

Minutes

Redwood Community Radio Board of Directors
June 26, 2019, 1:00 pm
Heart of the Redwoods Community Hospice, Garberville CA

I. Call to order

Durchslag said that all who chose to do so would have the opportunity to address the Board during open time and asked them to please hold to the five-minute limit. He added that while it has been commonplace to allow guests to make remarks during the Board meeting, he would be trying to limit that sharply in view of having the Hospice room for only two hours.

II. Roll call

BOARD-APPOINTED REPS: Correspondence Secretary Christine Doyka, behr, Secretary Rob Bier

MEMBER REPS: Vice President Sarah Starck, Coleman Pulsifer

PROGRAMMER REPS: President Jimmy Durchslag, Dennis Maher, Wendy Emerson

ABSENT: Station Manager Sydney Morrone, Treasurer Sarah Scudder

GUESTS: Agnes Patak, Kathy Hapgood, Lynn Harrington, Nate Horning, Margaret Lewis, Bud Rogers, BR Graham, Jama Chaplin, Michael McKaskle, Dian Griffith, Simon Frech, Tanya Horlick, Nico Garreton, Lauren Schmitt, Chanin, Shira Brown. Arrived late: Katie McGuire, Johanna Hamel

III. Approval of agenda

Bier moved adoption of the agenda with Membership Director Hire added to it. Behr seconded. Doyka, behr, Bier, Starck, Pulsifer, Durchslag, Maher, Emerson voted aye. Motion passed unanimously.

IV. Open time

Patak said she was concerned with the level of detail in the restructuring plan for the Membership Director. Starck said the plan was “descriptive” and that advertising for the position would be more concise. Patek said the total of the work described was “overwhelming” and suggested making more use of volunteers. She complimented the Board, saying it had done “an incredible job of putting this together.”

Harrington observed that this restructure would “save” KMUD \$25,000, adding that despite improvements in the station’s finances, the current budget still shows a shortfall. She said that she and Barbara Froehlich,

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who have been coming in once a week to work in the music library, “are trying to find things to do.” That work has tailed off and been assigned elsewhere. She urged better use of volunteers through creation of a volunteer coordinating committee.

Chaplin described the proposed restructuring as “downsizing.” She complimented the Board for its improved control of station finances and the staff for its resilience. “In my 25 or so years of involvement with KMUD, I don’t think I’ve seen a harder working Board,” she said.

McKaskle said the station manager should not co-chair the Program Selection and Review Council (PSRC). Referring to earlier comments about use of volunteers, he emphasized getting programmers to devote more time to supporting the station. McKaskle suggested creating a committee tasked with coordinating volunteers. He stated that while “a few things” could be cut from the budget, overall it was “rational,” and he praised Starck’s work for KMUD.

Frech reviewed some previous staffing structures, noting that there was a single operations manager for nine years. He said that development includes not only events, but image, outreach and advertising, adding that these seemed to be missing from the proposed restructuring. He suggested that the news department should work more closely with KZYX, as it had in the past. Frech added that former KHSU volunteers might be a resource for KMUD.

Griffith agreed with others that the list of tasks can be overwhelming. She said she “was fine with cross-training” and questioned having the Membership Director handle underwriting invoices.

Graham suggested that while staff members might be responsible for tasks, that does not mean actually performing them. She said that volunteer job descriptions should be created. She also urged creation of a volunteer coordinating committee that would find, resource and train volunteers, as well as create task audits and positions, formally accepting or “hiring” volunteers to take responsibility and make commitments to specified jobs. “This is not an insurmountable problem,” Graham said. “It’s a problem to be solved.”

Schmitt said that the news department does work with KZYX, but that while most of that station’s news comes from National Public Radio, KMUD airs locally produced stories from it whenever possible. She said her input was not solicited in the process of drawing up the restructuring plan, adding that it was possible for the News Department to add the daily Community Safety and Awareness Report to its responsibilities only if department hours were increased. Schmitt said that having a news

assistant working 20 hours a week, something not in the plan, would save money through less use of stringers.

Garreton agreed with McKaskle that programmers should donate more of their time. He said there should be developed a list of tasks that could be assigned to volunteers. Garreton said that internal communications need improvement, adding, "It's step up time."

Brown said that no volunteers had asked her about tasks to perform. When she was hired, she said she was asked to create such a list, but that no one asked for it after that. She added that the fulfillment of thank-you gifts needed to be added to the Membership Director job list.

Horlick spoke of KMUD's community of spirit and asked that people address its challenges not from the head, but from the heart.

Horning asked whether the new position of Program Director will need to be handled as an open hire. Schmitt asked the same about the News Director position.

Durchslag thanked all for their contributions and the rest of the guests, as well, for attending the meeting. He noted that the programmer's agreement had indeed been changed to more strongly encourage the giving of more hours. Durchslag recalled that the Board, on more than one occasion, had asked for staff to provide lists of tasks that could be handled by volunteers.

V. Old business

A. Staff restructuring

Pulsifer asked all those present to provide the Board with input on the restructuring, preferably by email. A general discussion followed, touching on the guests' remarks and some of the restructuring plan's particulars. Maher said that he was working 20-21 hours a week in his role as volunteer music programming director. Behr argued against having a paid music director. Durchslag moved adoption of the restructuring plan, except for the new positions tentatively set for 2020 and with the proviso that there could be adjustments made. Emerson seconded. Dyoka, behr, Bier, Starck, Pulsifer, Durchslag, Emerson voted aye. Maher voted nay. The motion carried 7-1.

VII. New business

A. Membership Director Hire

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Maher moved proceeding at once with the hiring of a Membership Director. Behr seconded, adding that it was understood that any ads for the post would be less detailed than the restructuring plan. Passed unanimously. It was agreed to form a hiring committee composed of Morrone, Brown, Bier, Starck and Griffith.