

# Raven Radio On-Air Annual Meeting

## December 19th, 2018

**Welcome & Order of Things:** Becky Meiers, General Manager

**Introduce the Board:** Kenley Jackson, Board Vice President

**CoastAlaska:** Mollie Kabler, CoastAlaska Executive Director

**Budget Report:** Becky Meiers, General Manager

**Audience Report:** Becky Meiers, General Manager

**Development:** Makenzie DeVries, Development Director

**News:** Robert Woolsey, News Director and Katherine Rose, Reporter

**Programming:** Max Kritzer, Program Director

**Q&A:** Becky Meiers, Mollie Kabler

### Welcome & Order of Things

Thank you for joining me this evening for my very 1st Annual Meeting at Raven Radio. My name is Becky Meiers, and I am the General Manager, as well as your host tonight. It is an honor and a privilege to be a part this radio community. I'm excited to join you all - members, volunteers, staff, listeners - at this incredible station.

Raven Radio is a lifeline in so many ways. You expect news and information from us - and on that point, we're there for you every day - but let's not forget the essential nourishment the music you hear on KCAW feeds your soul. Your social calendar wouldn't quite be the same without the community events you see on the website and hear on the air. Raven Radio is an essential part of all our lives - sometimes all the time, sometimes just when you need us the most. You make it possible for us to be there for you.

As new technologies develop, and as our relationships with audio shift, know that the staff at Raven Radio are always thinking about how to better serve you. We've ventured into the digital world even more deeply, and we're working on optimizing the digital spaces we already occupy. Our goal is to be there for Ravens everywhere. We're always looking for opportunities to shine a light on Southeast Alaska - and we're already at

work, in deep partnership with CoastAlaska and Alaska Public Broadcasting, Inc., to do so.

For those of you who live in Angoon, Elfin Cove, Kake, Pelican, Port Alexander, Tenakee Springs, and Yakutat - Raven Radio is proud to be a part of your lives. It's a challenge to be so far from you and keep the signal flowing. Know that we're hatching a plan to assess the state of your transmission facilities, while working to find support for repairs and future-proofing. I hope to meet you all in the summer, when (hopefully) this plan will come to fruition.

Volunteer participation and community involvement have always been key components of our mission. KCAW is, first and foremost, a radio community. Our members make our mission possible, and our volunteers and staff work day-in and day-out on the exactitudes of that mission. We are committed to creating opportunities for learning and involvement, and will look deeply at how to do so over the next year.

There is so much more to be said about Raven Radio, and how we all thrive because of your involvement. Stay tuned for more, as we report on our operations for the the past year. We invite your input and questions, and will take calls near the end of the program.

## **Community Announcements**

- To the Raven Radio friends we've lost this year: Bill Davis, Tom Conley, Will Swagel, and Dave Ingallinera.
- Welcome to one of the newest members of the Raven Radio family! Former Program Director Valerie Lapinski has a baby, Teresa Raquel Fagin.
- Welcome to Kevin Hurtley, the CoastAlaska IT Director - our newest office resident!
- Welcome also to our newest staff members!
  - Enrique Perez de la Rosa, KCAW Winter Fellow
  - Katherine Rose, Interim KCAW News Reporter
  - Makenzie DeVries, KCAW Development Director

- We are grateful for the time and talent lent to us by Emily Kwong and Rachel Cassandra in the Raven Radio Newsroom. You are deeply missed!
- Lily Herwald and Chris Wilbur may have left Sitka, but they will forever be a part of the Raven Radio family. Thank you for your contributions. Thanks to Lily for your leadership!
- Another thank you goes out to Robin Sherman, for stepping into the Interim General Manager role. We appreciate you!

## **Introduce Board Members & Staff**

### **Appointed:**

Angie Bowers  
Kenley Jackson  
Cameo Padilla

### **Re-Elected:**

Perry Edwards  
Dan Etulain  
Claire Sanchez

*Thank you to the 149 members who participated in our election!*

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

Gretchen Clarke - President  
Kenley Jackson - Vice President & CoastAlaska Representative  
Angie Bowers - Secretary  
Lauren Bell  
Perry Edwards  
Dan Etulain  
Ted Howard  
Roby Littlefield  
Cameo Padilla  
Claire Sanchez

**At Large CoastAlaska Rep - Mandy Evans**

Thanks to Mandy Evans and Ted Laufenberg for their many years of service on the board.

