

## **Raven Radio On-Air Annual Meeting December 8, 2014**

Welcome & Order of Things: Ken Fate - General Manager

Introduce the Board: Ted Howard - Board President

Budget Report: Ken Fate & Mandy Evans - Board Treasurer

Audience Report: Ken Fate, Robert Woolsey - News Director

News: Robert Woolsey, Ken Fate (joined by Rachel and Emily)

Development: Amy Kramer Johnson - Development Director, Ken Fate

Programming: Rebecca LaGuire - Program Director, Ken Fate

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

Seated:

Ted Howard - President

Perry Edwards - Vice President

Mandy Evans - Treasurer

Gretchen Clarke

Dan Etulain

Robert Hattle

Celia Lubin

Thanks to Corrie Bosman and Trish Durham for their considerable talents and years of service on the board.

Re-Elected:

Nathaniel Bean - 3 year term

Roby Littlefield - 3 year term

Newly Elected...Congratulations!

Kenley Jackson - 3 year term

Ted Laufenberg - 1 year term

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, FY14, total revenue was \$657,295. We ended the year able to put 2.4% into reserves. Our current budget (FY15) total operating revenues are \$667,348.

Here's how that breaks down:

### **Revenue:**

Listener Membership – 22%

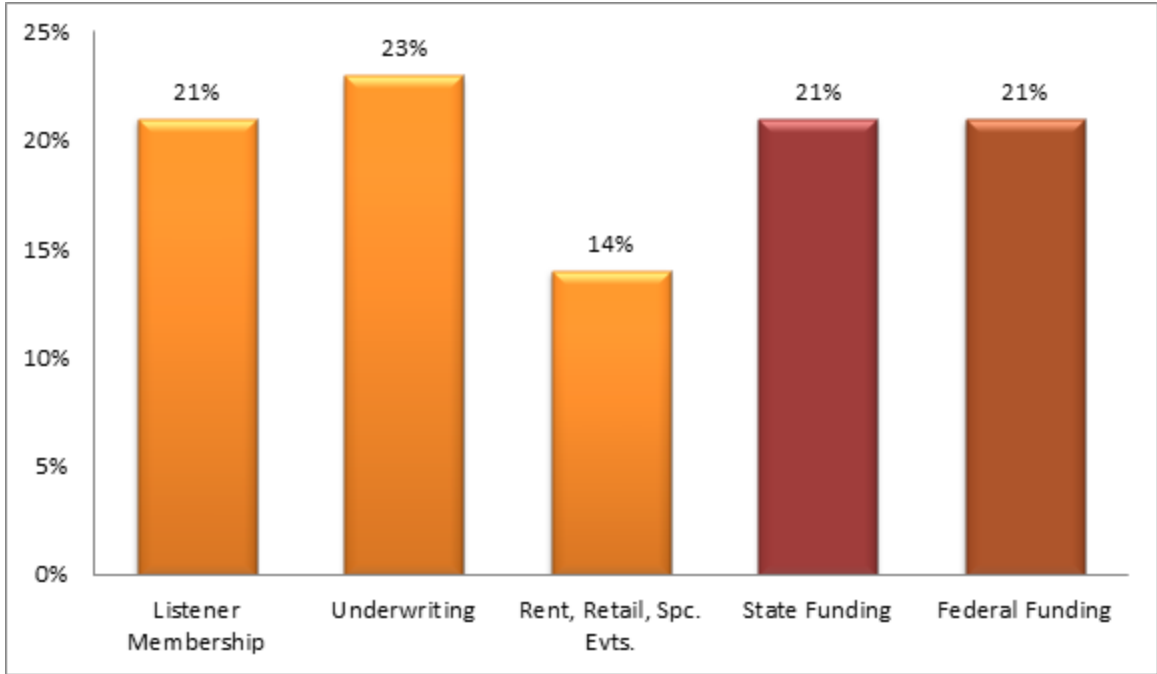
Local and Regional Underwriting – 22%

Rent, Retail, Winter Fellow Funding & 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 - 21% (Regional accounting, membership, development, news, engineering, and representation)

