

## **Raven Radio On-Air Annual Meeting November 6, 2013**

Welcome & Order of Things: Ken Fate - General Manager

Introduce the Board - Ted Howard - Board President

Budget Report - Ken Fate

Audience Report - Ken Fate, Robert Woolsey - News Director

News Department - Robert Woolsey, Ken Fate

Development Department - Amy Kramer Johnson, Ken Fate

Programming Department - Rebecca LaGuire - Program Director, Ken Fate & Stephen Courtright - Community Advisory Board member

### **Introduce Board Members & Staff**

Newly Elected...Congratulations!

Gretchen Clarke

Celia Lubin

Re-Elected:

Corrie Bosman

Mandy Evans - Treasurer, CoastAlaska Rep

Ted Howard - President

Seated:

Trish Durham - Secretary

Perry Edwards - Vice President

Dan Etulain

Robert Hattle

Roby Littlefield

At Large CoastAlaska Rep - Susea Albee

## **Budget Report**

Our Fiscal year begins on July 1<sup>st</sup>, ends June 30<sup>th</sup>. Like many elements of Raven Radio – the budget process is handled collaboratively with CoastAlaska stations in Ketchikan, Petersburg, Wrangell and Juneau. Collaborative services that CoastAlaska provides include business and accounting, payroll, membership, underwriting sales, regional news, engineering and representation to state and federal funding agencies. The CoastAlaska business office are in Juneau, but their Executive Director, Mollie Kabler is based here in Sitka just downstairs at the Cable House. Other CoastAlaska employees, like Ed Schoenfeld and engineering staff are also based or travel frequently to different locations around Southeast Alaska. The Corporation for Public Broadcasting continues to emphasize CoastAlaska as a model for station collaboration

Last year, FY13, budgeted revenue was \$630,500. We ended the year in the red, but only on paper. The reason for that is that CoastAlaska, the collaboration of southeast radio and television stations stepped up to pay off Raven Radio's remaining \$112,000 of our mortgage on the Cable House. That money was seen as a regional investment to eliminate debt and interest costs. All the stations in southeast now own the buildings they broadcast from. FY13 also included a "sequestration" of federal funds, making our budgeted revenue lower than usual.

Our current budget (FY14) total operating revenues are \$649,000.

Here's how that breaks down:

## **Revenue:**

Listener Membership – 22% (140K 85K – Spring 55K Fall)

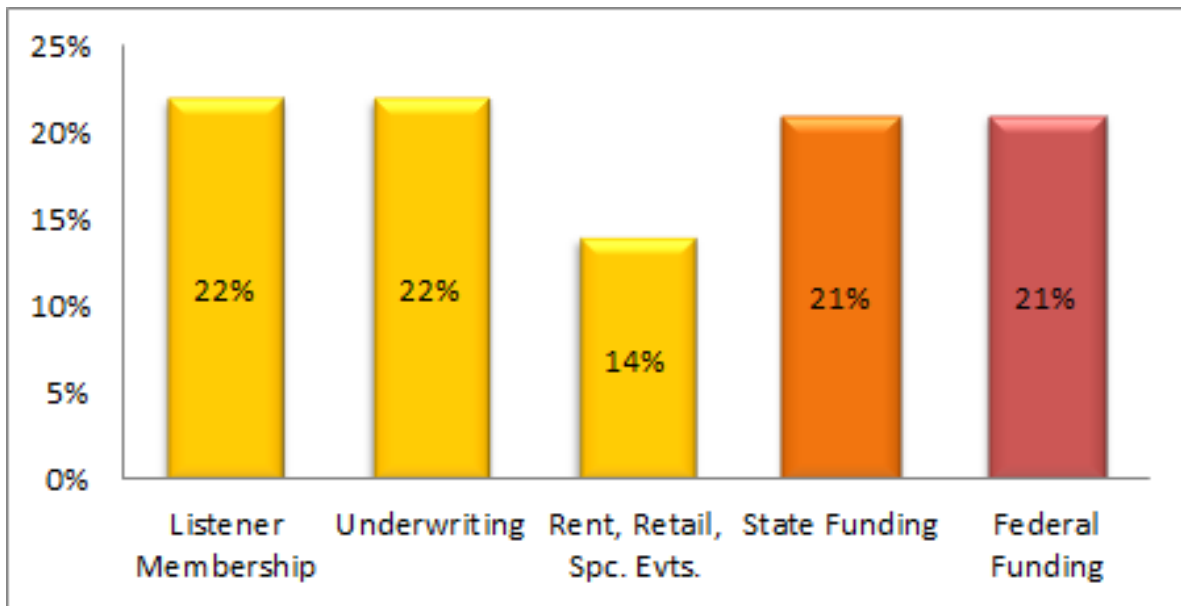
Local and Regional Underwriting – 22%

Rent, Retail & Special Events – 14%

***Total Local & Regional Funding – 58% Well over half***

State Funding – 21%

Federal Funding – 21%



Questions: Call 747-5877 or 1-800-478-5877

## **Expenses:**

Personnel – 55% (salary, benefits and federal taxes for 5 full time, and several part time employees)