## **CoastAlaska**

Raven Radio is a member of CoastAlaska an independent non-profit consortium striving to improve service to listeners by sharing services and increasing capacity through inter-station cooperation. Member stations in Juneau, Ketchikan, Petersburg, Wrangell and Unalaska as well as Raven Radio in Sitka are all relatively healthy and definitely focused within their local community. Collaborative services that CoastAlaska provides include accounting, payroll, membership, underwriting sales, regional news, engineering and IT 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 is in Juneau, however the Executive Director, Mollie Kabler, and IT Director, Kevin Hurtle, are based here in Sitka at the Cable House. Other CoastAlaska employees, like Jacob Resneck and engineering staff are travel frequently to different locations around coastal 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 board and managers Face to Face meeting will be held in Ketchikan in March.

## **Budget Report**

Raven Radio is in a relatively stable financial position. We saw a decrease of almost 5% in our State funding in 2018. However, we received an increase in our Federal funding - 8.69%. Our membership numbers for this current fiscal year are tracking somewhat behind our expectations. We had a \$81,000 goal for the Fall Membership Drive. As of our November numbers, we have \$71,317 cash in the door, with \$77,776 pledged. Should we have 100% of those pledges fulfilled, we are still short \$3,224. It's not too late to help us push that number! You can go to the KCAW website right now to give a year-end gift — this will count toward our Fall goal and provide important operational support for the station.

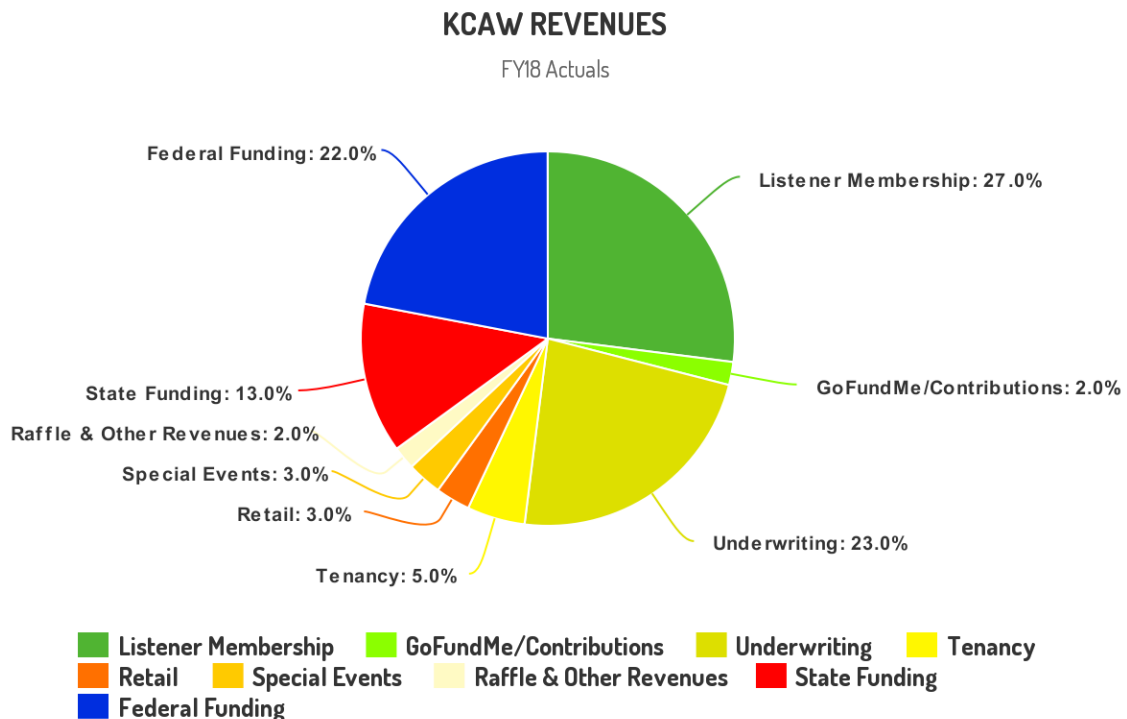
This year's expense budget was very lean to start, and carried some important and significant one-time expenses — including recruitment

services and additional temporary staffing. We have two big restricted projects in the works. One is a physical plant repair to the Cable House property. The second is a technical assessment of KCAW's translator facilities in Angoon, Elfin Cove, Kake, Pelican, Port Alexander, Tenakee Springs, and Yakutat. The stewardship of the Raven Radio Foundation's assets is crucial, as is our service to our listening community — particularly in the places where KCAW is a lifeline.

Our fiscal year begins on July 1st and ends on June 21st. Last year, FY18, total revenue was \$624,486. Our current budget's total operating revenues are \$640,917.

