

KHSU Community Advisory Group
Humboldt State University
March 25, 2009

MINUTES

Attending: Barbara, Art, Tedd, Al, David, Ed, Jeff

Absent (with notification): Keri, Mark, Jennifer, Jan, Patty, Steve, Tom

Staff Attending: Patrick, David, Beth

NO QUORUM PRESENT

Meeting called to order at 6:40 p.m.

David Reed, the new Development Director, introduced himself and talked of his background in the community.

Adoption of Minutes of February Meeting - Tabled to April meeting due to lack of quorum.

OPEN COMMUNICATIONS:

Al commented on the pledge drive and volunteer coordination.

STAFF REPORTS:

- (1) General Manager - Patrick noted that the station should break even this fiscal year. Station underwriting is up. The new morning host is Dave Davison. With regard to engineering, the Ferndale translator has a new frequency (88.7 from 89.1) due to the arrival of a new station. Patrick is in discussions with KMUD about the Shelter Cove tower. The present transmitter (89.7) is damaged. He hopes to have resolution in about a month after the FCC meets. He also reported on having four people who have been trained to work the board who will be able to sub for other staff and on-air volunteers.
- (2) Volunteer Coordinator - Beth reported on getting the entry form for the Azalea Festival booth as well as the numerous tasks involving the pledge drive.
- (3) Development Director - David noted that underwriting is not only up but that it is on an upward trend. \$13,900.00 received in underwriting in March. He reported that Plaza Design has returned as an underwriter.

As of March 20th, \$13,000.00 has been received in the mail campaign for the Spring Pledge Drive. The goal is \$76,000.00. He has placed display ads in area publications announcing the pledge drive. Tuesday, March 31st will be a web only day as there will be no on-air pitching. Beth has ordered customized flash drives to give to all pledges over \$40.00. As to the CAG Challenge, \$725.00 has been received which will allow for three \$250.00 challenges during the drive. Amy Goodman will be speaking on April 11th and tickets will be offered for pledges.

Lastly, David noted that even with underwriting up, there is still plenty of slots available.

COMMITTEE REPORTS:

Tabled to subsequent meeting.

CAG INDIVIDUAL REGIONAL REPORTS

None.

OLD BUSINESS:

- (1) Officer Nomination/Election - Tabled due to a lack of a quorum.
- (2) CAG Promotion/Recruitment - It was noted that the CAG is lacking representation in the south Eureka/Fortuna area. David mentioned that he can provide some leads from the Fortuna area.

NEW BUSINESS:

- (1) Pledge Drive - Discussed above.
- (2) CAG Challenge - Discussed above.
- (3) Crescent City Night - April 1st, 5:00 to 7:00 p.m. at the KHSR studio.
- (4) Goodman Reception - Discussed above.

Meeting adjourned at 8:00 p.m.

KHSU Community Advisory Group
Humboldt State University
April 29, 2009

MINUTES

Attending: Barbara, Steve, Keri, Mark, David, Jan, Patty, Tedd, Art, Jennifer, Ed, Tom, Jeff

Absent (with notification): Al

Staff Present: Patrick, David, Beth

Guests: Pam Mendelson, Kevin Hoover

Meeting called to order at 6:30 p.m.

Adoption of Minutes of February Meeting - On a motion by Tedd with a second by Steve,

the minutes were approved. Ayes carry.

Adoption of Minutes of March Meeting - On a motion by Art with a second by David, the minutes were approved. Ayes carry.

STAFF REPORTS:

(1) Development Director - David distributed a Pledge Drive wrap up sheet. \$93,673.00 received; will most likely exceed \$94,000.00. This is 20 percent over the goal for the Spring Pledge Drive. He attributes the success of the Spring Drive to the fact that there was no Development Director for last Fall's drive plus the lack of premiums coupled with a bad economy last Fall. The average on-air gift was \$85.14. There are now 2,491 members of which 290 are new members. David also mentioned the "phonathon" which contacted lapsed members. 143 lapsed members rejoined the station.

