

Raven Radio On-Air Annual Meeting December 7, 2015

Welcome & Order of Things: Ken & Rachel Fate- Co-General Managers

(Ken retired after working 25 years for Raven Radio/

Rachel and Ken applied to be co-managers and were hired)

Introduce the Board: Perry Edwards - Board President

Budget Report: Ken Fate & Mandy Evans - Board Treasurer

Audience Report: Ken Fate, Rachel Fate

Development: Amy Kramer Johnson - Development Director, Ken Fate

News: Robert Woolsey - News Director, Emily Kwong - Reporter & Brielle Schaeffer - Winter Fellow

Programming: Rebecca Danon - Program Director, Ken Fate

Some notes over the year

We lost William Stortz, longtime Raven Radio supporter, programmer, board president and CoastAlaska founder and board president. Two tributes to William adorn the staircase up to the station: One of William's amazing photographs of an acrobatic raven and the large cedar Raven Radio sign that William helped create. It was originally mounted in the front lawn of the cable house.

State budget cuts of 18% last year, apply to current fiscal year and mean about \$25,000. To balance the budget we cut back on equipment repair and some programming, but mostly we increased our local revenue goals for membership, underwriting, special events and retail sales.

Received an \$8,700 Rasmuson grant to repair and reinforce our broadcast antenna on top of the Mt. Edgecumbe Flight Tower.

Translator communities continue to be our primary struggle. Yet again this year we have had all many of our transmitters off the air, or broadcasting a

weak or distorted signal. Thank goodness that CoastAlaska has hired more engineering support, but even so scheduling visits to these communities is difficult.

Introduce Board Members & Staff

Re-Elected:

Perry Edwards - 3 year term

Dan Etulain - 3 year term

Ted Laufenberg - 3 year term

Ratified Board Appointee

Heather Powell - 2 year term

Full board and current officers (officer elections to be held in January)

Perry Edwards - President

Gretchen Clarke - Vice President

Mandy Evans - Treasurer & CoastAlaska Representative

Ted Howard - Secretary

Dan Etulain

Kenley Jackson

Ted Laufenberg

Roby Littlefield

Celia Lubin

Heather Powell

Thanks to Thanny Bean and Robert Hattle for their and service on the board.

At Large CoastAlaska Rep - Susea Albee

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 Wrangell in March.

Budget Report

Our Fiscal year begins on July 1st, ends June 30th. 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 Alaska Public Broadcasting Corporation continues to emphasize CoastAlaska as a model for station collaboration

Last year, FY15, total revenue was \$668,675. We ended the year able to put 2.4% into reserves. Our current budget (FY16) total operating revenues are \$666,400.

Here's how that breaks down:

Revenue:

Listener Membership – 24%

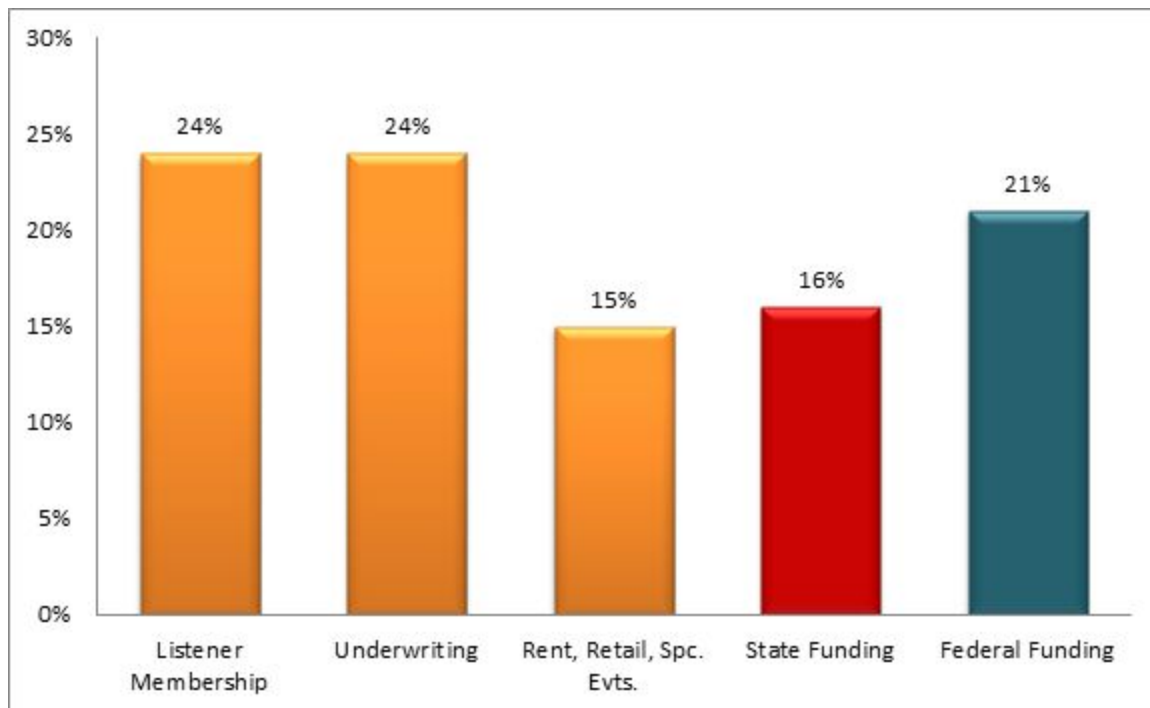
Local and Regional Underwriting – 24%

Rent, Retail, Winter Fellow Funding & Special Events – 15%

Total Local & Regional Funding – 63% (Up from 58% last year)

State Funding – 16% (Down from 21% last year)

Federal Funding – 21%



Expenses:

Personnel – 57% (salary, benefits, and federal taxes for 5 full time, and several part time employees)

CoastAlaska - 21% (Regional accounting, membership, development, news, engineering, and representation)

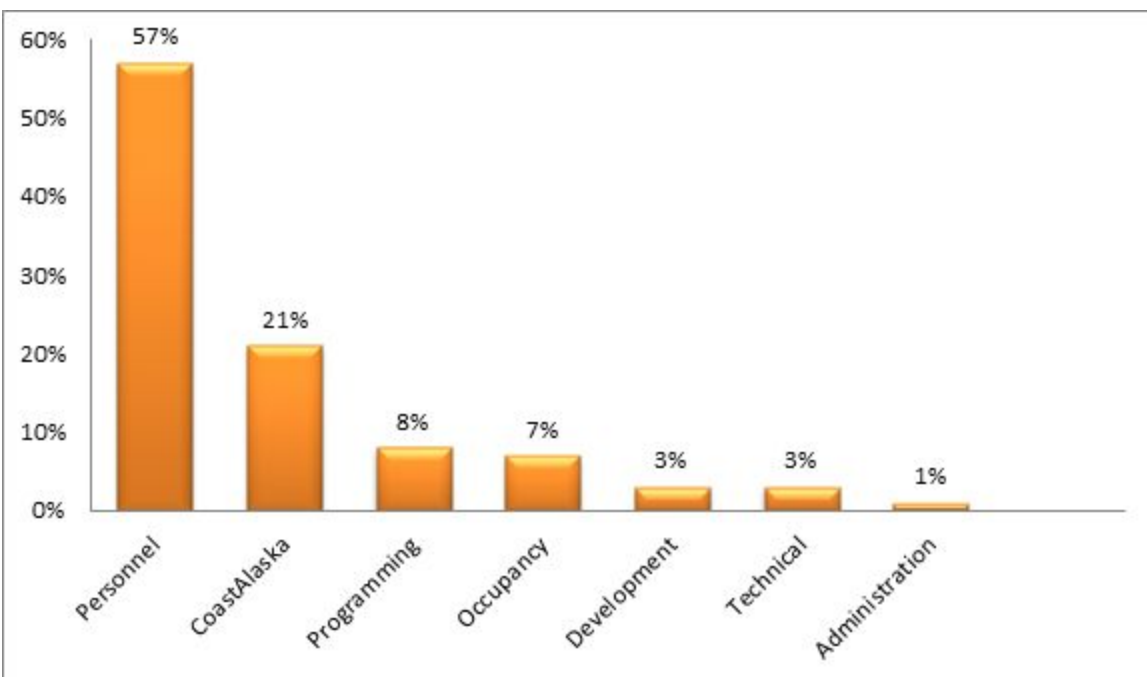
Programming – 8% (APRN, NPR, BBC, etc.)

Occupancy – 7% (Utilities, insurance)