**Revenue:**

- Listener Membership - 27%
- GoFundMe and Winter Fellow Program contributions - 2%
- Underwriting - 23%
- Rent from other tenants of the Cable House - 5%
- Retail operations - 3%
- Special Events - 3%
- Raffle, dividend income, operating grants, and production fees - 2%
- State Funding - 13%
- Federal Funding - 22%



meta-chart.com

## **Expenses:**

Personnel – 54% (salary, benefits, and federal taxes for 4 full time, and several part time employees, and a few interim managers)

CoastAlaska - 20% (Regional accounting, membership, development, news, engineering, and representation)

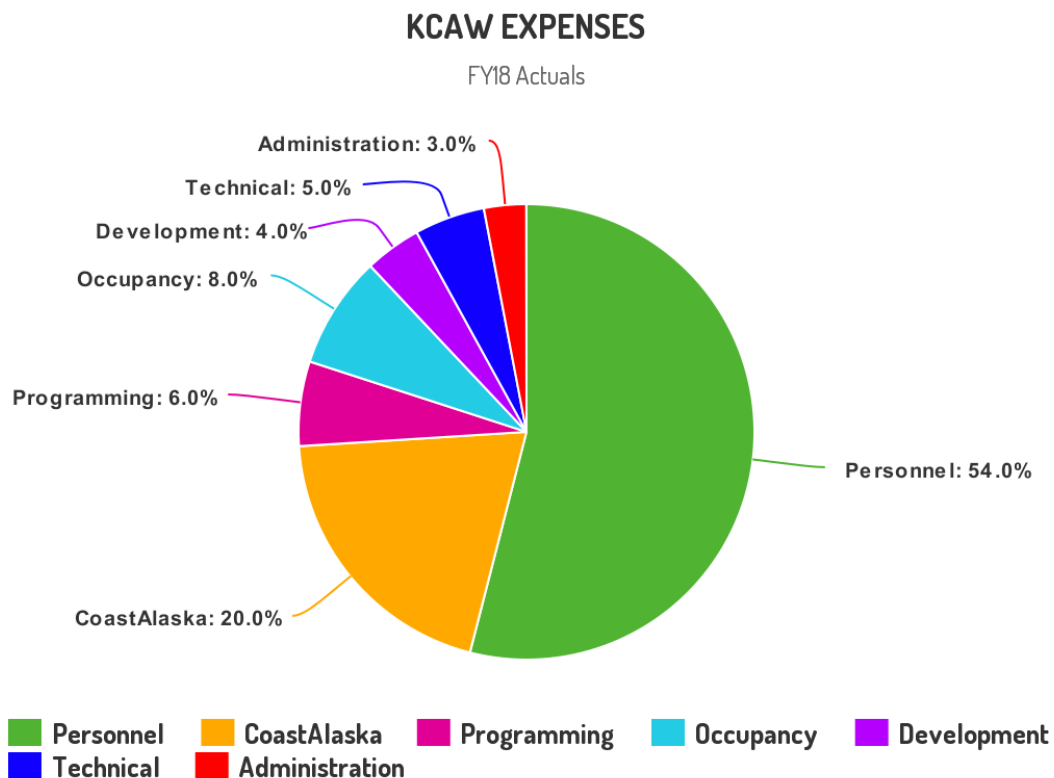
Programming – 6% (APRN, NPR, BBC, etc.)

Occupancy – 8% (Utilities, insurance)

Development – 4% (Mugs & apparel, special event expenses)

Technical – 5% (Equipment repair and maintenance, including translators)

