

Oct. 13, KALA Community Board Meeting

5 p.m.

Zoom

Dave Baker - KALA updates

1. Station received funding from CPB, as they have for many years. Have had issues with past reports submitted to CPB, which University administration did not know about. Funding is under audit.

March 2019 was last time radio station received funds.

Not receiving that money doesn't pose a problem with the station, but it adversely affects network programming, because otherwise KALA couldn't afford them.

KALA moved out of the transmitter site, which cost \$18,000/year to operate. Now have better metro coverage. Operating from the roof of Galvin. Transmitter is in the process of being moved.

KALA is still serving the community with lots of listening online.

Will not be a 10k station anymore; instead, 88.5 FM will operate at 375 watts. Still have both frequencies, 88.5 and 106.1.

2. Events - KALA hasn't been able to do what they have in past years of pandemic. A few events have occurred, such as a jazz presentation and for the first time, KALA worked with the SAU Theatre Department Worked to produce the first-ever radio play, "An Enemy of the People," this month. KALA also partnered with the Empowerment Network. Presented some Black Business expos at the Freight House Farmer's Market in Davenport. Another example of a COVID-safe event was lunch with music on the patio for the SAU community.

Miss.Valley Blues Fest didn't happen, however, and KALA is a big sponsor of that.

"It's felt like it's been a tough loss for us, but we continue on."

3. KALA has been producing a lot of podcasts lately for SAU and the community, all available online on different podcast platforms. Should KALA monetize the podcasts with sponsorships?

4. Fundraising with Advancement is happening, as was discussed at a previous board meeting. Donations can now be made directly to the station at [kalafm.org](http://kalafm.org). \$2,000 has been donated since early Summer 2020.

Dave is going to work on marketing the fact that KALA is accepting donations.

5. KALA has offered a \$3,000 scholarship for a senior interested in doing an internship. The output hasn't been consistent, so now the scholarship is open to all undergraduates.

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Juanita: TBK Bank and Ascentra Bank are good places to start seeking podcast sponsorship.

KALA helps produce six podcasts right now. "Relevant or Irrelevant" started it off.

Tar Macias wondered if KALA could "rent out" the studio to businesses and people who want to produce a podcast. Students in radio and marketing can help.

Podcasting class in Communication Department starts in SP21.

Students in outreach programs, such as education, social work, could produce helpful podcasts for the community and parents.

One community ignored right now is the Hispanic community because of the immense focus on BLM and systemic racism. Immigration tension that blacks don't encounter.

Dave will schedule a board meeting for early 2021.