

**SCW Broadcast Club
Executive Board Meeting
April 11, 2019**

Board Members Present: Mark Johnson, Andrew Heidecker, Julie Creed, Chuck Mulcahy.

Guests: Steve Hotvedt, Joel Piaskowski, Julie Creed, Fred Creed.

Meeting called to order at 3:03pm

The Secretary's report from the previous month's meeting was verbally approved and is accessible on the KSCW website.

Treasurers Report: Andrew reported that we continue to be financially healthy. And, at today's meeting, the station received a substantial check from one of our underwriters.

Old Business:

Mark mentioned that the calendar for 2019 includes the need to use the rooms that we've always used, starting May 1st and this request will be filed with the Rec Center.

New Business:

Mark indicated that we need to have a board member all through the summer at the station. A calendar is posted in the studio which will show the dates on which board members will be away from SCW.

We are continuing to develop an increasing number of new underwriters which will further firm up an already strong financial position. Joel has created a mockup sketch which will result in an eighth of page ad in the *Independent* newspaper. Ideas are still being considered on the finalization of the advertisement.

Mark went on, saying that now we have enough money on hand to assure proper operation of the station. We are looking at numerous potential underwriters for additional support in the future. In addition, we have a request from a veteran's group which will propose \$1000 per year to sponsor the National Anthem which will be aired daily. The contract is pending. Mark suggested that the underwriters be given a reduction in cost in the event they continue in their support.

Also discussed by Steve was the changing on the KSCW website of the logos shown on the home page. Suggested was to discontinue having a large underwriter's logo on the home page and just put all sponsors logos on the same page. Also mentioned was to locate long time sponsors toward the top of the page with newer supporters further down. Discussion continued regarding what information would be included in the posting of the logos.

Mark added that we will establish a new marketing package for the revenue team and that we will be assisted in this effort by Fred Creed. Also, the station will be getting a new computer system consisting of a primary and a secondary system including monitors which will be running in parallel to prevent any interruptions in the signal over the air. The motion to purchase these new enhancements was approved by the board. The Rec Center has been contacted to move the modem and power accessories into an area safe from accidental contact. The meeting was adjourned at 4:17pm.

Chuck Mulcahy, Secretary
April 11, 2019