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

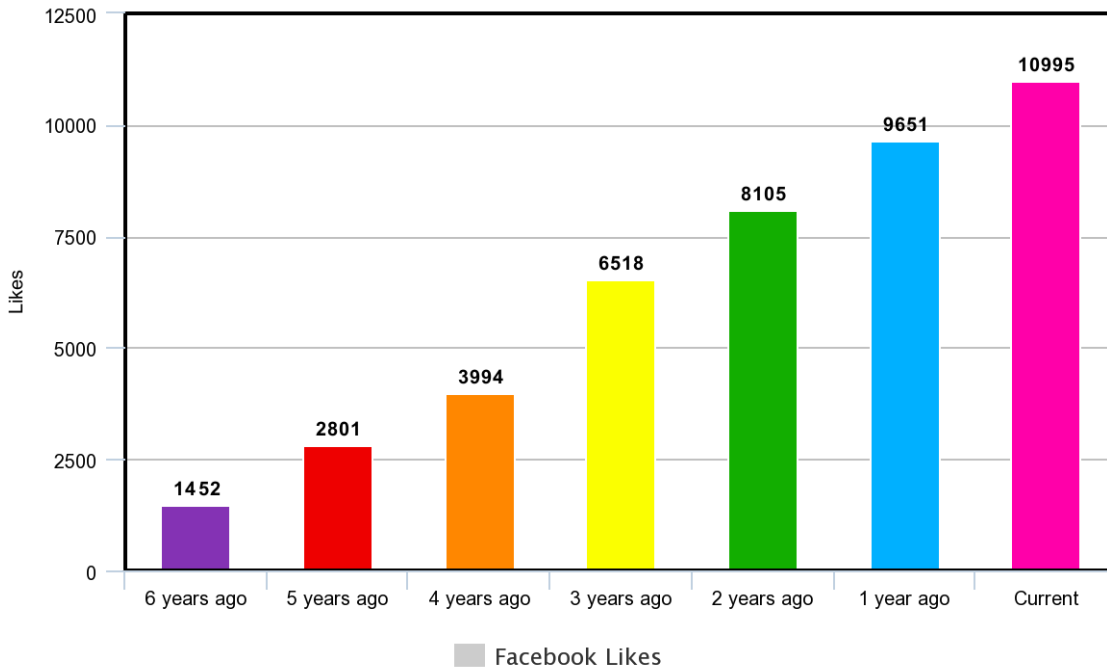


## **Audience**

Our online streaming signal has between 15,000 and 40,000 connections each month. In November, 21,177 people accessed our website - on average, 22,000 people visit [kcaw.org](http://kcaw.org). Our website [kcaw.org](http://kcaw.org) regularly has 6,000 unique visitors per week. Some weeks that number is greater. Getting audience analytics on our FM signal throughout all our communities of coverage is a little trickier, and we're looking into ways to collect this data meaningfully.

As December 17th our Facebook page had 10,995 followers. Did you hear

that, folks?! WE NEED JUST 5 MORE PEOPLE TO HIT 11,000 followers. If you haven't liked the Raven Radio KCAW Facebook page, now might be one of the finest times to do so! 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 10,221 people on Facebook.

Raven Radio is also on Instagram! We started it in June of last year, and have 433 followers. You can find us too — just look up “KCAWradio.”

We have scheduled the next meeting of the Community Advisory Board, or the CAB. The CAB focuses on programming review and gathering input on the community's needs to advise KCAW's governing board, and members of the public are invited to join us. The meeting will be on January 9th, starting at 5:30 PM. The meeting will be held at the Cable House. If you are interested in contributing to this committee, please join us! Again, that meeting will be held at the Cable House on Wednesday, January 9th, starting at 5:30 PM.

## **Development**

Thanks to everyone for tuning in! I'm really excited to be your new Development Director and look forward to connecting with our community through Raven Radio.

**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. For our Fall Drive, donors have pledged \$77,776 so far towards meeting our goal of \$81,000. The good news is that there's still time to pledge and help us meet our target! Our goal for the Pick Click Give campaign in February and March this year is \$4,500 and we're hoping to make \$96,500 for our Spring Drive in early April. Each of these membership elements add up to achieve our Annual Membership 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](http://kcaw.org). For more information on promoting your business or organization through Raven Radio, contact me at [development@kcaw.org](mailto:development@kcaw.org) or give me a call at the station.

**Winter Fellow** - We continue to solicit funds to support our Winter News Fellowship program. The ability to attract excellent reporters, such as current Fellow Enrique Pérez de la Rosa, to boost our News Department's capacity is a value to the entire listening community. To support the Winter News Fellowship program, or for more information, get in touch with Becky by calling the station.

**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. To give to our Legacy Fund, or to learn more, get in touch with Becky by calling the station.

**Employer Matching** – Many employers will match your Raven Radio membership, doubling the impact of your gift! Check with your Human Resources department to see if your workplace allows employer matching contributions.

**Special Events** - The Annual Solstice Cruise 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. Look out for our Solstice Cruise tickets going on sale beginning mid-May and for Stardust tickets at the end of September. Both will be available at Old Harbor Books.

**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 11 AM to 3 PM weekdays through Christmas Eve, the 24th! You can also shop online anytime at [kcaw.org/shop](http://kcaw.org/shop).

**Raven Appreciation** - We are always looking for new ways to show Raven Radio members how much we love and appreciate them! One long-standing tradition is our annual 4th of July Root Beer Float party. We are also developing monthly e-newsletters to keep our members more updated on Raven Radio happenings and opportunities.

