

## MMRadio Meeting Minutes

5610 Hammersley Rd

March 19, 2017

Present: Eric Howland, Tom Kozlovsky, Bob Park, Barbara Park

Treasurer's Report: We have \$620.48 in checking and \$5 in savings. Bills have been paid to BMI and SESAC.

Eric reported that he was ready to send Form 316 but needed other documents for the station log. He decided to send the form to the FCC anyway.

Eric has an old copy of an ASCAP bill and will send it to Barbara. She will write a letter to them with a change of address and explain the decrease in watts which should decrease the amount we owe. She will ask if we can get a credit against our current bill due to paying at the 100 watt rate after the station went off the air during the move and then dropped to 40 watts in 2015.

We need to close the PO Box and send a forwarding address to the Post Office using the envelope Eric picked up. Barbara will take care of that.

There was an extended discussion regarding fundraising.

Bob felt we need someone to take charge of a fundraising campaign.

Bob will compose a letter to PC Foundation and Barbara will send it out as secretary/treasurer.

Bob will create an on-air spot saying "You can go to our web site to see our sponsors" once we have some sponsors listed.

Tom suggested putting a request on the air to email the station with comments on what they like.

Another suggestion was to put messages on "Next Door." We can reach a number of neighborhoods in our broadcast area that way.

We discussed the configuration of the antenna. Eric explained that ours is vertical which reaches car radios better, but the Lussier Community Education Center has a circularly polarized antenna which reaches into buildings better. They are currently broadcasting at less than 75 watts. Bob explained that this type of antenna would be too heavy to put in the pine tree where ours is currently located.

(After 2PM:)

Tom asked about contact with schools. Bob mentioned the Wingra School Radio Club and their one program that we broadcast. Tom wondered if students could help the station with fund raising. Bob said he could ask if the Radio Club at Wingra continued after the end of the school year. Bob mentioned that email to Van Hise Middle School yielded no response.

Bob mentioned replacing the outdated Wis. Community Fund logo at the upper left of the website home page with a link to a 'Sponsor' page. There was no objection.

Eric said he has been paying the state \$10 per year for registration of MMR. They have been sending notices to the PO Box. They will need to get the station's new Hammersley Rd address. Barb will pay these annual bills in the future. The Dept. of Financial Institutions also needs the new address for Health Writers. We agreed that if we did not have FCC approval of transfer of ownership to MMR by the end of June we should pay for another year of registration for Health Writers while they remain the FCC recognized owner of the station.

We decided any benefit concert for the station, featuring the Raging Grannies e.g., should not be held until after we have FCC approval of station ownership by a 501(c)(3) organization. During the meeting Eric

submitted the FCC Form 316 transfer of control application from his laptop. The online system assigned the number 20170320AAE to our submittal, suggesting that we should get an application received notification later this week.

Staffing a table for the station at progressive events was mentioned. Tom said at this time he could not commit to attending the Wis. Grassroots Festival near Mazomanie on March 25. Staffing a table at Fighting Bob Fest and at the Democracy Convention was proposed. This year's Democracy Convention will be in Minneapolis. Bob offered to staff a table for the station there in August.

Bob said he could announce our funding drive on our Twitter site. Tom thought we might offer on-air public service announcements to followers of the station on Twitter in exchange for donations.

Submitted by Barbara Park, Secretary-Treasurer with notes after 2PM  
by Robert Park