(2) General Manager - Patrick reported on the Amy Goodman reception. 53 attendees plus volunteers. The event raised over \$5,000.00 which, considering it was held on the same night as the Northcoast Environmental Center's

auction, is remarkable.

the The Crescent City studio for KHSR has moved across the hall in
same building and now has a closet.

the The Ferndale translator at 88.7 now has an upgraded signal, but

Garberville translator has a bad signal. There is potential that the
Garberville signal could become a repeater station (with its own
call letters) instead of a translator.

Volunteers are being sought to assist on the 50th anniversary
committee which will see numerous activities next year when
KHSU celebrates 50 years of broadcasting.

Expanded underwriting outreach is being developed. A new
brochure for potential underwriters is being created.

Patrick noted that the University has strong support for the station.

As to the search for a permanent General Manager, Patrick noted
that he has been asked to stay on indefinitely.

- (3) Volunteer Coordinator - Beth noted that the station will have a booth at the Azalea
Festival in Brookings Memorial Day weekend.

OLD BUSINESS:

(1) Officer Nominations - Art made a motion to nominate Al as Chair. Seconded by
Mark.

Ayes carry.

(2) Vacancy - Steve reported that he is stepping down from the CAG. Keri reported that
she is leaving the nominating committee.

NEW BUSINESS:

(1) Studio/Wagner House clean-up - Tabled to May meeting.

Meeting adjourned at 8:05 p.m.

KHSU Community Advisory Group
Humboldt State University
June 24, 2009

MINUTES

Attending: Al, Mark, Art, Tedd, David, Ed, Tom, Jennifer, Jeff

Absent (with notification): Patty, Barbara, Jan, Keri,

Staff Attending: Patrick, Beth, Katie, David

Meeting called to order at 6:35 p.m.

Al noted that Patty has resigned from the C.A.G., and that Keri noted in an e-mail that she "might" resign.

Adoption of Minutes of May Meeting - On a motion by Art with a second by David, the minutes were approved. Ayes carry.

STAFF REPORTS:

(1) General Manager - Patrick noted that the CPB grant for \$32,500.00 has been approved. The funds are completely unrestricted. He has submitted two more grants; a digital conversion grant for 90.5 and a CPB training grant. He noted that KMUD has agreed to settle the Garberville transmitter issue in KHSU's favor. When upgraded, the Garberville station will be a Repeater Station with its own call letters. This allows for permanent status. Staff and volunteers have been providing suggestions as to the call letters. The station's fiscal year is over on June 30th. Patrick feels that there is a good chance that the station will break even financially.

(2) Development Director - David provided an "Appeal Summary" of the various fundraising campaigns as of June 24th. Those campaigns are the End of Fiscal Year, Spring 09 Direct Mail, Spring 09 Online, Spring 09 On Air, Spring 09 Phonathon, and the Sustaining Member Outreach. \$108,270.74 is the total that has been committed through these funds. He reported that he has completed the underwriting brochure. With regard to the station's 50th birthday celebration, he mentioned that it would be nice to have an event in Del Norte or Curry counties. He noted that October 24th is the kick-off party at the Arcata Theatre Lounge and on May 22, 2010, a Dinner and Auction will take place at the Arcata Community Center.

(3) Program Director - Katie noted that new programming will be featured on Saturday from 12:00 Noon to 1:00 p.m. This is due to the last call of Calling All Pets which has ceased operations.

(4) Volunteer Coordinator - Beth mentioned that KHSU will have a space, with a new booth, at Arcata's Fourth of July Festival. She is seeking volunteers to assist with staffing it.

(5) Committee Reports - None.

(6) CAG Individual Regional Reports - Al noted that there are still vacancies on the CAG Board. The Eel River Valley is presently unrepresented. Al will record a promotional spot for airing.

OLD BUSINESS:

None.

NOMINATING COMMITTEE:

No report.

NEW BUSINESS:

(1) Wagner House Cleanup Campaign - Beth provided an update of the cleanup.

(2) Discussion of the Loss of CAG Members and the Need to Reinvigorate the CAG – No discussion of this agenda item.

Meeting adjourned at 7:50 p.m.