew and seconded by Julie Creed. Meeting adjourned at 6:14pm

Chuck Mulcahy, Secretary

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