

North Kohala Radio
Chapter 2 Getting On Air
Meeting Notes from November 13, 2014 to _____, 2015

December 18 Meeting Notes in Red

1. Get the FCC Construction Permit -- FCC has officially accepted our application for filing and it went on Public Notice on January 7 announcing that any petitions to deny must be filed by February 7. None were filed and the construction permit was issued February 21. At the April 10 meeting, Bob explained that HPR was awarded frequency 96.5 for their FM Translator in Kona which will re-broadcast their HPR1 station. The coverage area for this translator will produce significant reception conflicts for our 96.5 broadcasts west of the Welcome Center. Additionally we will have to file for a change in antenna location since Rod's antenna site is too high on the mountain. We successfully filed for 96.1 and an antenna location on Surety property in September 2014.

2. Finalize and Sign the Fiscal Sponsorship Agreement -- Coordinators, Janette, Alan B. - Contract has been signed by Alan B., Janette, Alan T., Karl, David, and Bob.

3. Call Sign

During January, February and March we considered over 20 call sign combinations. After a series of votes by the members, KNKR was selected on February 28. The final vote was: KNKR 23, KEIA 4, KOWN 2, KUDO 1, and KNAK 1. The FCC has officially reserved KNKR for North Kohala Radio.

4. Define the Organizing and Decision Making Mechanism We'll continue to talk about and work through these questions in the coming meetings as needed. In October 2014, concerns about our structure came up in the programming work group, see below, so we spent some time on this area for the first time. John S. David E. and Bob volunteered for this working group. Bob will coordinate, and will develop a straw man structure for now and one that will evolve into the required nonprofit in the future, and will send to John and David when ready, followed by a series of meetings to work this out with a recommendation to the larger group hopefully soon. **This working group is just beginning to take up this task, but other more pressing tasks in other working groups are taking priority at this time. More to come.**

Who coordinates, calls meetings, leads meetings? Shared coordinators, co-chairs?

Who heads up each working group and provides leadership to that group? In January, we decided to go with Temporary Coordinators in the departments which have immediate work to do, then transition into permanent Coordinators as more community members join the effort.

Who wants to work in each working group?

See below for names by working group as of February 20.

What hours per week commitments do we have in the group?

Who votes? All attendees or only group members who have taken on a x hours per week commitment to the effort? Or some other approach?

What business structure do we want? Suggestion: unincorporated association to start, then perhaps a nonprofit corporation registered in Hawaii and the IRS as a 501(c)3?

5. North Kohala Radio Working Groups

If you want to join one or more of these groups, please email Bob and he will add you to that list. All groups are active as of December 2014.

Publicity and Community Outreach Members include: Chris M., Len, Bob, David, and Annalene. Between January and November 2014 this group talked to over 800 local residents about the station at meetings (Seniors, Lions, Merchants, K-12 Spring Fest at Kohala Elementary School, CDP Action Committee), at Takata Store, thank you Lisa. The Country Fair in October was very successful and we gained 16 new members, thanks to all who participated there. We also talked with numerous others like Mayor Billy Kenoi, Council Member Margaret Wille, and our Representative Cindy Evans. We initiated three Kohala Mountain News articles, and Annalene put up our great website at northkohalaradio.com with a Facebook page and Twitter, plus Instagram coming soon. Great job Annalene! Check it out!

Another way to reach out to prospective listeners was introduced: a sign on property above Akoni Pule near the farthest westward reaches of our signal to call attention to KNKR. We decided to look at this signage possibility later once we determine the exact reach west and south in our coverage area.

We reviewed and accepted Karen Wolf's recommendation for a KNKR logo and decided to create a logo design competition for students at the Middle School, High School, and the public in general. Mike Bennett circulated an email to the schools about the logo contest and set a deadline of Thanksgiving. The contest is underway in November 2014 with a radio and two computers as awards for the winners. Annalene has ordered some solar powered radios on eBay, (should be here before Thanksgiving), has two laptops from Kema Kama LLC (they are not brand spanking new but in a good condition) and a yes from Kings View Café a free pizza for the winners. He also confirmed from the two art teachers that they are doing logos with all their classes. They should have been dropped off at the Resource Center any day now. Chris Michaelis gave us an update on his radio class at the Middle School (see the Public School Coordination report below), and showed us logo drawings from his class of 20 or so students. We were all impressed. Chris took them back to see if his students wanted to improve them when he learned about the prizes. On Friday, Alan Brown dropped off a bundle of logo drawings from the Middle School on April 14. Annalene reported that the logo art is on the website and you can review and vote up or down on each entry. **She has been unable to contact Margaret Hoy at the high school. We decided to move ahead with picking three winners from the middle school at our next meeting on January 8 using the votes on line to determine the winners. Annalene is putting up posters to see if we can increase the voting. On line voters get one vote per IP address.**

In November, Len and Bob participated in the NFCB webinar on Community Engagement and found it inspirational. You can listen to and see the slides of this one hour event on the NFCB website. If you want to experience it, let Bob know and he will provide you with the sign in information. **More on this topic to come.**

Site Selection & Occupancy John S. and Bob are temporary coordinators. Members include David, Len, and Doug. Locating an acceptable office and studio, acquiring leases for the office and antenna site, ongoing maintenance and housekeeping. This is one of the first priorities at this point.