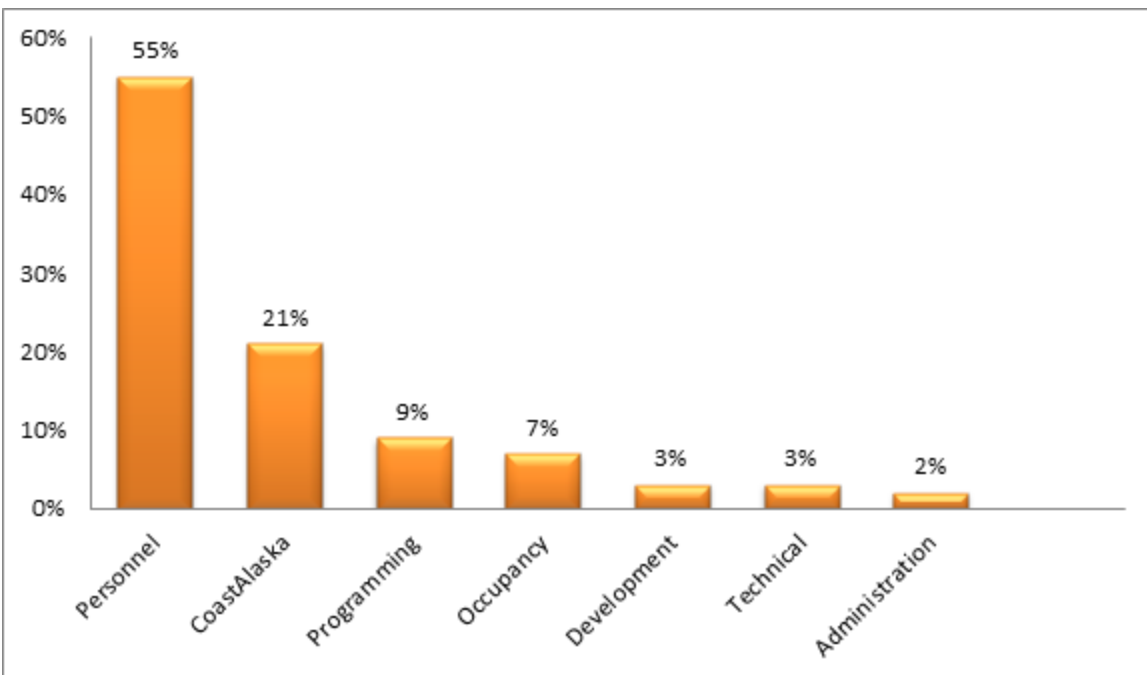
Programming – 9% (APRN, NPR, BBC, etc.)

Occupancy – 7% (Utilities, insurance)

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

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

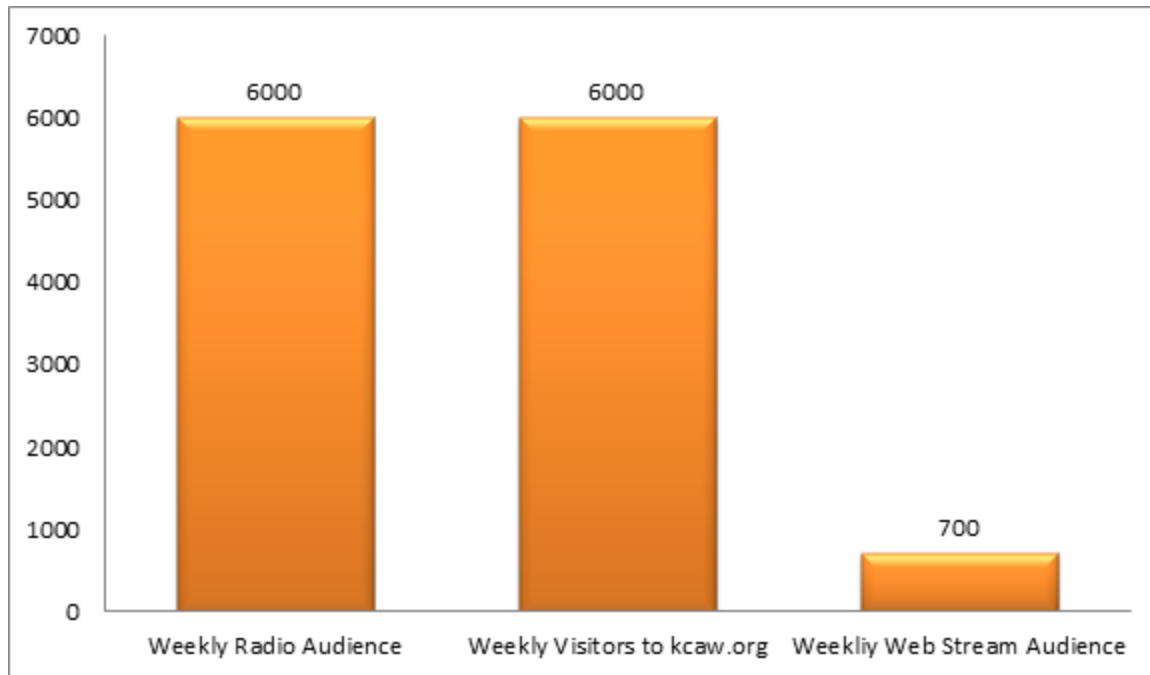
Administration – 2% (Office supplies, postage, dues, board etc.)