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

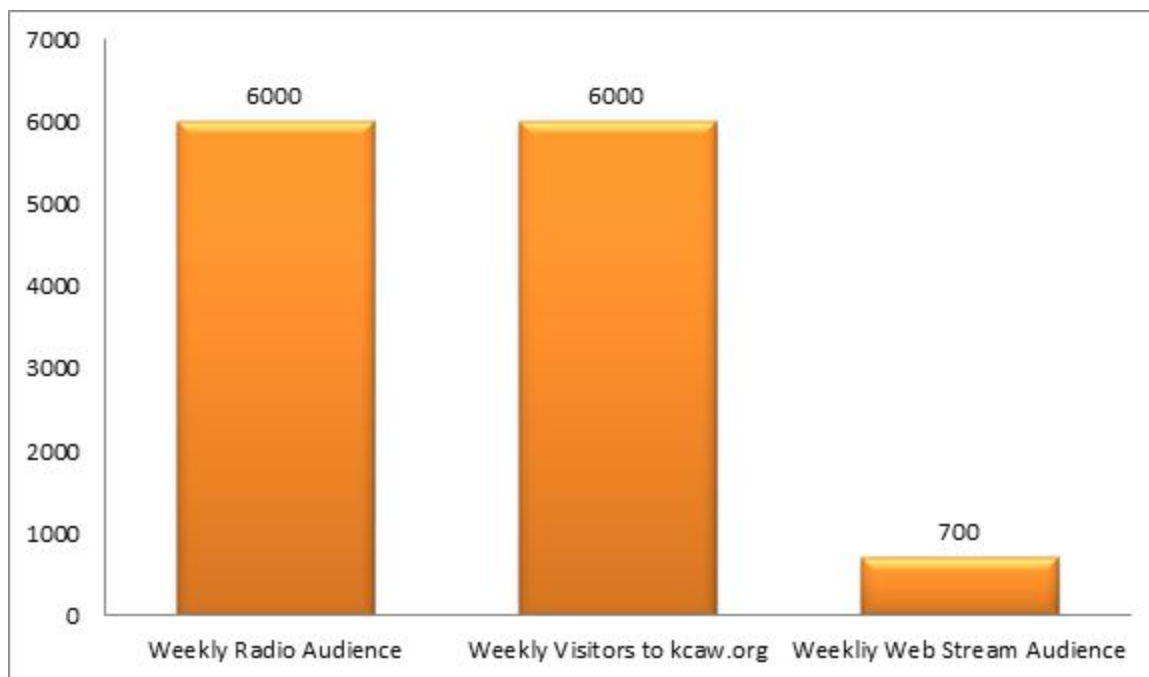
Technical – 3% (Equipment repair mostly – purchase is often grant funded.)

Administration – 1% (Office supplies, postage, dues, board etc.)



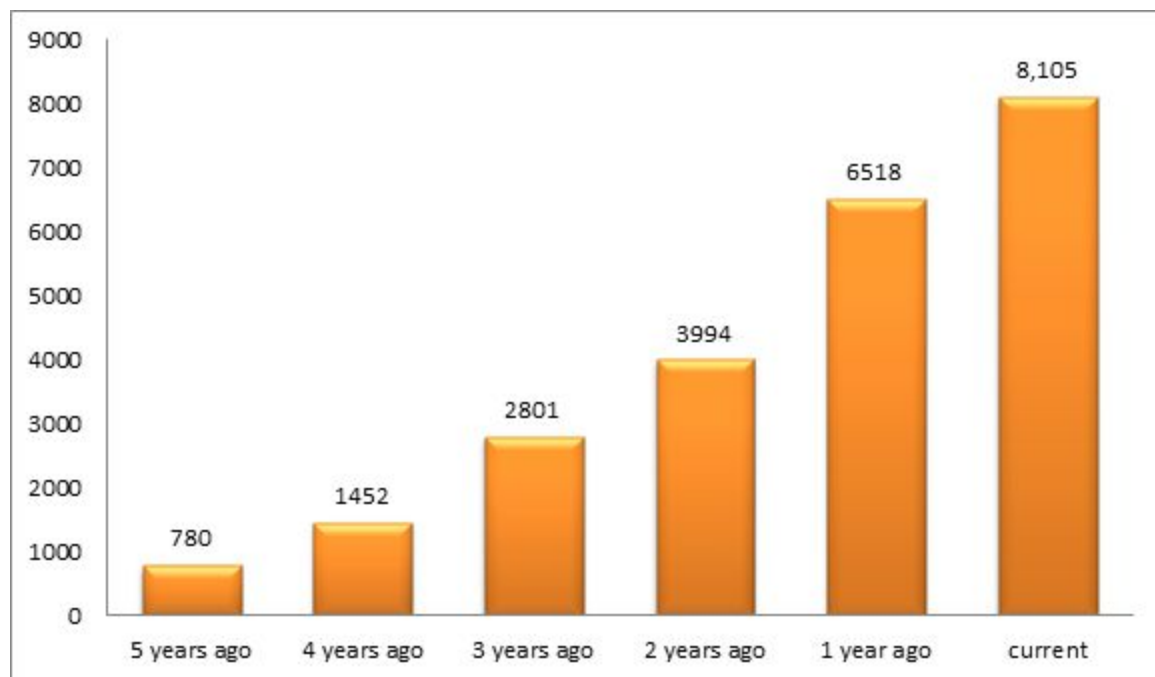
Audience

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 regularly has 6,000 unique visitors per week. Some weeks that number is greater than 10,000 visitors. The week after the landslides this past August more than 37,000 different people visited our website. It is also notable that 60% of folks use the website from phones and tablets verses 40% on computers.



