

Raven Radio On-Air Annual Meeting December 8, 2016

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

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 & Emily

Russell - Winter Fellow

Programming: Rebecca Danon - Program Director, Ken Fate

Some notes over the year

Whether you listen to the radio, find Raven Radio online, we are working to serve you better, even with state funding cuts. Last month we introduced a faster website that will perform even better on mobile devices. Last week we improved the quality of the live web streaming signal. And remember that every locally hosted radio program is available to “Stream on Demand” on our website from your computer, tablet or smartphone. We’ve also increased local news coverage, social media postings and special news programs.

Last year we received a Rasmuson grant to secure our transmitting antenna over on the Mt. Edgecumbe High School Campus. We’d like to take this opportunity to thank Mt. Edgecumbe for housing our transmitter, tower and antennas.

Translator communities continue to be a difficult area, although we have made some progress with the signal quality in Kake this fall, more work is needed there, in Yakutat and several other remote communities that we serve..

Introduce Board Members & Staff

Re-Elected:

Lauren Bell - 3 year term

Gretchen Clarke - 3 year term

Mandy Evans - 3 year term

Ted Howard - 3 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

Emmett Williams

Angie Bowers

Kelsie Barbour

At Large CoastAlaska Rep - Susea Albee

Thanks to Celia Lubin and Heather Powell who resigned in this past year for their and service on the board. The board recently appointed Angie Bowers and Kelsie Barbor to three year terms on the board. Voters can ratify those appointments on next year's ballot.

CoastAlaska

Raven Radio is a member of CoastAlaska an independent non-profit consortium striving to improve service to listeners by decreasing costs through inter-station cooperation. Member stations in Juneau, Ketchikan,

Petersburg and Wrangell as well as Raven Radio in Sitka are all healthy and community central. Collaborative services that CoastAlaska provides include accounting, payroll, membership, underwriting sales, regional news, engineering and representation to state and federal funding agencies. CoastAlaska is now beginning to contract some of these services to other stations in the state to help offset our operating costs. The CoastAlaska business office are in Juneau, and 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 and the Corporation for Public Broadcasting continue to highlight CoastAlaska as a model for station collaboration.

CoastAlaska's annual Face to Face meeting will be held in Ketchikan in February.

Budget Report

We received an 18% reduction in state funding last year and another 27% to this year's budget. That's a combined loss of \$60,000 annually. Rather than cut service we've increased our revenue goals for membership, underwriting and special events. With your help, we increased local revenue last year and this year we started off strong, reaching our \$75,000 Fall Drive goal by the end of October. That's good because at mid-year we are seeing revenue shortfalls for the Stardust Ball and the Travel Raffle.

As far as expenses go we have a very lean budget and one that depends on no significant broadcast equipment or physical plant failures. We have cut programming from Public Radio International. We have negotiated larger discounts from other networks including National Public Radio and American Public Media, our source for the BBC. We've also benefitted from a significant price reduction for Alaska News Nightly from the Alaska Public

Radio Network.

Our fiscal year begins on July 1st, ends June 30th. Last year, FY16, total revenue was \$665,229. We ended the year \$264 in the black. This fiscal year our total budget is projected to be \$644,822. Here's how that breaks down:

Revenue:

Listener Membership – 27%

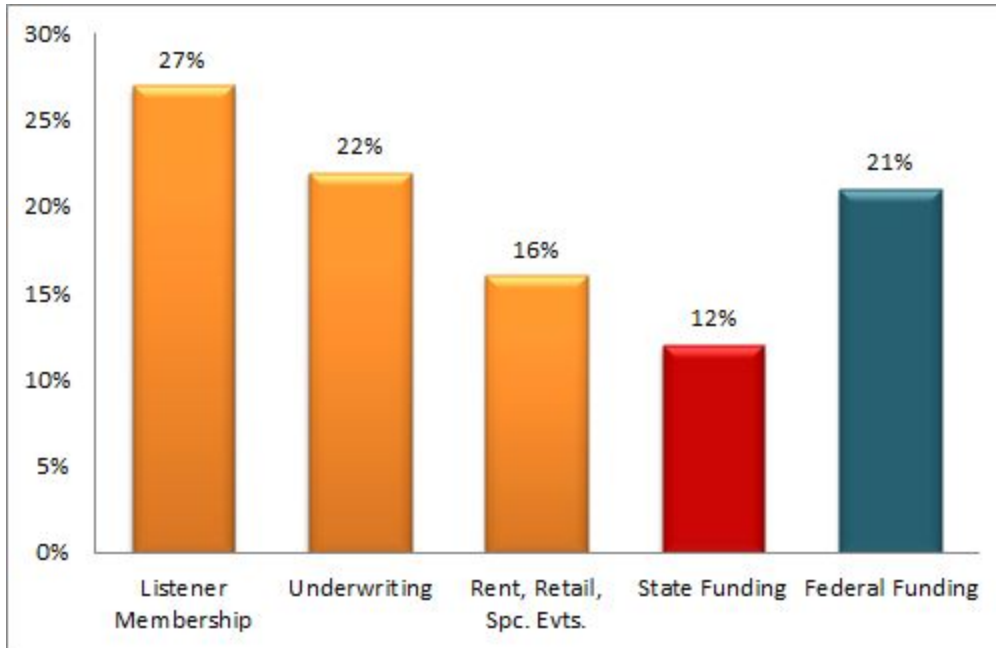
Local and Regional Underwriting – 22%

Rent, Retail, Winter Fellow Funding & Special Events – 16%

Total Local & Regional Funding – 65% (Up from 62% last year) Now $\frac{2}{3}$ of our funding.

State Funding – 12% (Down from 21% two years ago)

Federal Funding – 21%



Expenses:

Personnel – 58% (salary, benefits, and federal taxes for 5 full time, and several part time employees)

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

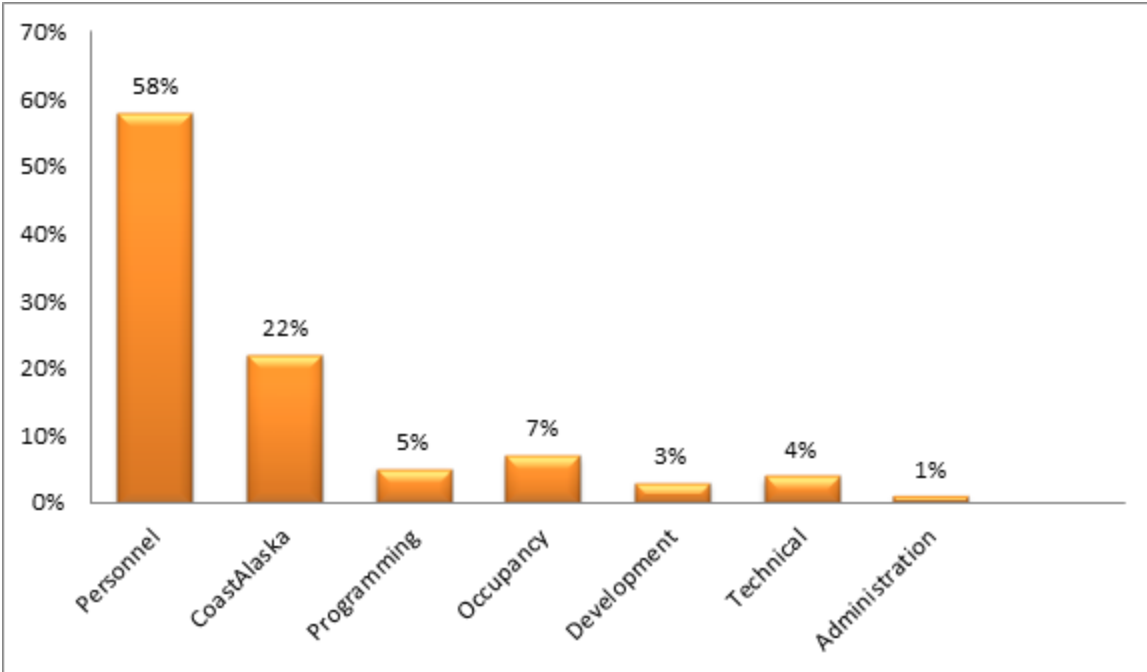
Programming – 5% (APRN, NPR, BBC, etc.)

Occupancy – 7% (Utilities, insurance)