Studio: After considerable work we signed a lease on our studio next to Sunshine Hardware in Hawi in late September, obtained our liability insurance, and are meeting there at this point. We are on schedule to complete the site prep by the end of 2014. This group is working through the site prep plans and budget and expects to begin work preparing the studio soon. All of the locks have been replaced and a electric meter for just KNKR has been installed in the building. **The landlord is not getting permits to meet several occupancy requirements in the studio, and should have completion on these shortly. We have detailed all of our site**

preparation steps and have included these in our plans noted in the technical section below. We are shooting for completion of these steps by February.

Antenna: We signed a Memorandum of Agreement with Surety Kohala for our antenna site in September 2014. With liability insurance in hand we are preparing the site and should be completing the shed by early 2015. The new gate at the antenna site is up, and a work day was scheduled on Saturday April 15, which was a tremendous success in clearing sufficient trees to gain a sunny position for the shed, and our tree is now ready for an antenna. Thanks to John Winter, Dave Eichner, Jonathan Brooke, Forrest Arnold, John Sullivan, Sam Azure, Karl Toubman, David Ebrahimi, and to our tree pro Micah Barclay. Bob had a good time too. This was a major step forward. During the week of November 17 we should have a few photos on the website. Check it out. **The antenna test was successfully completed on Saturday December 6 from 10 am to 2 pm. We broadcasted at 20 watts vs. our 100 watt signal when we get our own transmitter (we only have a borrowed 20 watt transmitter at this point). Len measured our signal strength in db's at numerous locations in the community which will allow for mathematically calculating our probable signal strength when we go live. Additionally, we got over 20 reports from listeners throughout the community which provided helpful information.**

Equipment Members include: John, David, Len, Bob, Neal, Peter S. and Doug. Engineering, equipment needed, costs, antenna, maintenance, utility, telephone, internet costs. Doug Sweet, a long time radio executive in Portland, OR with contacts in Kohala has volunteered construct a list of the equipment purchases for this year (consistent with our budget -- see Accounting working group below) and act as our agent with the equipment vendors getting us the best deals. **The Equipment group met with Doug on Wed December 10 and selected our equipment lists, and identified costs, finalized our site prep work at the studio and antenna, and developed a schedule of this work along with its costs to fit into our current cash position (see Fund Development below). Currently we are dealing with a few final questions, and it is clear that we have sufficient funds to place the order for the studio 1 equipment in early January and finish the studio prep and equipment installation in February. This group is also working out several questions about the antenna site equipment, particularly the amount of solar power needed there, as well as the costs, but it appears that we are only about \$4,800 short for this work which will be scheduled later in the first quarter of 2015. Based on this work and the resulting schedule, it appears that we are on a trajectory to go on air by June 2015.**

Public School Coordination Members include Alan B., Janette, Chris Michaelis, and new member Sheria Rosenthal. Wendy Nickl and Chris Michaelis represent the middle school. Jeanette appointed Fern White and Colleen Pasco as her coordinators for the high school. Alan reported that Chris M. now has a working studio setting at the Middle School and it is generating interest in radio broadcasting. Alan also suggested that the school could just set a target date for getting some programs recorded and they would be available for broadcast when KNKR goes on the air. He got a lot of yes's on that suggestion. Another suggestion was that we have a server to allow our music collection, when available, to be accessed from the schools for programming purposes. Chris Michaelis gave a great report on his work at the Middle School. With about 20 6, 7, and 8th graders in his class focusing on news, sports, and school issues, and using broadcast equipment he secured with a grant he has a small studio set up in the corner of his class room (he highly recommends this approach to the High School too). He needs help on two of the mics and Neal is planning to go out to the school and work his magic. Chris, this report was really exciting for all of us. We've been busy in the trenches so to hear about your students gave us a whole new perspective on what KNKR is all about. Thank you. Mike Regan, who teaches at the high school, introduced Kuha'o Kawaauhau, a high school junior, who is interested in learning broadcasting at KNKR, and who is blind, and Shirley Ching, one of his teachers and supporters. Welcome to Kuha'o and Shirley. We look forward to your participation in KNKR.

Karl has scheduled a meeting with Colleen Pasco on January 26 to establish a good connection with the high school's Communication and Broadcasting class. A meeting with Chris Michaelis at the middle school is also pending.