**Development Committee:** We are hoping to make our next Stardust Ball a more grassroots, community driven event. We want input from Sitkans on the theme, the band, costume contest, and decorations. If you're interested in helping to shape the next Stardust Ball, come to our Development Committee meeting on Wednesday, February 13th at 6:00 PM at Raven Radio.

**Contact:** If you have questions about anything Development-related feel free to give me a call at the station or send me an email at [development@kcaw.org](mailto:development@kcaw.org).

## News

### **Introduce the News Team:**

- Robert Woolsey, news director
- Katherine Rose, succeeded Emily Kwong as interim reporter as of December 10. Job announcement soon!
- Enrique Perez de la Rosa, post-graduate fellow in community journalism, aka Winter Fellow (but not to be confused with Sitka Fellows)
- Morning hosts Peter Apathy, Brooke Shafer, Tina Bachmeier, and just recently Erin Fulton.

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

### **Alaska Press Club Awards received in April 2018**

For the second year in a row, KCAW Reporter Emily Kwong won first place in "Best Culture Reporting" with [150 years in the making, Kiks.ádi gather to commemorate loss of land](#) and first place in "Best Local Government and Politics Reporting" for [Shareholder unrest shapes Shee Atiká meeting](#).

Robert Woolsey won 2nd place for "Best Headline Writing" in the all-media category for [Gut check: X-rays provide insight into Sitka heroin trafficker](#). (up from 3rd in 2017)

Former Morning Edition host Sarah Gibson won first place for "Best Sports Reporting" in radio for [Kotzebue Volleyball digs deep to play Sitka's Lady Braves, Wolves](#).

### **Alaska Broadcasters Association - GOLDIES**

Katherine Rose won the Best News Feature for the piece "When preschoolers meet Pioneer Home residents, both benefit."

### **Cost of Living Series**

Emily Kwong, Katherine Rose, summer intern Rachel Cassandra, and news volunteer Erin Slomski-Pritz all collaborated on our Cost of Living Series.

**Katherine** - Tillamook ice cream...

### **Village Travel**

Emily Kwong was able to travel in September to KCAW communities on Baranof and Chichagof islands, thanks to former GM Robin Sherman. So

we've heard stories from Pelican, Elfin Cove, and Tenakee this year.

### **Online news**

We're very much a community radio station, but as a media organization we operate in a digital environment. Our recent story about local aviation entrepreneur Tim Fulton was viewed by 10,400 people in social media. Becky talked a little bit about our website's analytics. **Katherine** has some more insight into news consumption on our site.

How many people viewing stories, how long on page, etc., for some top recent stories.

- Sitka Entrepreneur rolls out aviation revolution- 2600 unique page views- people spending about 5 minutes on that story
- Alaska primary election results- received over 6000 total views, 4000 unique views- including our election hub and live election coverage, 9000 views
- Emily's story a couple of weeks ago from Elfin Cove- 1000 views
- In general, people spending 4-5 minutes per story on average

### **Winter Fellowship**

This program continues to attract top applicants... here's a brief interview with Enrique, about his involvement in the program.

### **Where's Kwong?**

And finally, a lot of people have heard that Emily Kwong is moving to NPR, but that's not quite the full story. I spent a few moments talking with Emily about where she's headed next.

## **Programming**

### **Operational / EAS**

- The tsunami was a good test of our systems. Remote broadcast, remote control
- FCC Alternative Broadcast Inspection goes well. Re-certified, and we got an Outstanding Service Award!
- We became the LP-1. Broadcast stations which are primary sources of local area emergency messages as well as local relay stations for national and state level EAS Messages. LP-1 is the primary
- FB live streaming extra meetings -- provide coverage but doesn't interfere with our regular programming

## **Community connections**

- We worked with non-profits and community organizations all across town to produce 81 PSA's this year. Not including PSAs produced by organizations themselves.
- 26 people took the on-air training class this year. 22 people did "first flights".
- Youth involvement - Preschool tour (february), Raven's Way tour (July), YAS, PHS radio club

## **Programming**

- Shows that started
  - Health Chat launched in January
  - Travel with Rick steves launches in January
  - Indigenous and other Expressions
  - Listen Up!
  - Poetry Unbound
  - Line One
  - FM All Up
  - Climate CX
- Shows yet to come
  - APM poetry show to start in January
  - SSSC thing
  - Storytelling?

After this meeting, please continue to make comments via the website, or by emailing Becky at [becky@kcaw.org](mailto:becky@kcaw.org)! We will also be sending our members an email with a document and the audio from this meeting.

**Thanks for joining us this evening and for your membership with Raven Radio!**