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

As December 4th our Facebook page had 8,105 followers. This chart below show stunning growth in our Facebook audience over the past several years.



Facebook posts regularly reach tens of thousands of people. Coverage of the August landslides reached more than 45,000 people on Facebook.

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 Kindness of Ravens level of giving. We are happy to report that we have surpassed our Fall Membership Drive goal of \$70,000. Thank you to all who have pledged to help reach this goal. 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 when you are about town to thank those businesses you hear on air 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. Contact Amy at 747-5877 for information.

Winter Fellow - We continue to solicit funds to support our Winter News Fellowship. The ability to attract excellent reporters to boost our News Department's 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 - Only Fools Run at Midnight (new to KCAW last year), Annual Solstice Cruise, our 4th of July Rootbeer Float party and the Stardust Ball combined make up the special events portion of our budget.

Retail - The Raven Radio Retail shop continues to offer t-shirts, sweatshirts, hats, mugs, bumper stickers and more. The retail shop is an important part of raising funds for the station's operational expenses.

News

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-- NPR's new morning clock has been in place for just over a year -- I think we've adapted to it. Although the program is two hours, we extend it into a third hour without any repeated content (except on holidays!).

-- Reporter hire: Rachel Waldholz left KCAW at the end of September to report from the Energy Desk at the Alaska Public Radio Network. Emily Kwong was our 2014-2015 Winter Fellow -- she worked as ME Host over the summer, then was hired to replace Rachel in one of the more competitive hires in station history.

Introduce the News Team:

Morning Hosts – In addition Melissa Marconi Wentzel, Peter Apathy, and Chris Todd, we've added Brooke Shaeffer to our lineup of morning hosts. Summer intern - Vanessa Walker, UC Berkeley Graduate School of Journalism. Vanessa won a Goldie Award from the Alaska Broadcaster's Association for a story about Carol Odess and the Sitka Fine Arts Camp. Post-graduate Fellow in Community Journalist, aka "Winter Fellow" - Brielle Schaeffer. Brielle is a born-and-raised newspaper reporter from Southcentral Alaska, who's spent the last 4 years working for the newspaper in Jackson Hole, Wyoming. The KCAW fellowship is for new radio reporters, and for print reporters hoping to transition into broadcasting.

Alaska Press Club Awards received in April 2015

Best Reporting on Science

First Place – Rachel Waldholz, Ellen Chenoweth. Origins of the Endangered Species Act.

Best Sports Reporting

First Place – Emily Kwong. Sitka Sound Slayers: A Women's Movement on Wheels.

Best Profile

First Place – Emily Kwong. At 81, STA's Elder of the Year is Busy.
Second Place – Emily Forman. The Unlikely Path of Alaska's New Orthodox Bishop.

Best Reporting on Crime or Courts

Third Place – Robert Woolsey. Robidou’s Defense Examines School’s Party Culture, Relationships.

Best Humor (All Media)

Second Place – John Straley, Finn Straley, Robert Woolsey. Santahack!

News Volunteers - Big thanks to Megan Pasternak and Carole Knuth. Both put in too many hours to count on our Community Calendar!

Programming

Nancy Ricketts interview by Rebecca Poulson

Kattleson Poetry Club/Cafe

Brooke Schafer worked with a group of students and library faculty to produce 90 second programs highlighting original poetry as well as airing the live poetry reading event that took place to celebrate National Poetry Month.

Bulevar Latino

Maite Lorente is doing a latin music program entirely in Spanish.

Inupiak PSAs for KRBW (?)

Reveal

A Peabody-award winning program from the Center of Investigative Reporting. So far it’s been airing as a monthly program, but will be starting weekly in January.

Town Hall Meetings

We aired three town hall meetings in 2015, one on Marijuana, one

about Sitka Community Hospital, and one discussing the future of Sitka: What's working and what's not.

Live Candidate Forums

Live DDF Debate

Emily Kwong hosted a live debate by the Sitka High Debate Team.

Production-heavy Local programming:

Sitka Spotlights (short program made by Sitka Fellow, Sarah Gibson featuring residents discussing their art, work, and traditions)

A Matter of Fact (short program with Chantal Cough-Shulze from the Science Center and Chuck Miller from STA combining Tlinget translations of local animals with scientific facts.)

Library Show (back with three hosts: Sarah Bell, Brooke Schafer and Kari Sagle.)

Sitka History Minute

Working with Stephanie Gilardi from STA to create Tlinget-culture focussed programming.

New Voices

We've had some new volunteers come into the station, some with previous radio experience, some first-timers, all of which are doing great and are enthusiastic about radio.

Radio Theater

The recent live radio theater event will be aired on December 15th at 6:30 pm.

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!