Fund Development Members include Robyn, Bob, David, Karl, and Neal. Robyn and Karl will be temporary coordinators for this working group. The master proposal and foundation funding research completed in June 2014. The fund development sources will include 1) Founding Member Pledges, 2) Ongoing Member signups with annual or semiannual on-air campaigns, 3) 1 or 2 events per year, 4) Underwriting and business support, and 5) Grant seeking from appropriate Foundations. Grants from a number of foundations have been received in 2014 along with Founding Member support. Major grant applications will continue in 2015 including the Cooke Foundation thanks to Boyd Bond. The Pledge call is underway with an email this week to everyone who pledged earlier this year. **We've received \$11,770 from our pledgers, and we still have a few pledgers who have not contributed with approximately \$3,230 outstanding. It's time to contribute and become a Founding Member. The current projection of income for 2014 is \$49,400. Early 2015 grant proposals include the Cooke Foundation, County of Hawaii, and the State of Hawaii.**

Programming Broadcast programs and schedules, recording and practice schedules, training, and managing broadcast volunteers. Members include Karl, Robyn, Neal, Alan T., John S., Len, David, Jim, Annalene, Christopher L, and John G. The programming is taking shape and considerable work is being done to finalize the KNKR Mission Statement, Core Values, a Program Application format, and a Program Criteria for Acceptance by the core group of volunteers for this work which includes Karl, John S., Len, David E., Annalene, and Bob. A copy of the current version of the KNKR Mission Statement and Core Values is circulating with the two school Principals and is attached to the meeting notes below. These will be used to establish the basis for programming decisions going forward. Additionally, a Volunteer application form for potential KNKR volunteers and broadcasters is now available on line at our website at www.northkohalaradio.org/volunteer. Check it out, fill it out and bring it to the next Program Working Group meeting. **We have received a number of program applications using the original format. A new and improved application has been published on the website (northkohalaradio.org). Karl and the group will be working with applicants to complete the new application. This group is also working on a process for reviewing the applications. That committee will have seven members, and two additional members are needed. Alan Thal volunteered and one additional committee member is needed. Please contact Karl if you are interested. The next meeting of the Programming group will be by Tuesday January 6, 5 pm at the studio. If you are interested in doing a KNKR program, you'll want to attend these meetings. On another front, the Program Committee is also dealing with the training we will need to offer our programmers and working with Doug Sweet on this question.**

Accounting Members include David and Bob. We have an EIN, checking account with Bob and David as signers, a working 3 year budget, QuickBooks bookkeeping, and an address: P. O. Box 190778, Hawi, HI 96719. We are Associate Members of the National Federation of Community Broadcasters (\$225 annual dues until we go on air). If you want to use this site for any research on behalf of KNKR, let Bob know and he'll provide the sign in instructions. **The current financial report is attached showing the P&L for each quarter through December 18, 2014.**

6. Our next meeting dates:

Thursday Jan 8 and Thursday January 29 both at 5pm at the studio location. It's located next to the new hardware store. Please bring a chair. All meetings are geared to end as close to 6:15 pm as possible, if not earlier. Come and bring a friend to help.

Attachments

North Kohala Radio Mission **KNKR 96.1 FM**

KNKR 96.1 FM is a listener supported, non-commercial, nonprofit, community radio station in partnership with the Kohala High and Middle schools. We broadcast exclusively to North Kohala on Hawaii Island. KNKR reflects the North Kohala community by offering programming by a wide variety of local volunteers. We encourage cultural diversity and provide a platform for creative expression. KNKR promotes and broadcasts local community activities and events and presents local emergency broadcasting for the community. Our mission is to provide programming that attracts sufficient listener support to keep KNKR on the air.

Core Values

We believe that to be successful KNKR must be

- Volunteer based
- Listener supported
- A platform for free, open and balanced communication with an emphasis on cultural diversity
- Supportive of programming often ignored by commercial media
- About creative, innovative, experimental, as well as traditional programming
- Actively seeking community based programming, volunteers, and broadcasters

10:53 AM
December 21, 2014
Accrual Basis

North Kohala Radio
Profit & Loss
January 1 through December 18, 2014

	<u>TOTAL</u>
Income	
Donations	1,400.00
Founding Member Pledges	11,770.00
Operating Grants	26,000.00
Total Income	<u>39,170.00</u>
Gross Profit	39,170.00
Expense	
Bank Charges	19.00
Dues and Subscriptions	225.00
Fiscal Sponsorship Fees	3,109.60
Insurance	2,049.24
Lease	1,050.00
Professional Fees	325.00
Public Relations, Outreach	150.00
Supplies	190.00
Total Expense	<u>7,117.84</u>
Net Income	<u><u>32,052.16</u></u>