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

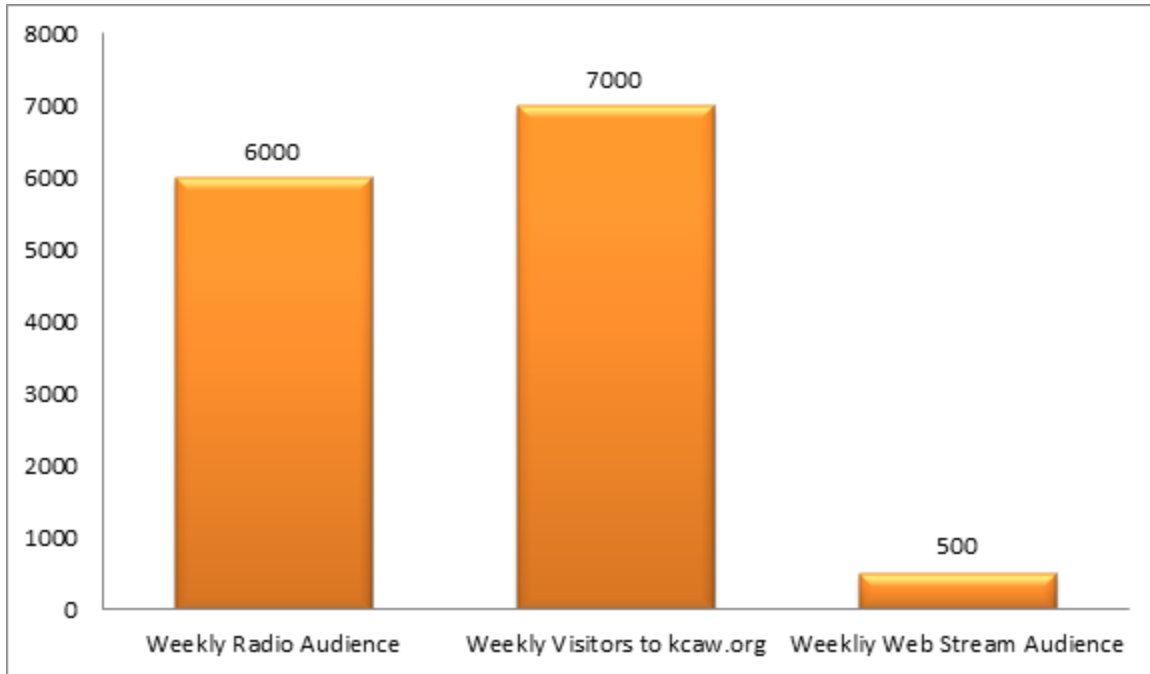
Technical – 4% (Equipment repair mostly – purchase is often grant funded.)

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



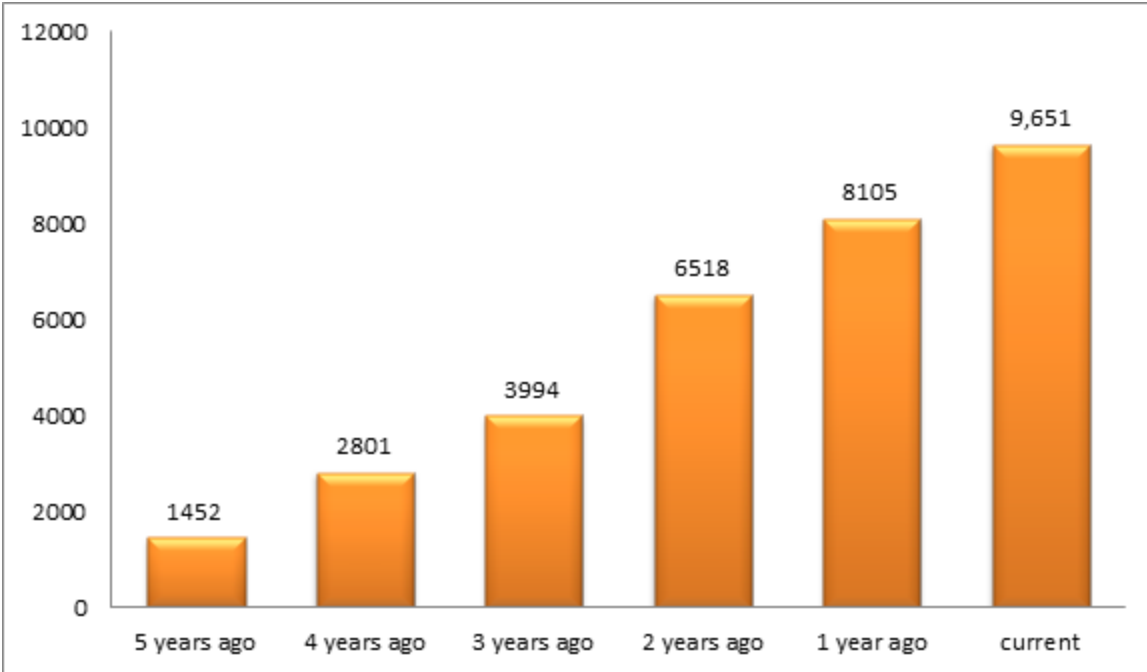
Audience

Our online streaming signal regularly serves more than 500 listeners each week as compared to just over 6000 weekly radio listeners. The number of people listening online has dropped from about 700 weekly listeners last year at this time. We are upgrading the signal quality of our stream to make the listening experience more enjoyable. Our website kcaw.org regularly has 7,000 unique visitors per week. Some weeks that number is greater than 10,000 visitors. We are now in an era where our web presence has a larger audience than our over the air broadcast signal. 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 6th our Facebook page had 9,651 followers. This chart below shows the continued growth in our Facebook audience over the past several years.



