

St. Ambrose University KALA Community Advisory Board Meeting

Jan. 9, 2020

Galvin Fine Arts Center

Minutes by Robin Ruetenik

Meeting called to order at 6:07 p.m.

Present: David Baker, Robin Ruetenik, Juanita Zertuche, Dr. Paula McNutt, Dr. Jim Baumann, Barb Arland-Fye, Yancy Bolden, Tony Forlini

Absent: Nate Lawrence, Tarcicio Macias

Appointments for chair, vice chair, and secretary will be postponed until the March meeting.

David Baker, Chief Operator of KALA, made an introduction. The Community Advisory Board exists as part of requirement by the Corporation for Public Broadcasting. It is intended to be functional and worthwhile to the radio station and the Quad Cities.

People present introduced themselves. There were two guests: Dr. Paula McNutt, Dean of the St. Ambrose University College of Arts and Sciences and Tony Forlini, KALA volunteer.

Juanita works at Black Hawk College in Financial Aid and holds several leadership positions within the Hispanic community.

Yancy works at the Rock Island Arsenal and owns the Fraternal Order of Eagles building in Rock Island. He also belongs to the Rock Island chapter of the NAACP and the Broadway Historic District.

Jim is Chair of the SAU Communications Department.

Robin is Director of Online Content and Training in Communications and Marketing at SAU and manages the SAU website.

Barb is the Editor of the *Catholic Messenger*, the newspaper of the Davenport Diocese.

Station Updates

(Dave Baker)

- KALA continues to operation HD1 and HD1 despite the challenges of running them with one full-time operator and volunteers. It's a very dedicated volunteer group, but consistency can be an issue.
- The best way to help the station remain viable is through Public Service Announcements, which are paid advertisements on the station.
- KALA has been an award-winning station for decades with award-winning journalists. Students in the Digital Media Production program at SAU recently won Intercollegiate Broadcasting System awards and will attend the awards ceremony in New York City in March. Funding is needed for this important trip.
 - Dave is meeting with the students next week to figure out where they money will come from to pay for travel and lodging.
- Recent organizational changes for the station include Dave now reporting to Jim and Paula. Former station director Dr. Ken Colwell will now only have teaching responsibilities.

College of Arts and Sciences Updates

Paula reported that student thespians and technicians in the SAU Theatre Department again were nominated for awards and will attend the Kennedy Center American Collegiate Theatre Festival (KCACTF), January 19-25, 2020.

The college has developed several new majors over the last calendar year: Digital Filmmaking (www.sau.edu/digital-filmmaking), Biomedical Laboratory Science (www.sau.edu/biomedical-laboratory-science), and a Bachelor of Arts in Biology (www.sau.edu/biology). A Master of Science in Cybersecurity is in the development stage.

Communication Department Updates

Jim reported that the department oversees four majors: Multimedia Journalism, Public Relations/Strategic Communication, Digital Media Production, and Digital Filmmaking (a partnership with the Theatre Dept.).

The department also is in charge of SAUtv, a student-run TV station that runs on Mediacom and whose news reports, SAU Dateline, are on the SAU YouTube channel. *The Buzz* student newspaper is also managed by students in the Communication Department with Alan Sivell as faculty adviser. *The Buzz* office is in the lower level of Cosgrove Hall.

New Business

1. The station's Financial Survey Report will be available at the next board meeting. Annually, KALA receives \$71,000 from CPB which comes with certain allocation requirements.
2. Dave hopes to begin coordinating fundraising efforts with the SAU Advancement Office in order to expand Spanish programming.
3. More involvement with the Hispanic Quad Cities Chamber of Commerce is important to the radio station so that the station and Hispanic businesses can better work together. The Chamber meets monthly on the third Tuesdays.
4. A proposed general education requirement for SAU students involves exposing students to the diverse fabric of our world. This requirement is in concert with the University's diversity initiative. Jim wondered if KALA could play a role in helping to satisfy that requirement.

Adjourned: 6:49 p.m.

Next Meeting: March 19, 2020, 6 p.m., *The Buzz* newspaper office, Cosgrove Hall, lower level.