CoastAlaska - 22% (Regional accounting, membership, development, news, engineering, and representation)

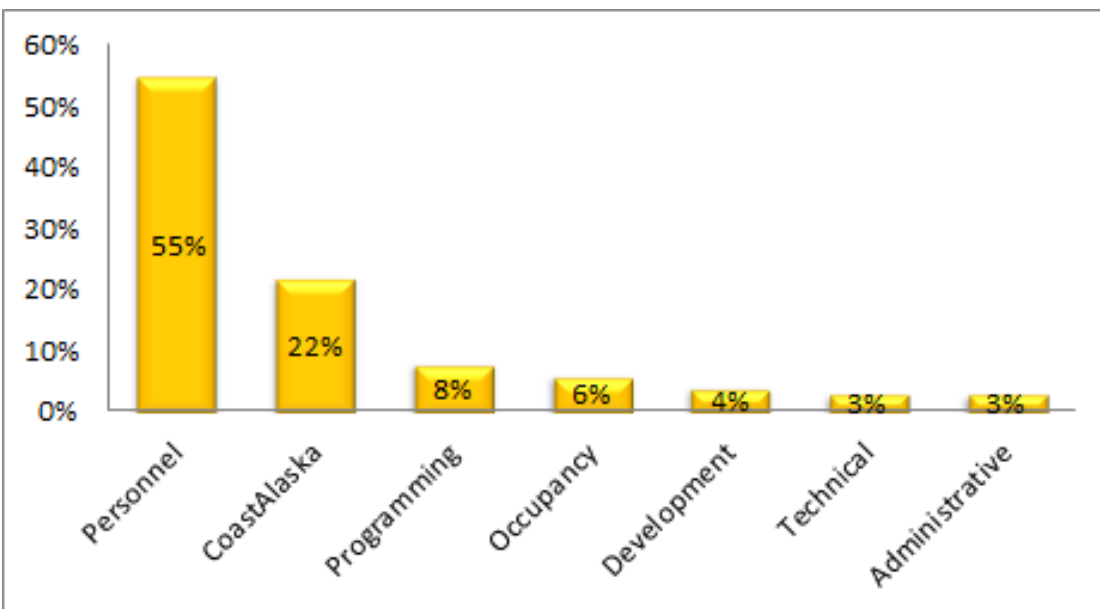
Programming – 8% (APRN, NPR, BBC, etc.)

Occupancy – 6% (Utilities, insurance)

Development – 3% (Mugs & apparel, Special event expenses)

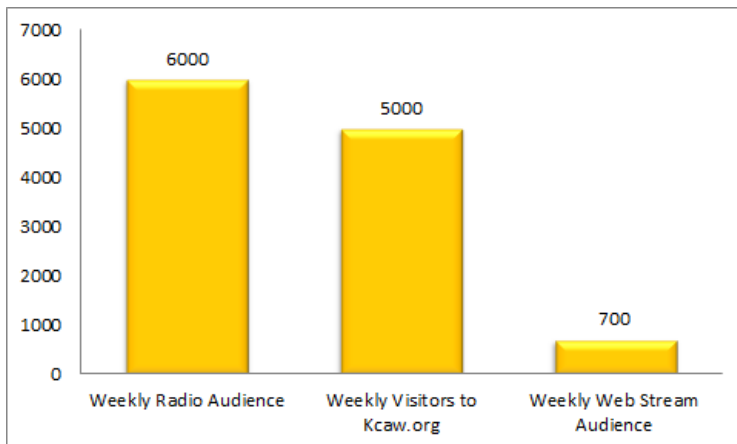
Technical – 3% (Equipment repair mostly – purchase is often grant funded.)

Administration – 3% (Office supplies, postage, dues, board etc.)

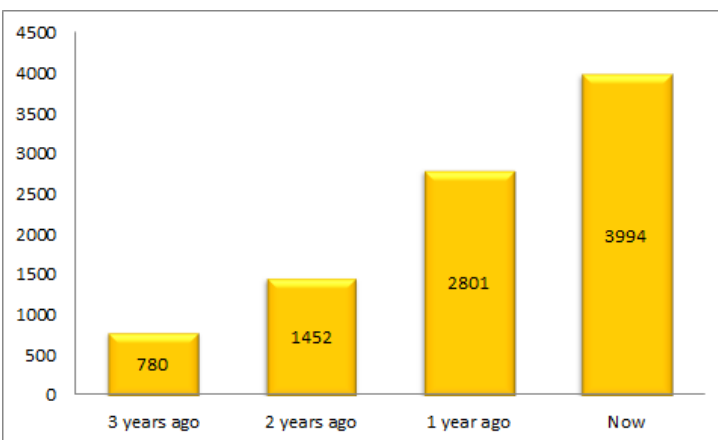


## **Audience**

Our online streaming signal regularly has 700 listeners each week as compared to just over 6000 weekly radio listeners. Our website [kcaw.org](http://kcaw.org) regularly has 5,000 unique visitors per week and when the water main broke more than 6,000 folks viewed our site in two days.