Facebook posts regularly reach tens of thousands of people. Last week's posts reached more than 46,000 people on Facebook.

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

Development

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 \$75,000. 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 business 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 program. The ability to attract excellent reporters, such as current Fellow Emily Russell, 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 expenses, but rather its use must be specifically approved by the board of directors.

Special Events - Only Fools Run at Midnight, the Annual Solstice Cruise, our 4th of July Root Beer Float party and the Stardust Ball combined make up the special events portion of our budget. Thank you to all who have purchased tickets to attend these events and to our event sponsors.

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. The shop is open weekdays for holiday shopping.

News

-- Introduce the News Team:

Morning Hosts – In addition Melissa Marconi Wentzel, Peter Apathy, and Brooke Shaeffer, we've retained Sentinel Reporter/former Winter Fellow Brielle Schaeffer in our lineup of morning hosts.

Summer intern - Katherine Rose. Avian monitoring program at Warm Springs Bay. Bells of St. Michael viral video. Pokemon Go!

Winner Fellow -

Alaska Press Club Awards received in April 2016

Best Feature: First Place, Emily Kwong “After 75 years, a family keeps the Sentinel running”

Best Education Reporting: Third Place, Brielle Schaeffer “Students get hands on history”

Best Breaking News Story: First Place, Robert Woolsey and Rachel Waldholz “Sitka building official, two construction workers missing in slide”

Best Profile: First Place, Emily Kwong “Meet Jasmine Molina, a 12-year old ambassador”

Best Reporting on Crime and Courts: Third Place, Robert Woolsey “Arrest video raises questions of excessive force in Sitka jail”

Best Single Story Reporting: First Place, Emily Kwong “Slave auction eliminated amid NAACP criticism”

Best Long Form Story or Podcast: Second Place, Kimi Eisele and Robert Woolsey “Listening to Yellow Cedar”

Alaska Broadcasters Association - GOLDIES

Emily Kwong won Best New Feature, Division 2, for "[How a Deer Can Cause a Plane Crash.](#)"

Our 2016 summer intern Katherine Rose Best News Feature, student division, for "[Jordans weigh in on three decades of salmon derby.](#)"

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

Emily Kwong - Community Side of News

- NPR Storytelling Workshop
- SSSC Media Workshop
- Kake Storytelling Workshop
- City call-in Monday

Emily Russell - Why you chose the KCAW fellowship

Rob - Roost of Fame

- Greta Mart - 2014 summer intern - News Director at KCBX, Central Coast Public Radio, San Luis Obispo, CA
- Emily Forman, 2013-14 Winter Fellow, at NPR's Storylab for 3 months, after producing Precious Lives in Milwaukee, WI, and winning a prestigious Third Coast Award.
- Shaleece Haas - 2009 intern, documentary filmmaker, Real Boy in the Anchorage International Film Festival, on TOA this Tuesday!
- Andi McDaniel - 2006 intern? - Content director at WAMU is Washington DC. A staff of 30!
- Valerie Lapinski - former program director, head of video at Vox
- Brielle Schaeffer - 2015-16 Winter Fellow - Sentinel Reporter!

Programming

Brownie Thompson and Marge Ward interview by Rebecca Poulson (True Stories of Nurses from the Last Frontier)

Prinsendam Special: Smoke on the Water by Rich McClear

Flotsam hour call-in Special

Meet the Love Dorks

News Specials:

 Citizens Task Force: Grand Bargain

 Live Call-in: What to keep and what to cut in the school budget

Live Candidate Forums

Production-heavy Local programming:

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

 Sitka History Minute

 Garden Show

 Worked with Chuck Miller at Sitka Tribe to create Tlinget words of the day to play during Native American Heritage Month (and beyond).

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 20th at 6:30 pm.

Programming Changes:

Car Talk will be discontinued starting January 1st. Wait Wait will be moved to its slot at 11 am, and Dinner Party Download (APM) will be placed at 2 pm on Saturdays.

Backstory is being discontinued, and will be replaced with a program called With Good Reason.

OPEN PHONE LINES FOR COMMENTS

After this meeting, please continue to make comments via the website, or emailing or calling Program Director Rebecca Danon.

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