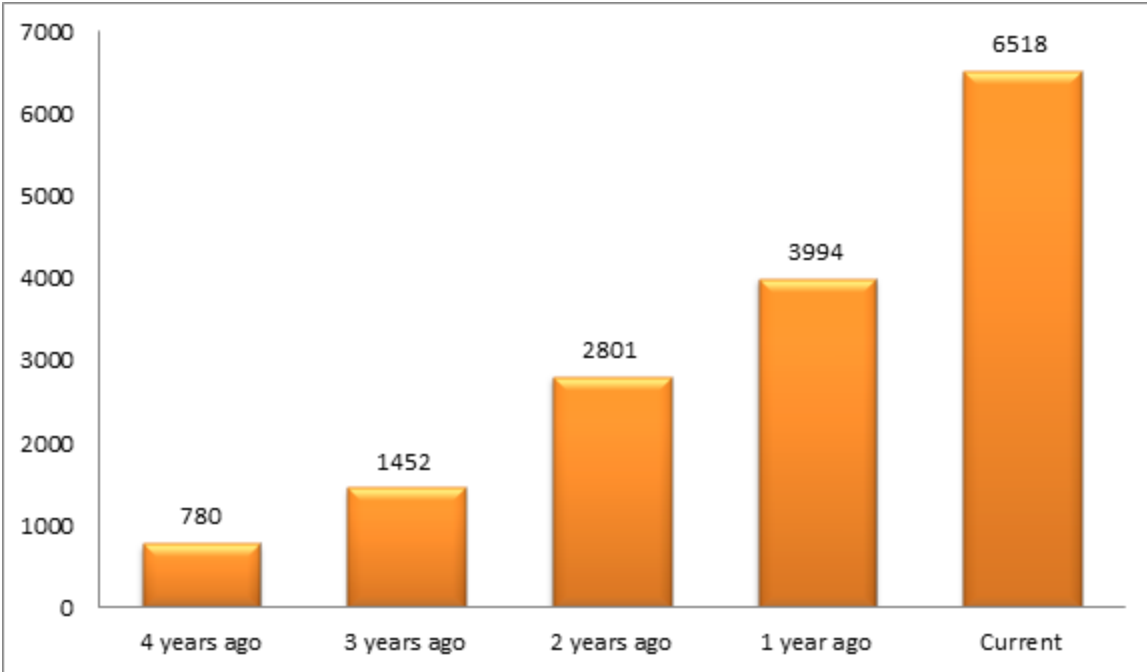
## **Audience**

Our online streaming signal regularly serves more than 700 listeners each week as compared to just over 6000 weekly radio listeners. Our website [kcaw.org](http://kcaw.org) regularly has 6,000 unique visitors per week. That's about 1,000 more users per week than last year at this time. Several weeks in the 1st year have topped 7,000 users, making this the year that web users began

to outnumber broadcast listeners. It is also notable that in recent weeks 60% of folks use the website from phones and tablets verses 40% on computers.