As of Noon on 11/6 our Facebook page had 3,994 followers. Last year - 2,801, 2011 - 1452, 2010 - 780



The Smokey the Bear story posted on Facebook reached over 40,000 people. Find it on Facebook <https://www.facebook.com/RavenRadio>

Call with questions 747-5877 or 1-800-478-5877

## **News**

Call with questions 747-5877 or 1-800-478-5877

Morning schedule Change

Reporter recruitment in progress

Introduce the News Team:

Morning Hosts – Melissa Marconi Wentzel & Peter Apathy

Interim Reporter - Rachel Waldholz (Former Summer Intern)

Winter Fellow - Emily Forman

Big thanks to Megan Pasternak and Carole Knuth for PSA editing

## **Development**

Call with questions 747-5877 or 1-800-478-5877

**One Day Drive** - Thank you! We've met our \$55,000 Fall Goal~!

Here's how the current process works:

1. Online Drive (mailings, emails, Facebook, website, short air spots)
2. One Day Drive (6am to 8pm)
3. If We Missed You Drive (mailing, email, Facebook, website, short air spots, possible phone calls)

**Sustaining Memberships** – What are they and who should have one?

Perfect for those of us who forget when we last renewed our membership.

Sustaining Memberships are easy to set up online or by calling Amy at the station. Your annual donation amount can be increased, reduced or cancelled anytime. And, you can make an additional gift to the station at any time. You still get thank you gifts, but you don't get as much mail!

**Underwriting** - Thank you to all our current underwriters. Please take a minute to thank those businesses that you hear supporting Raven Radio. There are new opportunities to get your message out through sponsorships of web tiles at [kcaw.org](http://kcaw.org) and of our live web stream.

**Legacy Fund** – We have a secure account ready to receive gifts from your will, trust or estate. Money in the Legacy Fund is not used for our annual operating budget, but rather its use must be specifically approved by the board of directors.

## **Programming**

American Archive Project (Rocky Gutierrez interview, ANB Basketball documentary, Dr. White E the bottom 5 records available at the White E and Haven Bay)

Some new shows to listen for: Speaking Tube spotlights folks from the Coast Guard Community, Mount Edgecumbe Show now on Tuesdays - Congratulations to the Mount Edgecumbe Radio Club for winning a Spirit of Youth Award this year.

Community Advisory Board will meet on Monday, Dec. 9th at 6pm at the station to tally the hundreds of comments from the drive. We'll also discuss the start time of the Good Day Show and the new morning music programs on the air from 9:30 to 10:30am.

Some notes on the recent program changes:

Our local News Department has been producing fair and accurate news and public affairs to a high standard of excellence.

Statewide news from the Alaska Public Broadcasting Network as well as national and international coverage from NPR and the BBC share the mission to provide non-biased presentation of the news. Most listeners indicate that they like the Morning Edition, The World and All Things Considered. Although, we do hear from those who feel that NPR is

glaringly conservative. We also hear from those who feel that NPR is blatantly liberal. We believe that the producers, editors and reporters of NPR constantly strive to provide fair and accurate news coverage.

One difficult area of programming is national public affairs. These programs tend to advocate a particular political viewpoint...usually progressive or liberal, very rarely conservative. Raven Radio is a community station and as such strives to serve the whole community. When approached by listeners that don't share the viewpoint of a left leaning public affairs program... they ask about balance. They wonder if *their* viewpoints might be reflected on the air. We have tried for several years to provide an element of public affairs balance. For instance broadcasting programs from the CATO Institute, a self-described Libertarian organization. The program explored conservative financial topics as well as liberal social topics. Overall, our broadcast of national public affairs programming has been lopsided to the left.

Some believe strongly that Raven Radio has an obligation to provide progressive or liberal content. Other disagree strongly. Because feelings can run deep and emotions high, it can a difficult area to discuss and find common ground.

A few months ago we dropped a strip of public affairs programs at 10 in the morning. We did so primarily because people told us that the ½ hr. of talk in the middle of the morning of music made them turn off the radio. Some folks like the new music programs through the morning. Some have missed the whole strip of talk programs. Some have missed only specific programs. We will continue to evaluate that and other program changes. If not back on weekday mornings, maybe some of those programs can be move somewhere else on the schedule. We've got hundreds of comments from the membership drive, we'll record your comments tonight and again, we'll be having a Community Advisory Board to discuss programming changes on Monday, December 9th at 6pm here at the



station. As we develop the program schedule we listen to feedback and we also look towards the future. Raven Radio must appeal to all portions of the community if we hope to provide the excellent local news we currently enjoy. To be sustainable our listeners must be old, young, left, right, those that like talk and those that like music. It certain that what you like, some others do not, and that some of the programs you dislike, appeal to others. It is also certain that we need to remove something from the air every time we add something. Thank you for including the consideration of your fellow listeners in your comments. Call with questions or comments 747-5877 or 1-800-478-5877.

#### OPEN PHONE LINES FOR COMMENTS

After this meeting, please continue to make comments via the website, or emailing or calling Program Director Rebecca LaGuire. Again, we'll discuss these issues and more at our next Community Advisory Board meeting on Monday, December 9th at 6pm here at the station.

That's it! Thanks for listening and for your membership with Raven Radio!