

May 21, 2020

6:15 p.m. Meeting started on Webex.

Attendees: Jim Baumann, Dan Haverkamp, Paula McNutt, David Baker, Tar Macias, Robin Ruetenik, Barb Arland-Fye (joined 6:20 p.m.)

The meeting is recorded.

**Attendees made brief introductions:**

New member is Dan Haverkamp from SAU Advancement. Liaison to Communication Department.

Jim Baumann, Chair of SAU Communication and Digital Media Department. At SAU for 12 years.

Robin Ruetenik is liaison from the SAU Communications and Marketing Department. She manages the [SAU.edu](http://SAU.edu) website.

Tar Macias, publisher of *Hola America News*, a 20-year-old bilingual publication (the only one in Iowa). Six years ago started *Hola Iowa*, based in Des Moines. *Hola* has always had a relationship with KALA.

Paula McNutt, Dean of College of Arts and Sciences. At SAU since 2016.

Barb Arland-Fye, Editor of *Catholic Messenger*. 22 counties in Southeastern Iowa. Collaborates with KALA on podcasts.

**Chair, Vice Chair, and Secretary Appointments:**

Robin Ruetenik volunteered to be Secretary. Tar and Barb agreed to be co-chairs of the Advisory Board.

**Station Report:**

1. KALA has stayed on the air, continuing their service, despite COVID-19, beginning with March 14.

Worked with the Diocese and SAU Campus Ministry, broadcasting masses. The SAU Mass was the first-ever Live Mass in a long time. Mass is live every Sunday morning. Also broadcasting some local gospel churches since they can't meet in public. Working more and more with Fr. Thom on a podcast; have done 12 episodes so far. Also working with recording/creating podcasts for the SAU Institute for Person-Centered Care (IPCC). Podcasts are now being delivered on Spotify, Google, iTunes, and Soundcloud.

2. KALA typically visit regional high schools to talk about St. Ambrose. But weren't able to do that this past spring.

3. Follow up on potential for fundraising: Met with Jim Stangle, Vice President of SAU Advancement, as well as Dr. McNutt, Dr. Baumann. Mr. Stangle was very helpful in getting online donations going for KALA. A donation link will be available very soon

on [www.sau.edu/kala](http://www.sau.edu/kala). The station continues to explore more corporate/business relationships.

**Communication Department report (by Dr. Baumann):**

1. KALA won several awards since January's meeting. <http://www.sau.edu/kala-students-win-national-regional-awards>
2. Beginning Fall 2020, KALA is awarding a scholarship, \$3,000/year, renewable.
3. Reported Spring 2020 as a challenging semester.

No updates from Dr. McNutt.

**New Business:**

1. Haven't heard from Corporation for Public Broadcasting if KALA will be funded for 2020. Working with SAU administration to get this resolved. COVID-19 may have put a pause on CPB funds. KALA received \$75k from CARES Act that can be put toward operation at the radio station.
2. Barb said the *Catholic Messenger* could do a story about what KALA is doing during the pandemic.

**Next meeting date:**

October 13, 2020, 5 p.m., The Buzz Newspaper Office, Cosgrove Hall, Lower Level