As December 5th our Facebook page had 6,518 followers. This chart below show stunning growth in our Facebook audience over the past several years.



A story on traditional herring roe harvesting posted on Facebook reached over 65,000 people. Here is that story on our website - <http://www.kcaw.org/2014/04/04/food-tastes-better-when-its-shared/>

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

## **News**

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Morning schedule Change

Reporter hire: Rachel Waldholz

Introduce the News Team:

Morning Hosts – Melissa Marconi Wentzel & Peter Apathy

Reporter - Rachel Waldholz (Former Summer Intern)

Winter Fellow - Emily Kwong

Big thanks to Megan Pasternak for PSA editing. We are looking for volunteers to help with this!

## **Development**

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

**Membership** - Raven Radio's annual membership goal consists of several fundraising elements: the Fall and Spring Membership Drives, Sustaining Members, the Calendar Year-End Campaign, the Pick. Click. Give. campaign, and our new Kindness of Ravens level of giving. Each of these membership elements add up to achieve our Annual Goal.

**Underwriting** - Thank you to all our current underwriting sponsors and those who have supported the station this past year through underwriting. Please take a minute to thank those businesses that you hear supporting Raven Radio. There are opportunities to get your business or organization's message out to the community through paid sponsorships of on-air announcements and web tiles at [kcaw.org](http://kcaw.org).

**Winter Fellow** - We continue to solicit funds to support our Winter News Fellowship. The ability to attract excellent reporters to boost our News Departments capacity is a value to the entire listening community.

**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.

**Special Events** - Annual Solstice Cruise, our 4th of July Rootbeer Float party and the Stardust Ball.

## **CoastAlaska**

Raven Radio is a member of CoastAlaska an independent non-profit consortium striving to improve service to listeners while decreasing costs through inter-station cooperation. Efficiencies created through this

partnership include centralized accounting, development, engineering, membership, administration and cooperation among news departments. Member stations in Juneau, Ketchikan, Petersburg and Wrangell as well as Raven Radio in Sitka are all healthy and community central.

CoastAlaska's annual Face to Face meeting will be held in Sitka in March, bringing more than twenty community radio staff and board members to town.

## **Programming**

Soundexchange Reporting: Because of the increasing popularity of web streaming, starting in 2014, KCAW was required to start reporting to an organization called Soundexchange. They deal with royalties for recording artists. This will include two-weeks-a-quarter worth of complete playlists from volunteers.

### From the Vault

ANB Basketball documentary, Fin and Feathers, and a few episodes of Pass the Ketchup, among others. We'll be refurbishing some equipment to make way for other archived material.

### New NPR Clocks

NPR changed their broadcast clocks for Morning Edition and All Things Considered on Nov. 17th.

### Production-heavy local programming

Sitka Sports, The Garden Show, The Library Show, Sitka Nature Show, The Speaking Tube, Sitka Stories, Raven Anthology, MEHS Radio Club.



### New trainees

We've had a great group of new volunteers joining us in 2014, and have an exciting group coming up in January.

### Tlingit word of the day

Sitka Native Education Program was wonderful to work with. Chuck Miller brought in two different groups of kids to record, and they were fantastic. We'd love to continue to work with them and make that an on-going project.

### Animal Trax

Anne Brice has been producing two-minute modules that air every Thursday morning after The Writer's Almanac. She speaks to different experts in town about the animals that call Sitka home.

### Voices of the Tongass

The Sitka Conservation Society produced 2-3 minute modules called "Living with the Land: Voices of the Tongass", where they interviewed different people about their lives in this region. Airing Sunday mornings at 10:27 before Living Planet.

### TED Radio

This has been a great show that we're happy to have on our Sunday lineup.

### Car Talk

Sadly, co-host Tom Magliozzi passed away about a month ago.

### History Minute

I've been working with The Sitka Historical Society to get them up and running making another local-centric module focussing on local history.

### Live/Pre-recorded events

Roller Derby, Wait Wait Don't Tell Me, Radio Theater, Town Hall Meetings

### On-Demand Streaming

You can listen to local programs for up to a week after they air through our Program Schedule.

### 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, January 20th at 6:30pm here at the station.

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