

Madison Mainstream Radio Meeting Minutes

5610 Hammersley Rd.

July 24, 2017

Present: Eric Howland, Tom Kozlovsky, Patty Stockdale, Robert Park, Barbara Park, Ken Skog

Minutes of the June 8, 2017 were reviewed and approved.

Treasurer's report was reviewed and approved.

Ken Skog was approved as a member of the MMR board.

Regarding registration with the state, Tom took care of this for Health Writers in July of last year but it still needs to be done for MMR. It is due in May for non-profits. Eric will get together with Barb to take care of filing the state statement for the Department of Financial Institutions, Form 990.

Bob checked the electricity load of the broadcast equipment which varies from 220 to 245 watts on different occasions. It should be checked periodically. It was 240 with the monitor off on a hot day.

Decision items:

Fund Drive Committee: Patty and Ken are willing to be with Bob on the Fund Drive Committee and do discrete tasks. Ken suggested Bob as "Convener." The names of all 3 are to be on fund drive appeals.

We need a new functioning front page for the website. Eric still plans on switching to WordPress for the front page, hosted by Dreamhost.com. Eric is looking for the old Radio Council list on the website.

We discussed grant applications that might be made to various groups. Mentioned were Madison Press Connection Foundation, The Phil Ferguson Show (support for freethought/atheist groups), and Willie Street Coop.

Grantors generally have a format which needs to be followed when applying. Ken will check out Willie Street Coop for granting criteria.

Bob emailed 2 groups regarding underwriting sponsor announcements on the radio. Norm Stockwell responded saying the Progressive would not be focused on local activities until Fighting Bob Fest time. Bob emailed a number of local progressive organizations offering air time and had limited response. He had a list of progressive organizations. Patty will draft a letter to sent to these organizations.

Bob suggested asking Prairie UU Society for a modest donation in light of the regular broadcast of Sunday service speakers by the radio station.

There are old Progressive Radio Show recordings in our database. Tom will ask the Progressive to refer to our website to find their old programs.

Community Participation: Record interviews. Facebook live audio streaming.

Brochure - Bob showed a sample of what we might want to do.

Ken suggested that the radio schedule be put on the Midvale Heights Facebook page. Ken will talk to those in charge and suggest a web link to the schedule.

We talked about giving a brochure to the neighborhood newsletter but the suggestion was to do Facebook first. If it is OK, Ken could talk to the Middle Heights Board. There was general agreement that a brochure should be done on colored paper. Perhaps it should be shown to Robin Proud for a critique. Then it could be placed in the Sequoya and Monroe Street libraries and possibly assisted living facilities in the area. We can get copies for 9 cents for a 2 sided black and white.

Fund drive: The questions was who to target.

- Community services - Crime report. We could target Steve Fitzsimmons for \$50 from the Neighborhood Watch organization
- Paypal needs to be activated. Bob can set up an account or use Facebook to do that.

- Website with a Paypal connection favored as it sounds like there is an extra charge if it goes through Facebook.
- Eric will follow up on setting up an MMR Paypal account.
- There was little support for using a fund raising service other than as a last resort.
- Goal of \$1500 for the year with all donations since May 1st counting.

Should we offer WALK-LP folks air time (midnight to 6am) for their “music from a Christian perspective” while they are off the air looking for a new location. After discussion of our costs Bob suggested 25 cents per hour of air time (\$45/month for 6 hours) It is unclear if they would be interested in access to this air time.

There will be a Midvale Heights garage sale. Ken said we can set this up in his driveway. We decided to participate and sell the CD's donated by Mardi Steinau as well as the Health Writers' cookbooks. Ken will get us on the schedule. Registration fee is \$5 and the deadline for registering is August 4th. Bob and Barb agreed to staff the tables. We should have brochures available and the radio station playing. It will be listed on the Neighborhood Association website.

The question was raised if we should continue broadcasting “Democracy Now.” We decided we should continue if we can afford it. Bob will check with them as to how much they will charge after our free year ends in November.

We will check with WORT to see if we can have our brochures on their table at Fighting Bob Fest.

It was decided that there would be a Fundraising Committee Meeting on August 28th at 2:00 at Ken Skog's house. The committee will include Ken, Patty and Bob. Barb will attend to take notes.

The meeting adjourned at 4:00.