

**PRESENT:** Maris Thompson, Steve O'Bryan, Mary Galvin, Hilary Herman, Sue Hilderbrand, Sanjay Dev, Curtis Peldo

**ABSENT:** David Guzzetti, Justin Vodden

**STAFF:** Rick Anderson, Ray Laager

**GUESTS:** None

**I. CALL TO ORDER:** The meeting was called to order at 6:02 P.M. by Maris.

**II. AGENDA:** Amendments to the agenda: (1) Old Business to follow Staff Reports; (2) Old Business will be one hour instead of 15 minutes; (3) Underwriting report to follow Announcements; (4) Other Business to be closed session for General Manager contract discussion.

**Motion by Hilary to approve the agenda as amended. Second by Steve. Unanimous.**

**III. MINUTES: Motion by Sue to approve the September 12, 2012 minutes as written. Second by Sanjay. Unanimous.**

**IV. GUESTS/INTRODUCTIONS:** None

**V. ANNOUNCEMENTS:**

A. Maris announced that there will be many diversity activities at CSUC and around the community next week.

B. Sue announced that Ma Muse will be on Prairie Home Companion, October 20, in Minnesota.

**VI. STAFF REPORTS:**

A. Underwriting, Ray. Attachment 1

This report includes all activities performed from September 1 to September 30, 2012. Underwriting activity for the month of September 2012 involved 23 contracts: 11 renewals of existing accounts, 4 new or returning accounts and 9 sponsorship accounts totaling \$6,934.00. The total for the same time period last year, September 2012 was \$6,347.00, a increase of 9.2%. The total for all Trade activities is \$2,462.00 bringing the grand total for all Underwriting activity to \$9,396.00 for the month of September 2012. This month saw a number of Sponsorship opportunities: Tong Fong Low 100th Anniversary, the Elks Club Dog Parade and Taste of Chico. We also sold sponsorship on our new Program Guide: NCSSA, Santino's In Chico, Eco Cab, Access Real Estate Lending, Pullin's

Cyclery & Digital Path, which raised \$1,500.00 off-setting the cost of printing 40,000 program Guides for the Chico News & Review insert to be launched on October 11.

Ray continues to meet with Business Network International. He reported that it is beginning to produce underwriters from new and different sources and is receiving ten to twelve telephone calls a week. He is making a power point presentation tomorrow, October 11.

B. General Manager, Rick.

1. Mobile Ap is still coming.
2. Chico News and Review insert will be out tomorrow, October 11. A program schedule will be included. 40,000 inserts will go out and there will be 1,000 extra for future distribution.
3. The new station website is still a work in progress.
4. The audit is in process
5. Consideration is being made to donate 5% of pledge drive money to a local non-profit organization such as Catalyst
6. Cohasset transmitter issue is still happening. No further action at this time. Rick will keep the Board updated.
7. Events: Celtic and Grange Party, October 13.  
New programmer training and orientation, October 16.  
Pledge Drive orientation, October 17.  
Chikoko, October 20.  
Pledge Drove, October 24-November 2.  
Halloween Party at The Grange,, October 26.  
Annual CD sale, November 3.  
Mickey Hart at Paradise Performing Arts Center, November 28  
Will Durst at Chico Women's Club, December 7.  
Holiday Party at Mary Galvin's house, December 14.

C. Office Manager: No report.

D. Operations Director: No report.

E. Volunteer Coordinator: No report.

F. News Director: No report.

**VII: OLD BUSINESS:**

- A. Strategic Plan: The committees for Goals 1, 3 and 6 met and reports were given on their recommendations. The two committees that have not met will do so before the November Board meeting and will provide a report at that time. Thirty minutes will be allowed for these reports.

**VIII. COMMITTEE REPORTS:**

- A. Personnel Committee: No report.
- B. Finance Committee: No report due to Justin's absence. Maris to check with Justin regarding the quarterly budget report which is scheduled for the November Board meeting.
- C. Program Committee, Rick: The committee met October 9. The group discussed evaluations and evaluation forms. Grandfathering of replacement programmers was addressed; the committee wants any replacement to submit a program proposal and of course be certified. The committee would like Rick to oversee this process; Rick said he will also bring up the topic next week at the pledge drive training. He will also remind programmers to issue a disclaimer when broadcasting political opinions and interviews. In response to Action Item regarding how the committee makes program decisions, Rick clarified that the committee's decision is collective, everyone talks about issues, votes are taken and specific issues are given to Rick as action items. Studio 416 with Brad Peterson is now in the Chico Butter slot.
- D. Fund Raising Committee: No report.
- E. Committee Advisory Board: No report.
- F. Strategic Plan Committee: See VII-A.

**IX.. EXECUTIVE OFFICER REPORTS:**

- A. Chair: No report.
- B. Vice-Chair: No report.
- C. Secretary: No report.
- D. Treasurer: No report.

**X. NEW BUSINESS: None.**

**XI. CORRESPONDENCE: None.**

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**APPROVED**

XII: OTHER BUSINESS: Hate speech issues were discussed. Sue will research procedure, policy and guidance. To be revisited.

XIII. ADJOURNMENT: Regular session adjourned at 7:50 P.M.

XIV: CLOSED SESSION: Regarding personnel matters.

Next Meeting: Wednesday, November 14, 2012, 6:00 P.M., KZFR Conference Room.

Respectfully submitted by Olivia duMosch