

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

December 4 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.**

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 is contacting Margaret Hoy to pick up any entries from the high school. 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 Chris H. and David are temporary coordinators. Members include Bob, David, Bennett, John S., Chris H., and Doug, Len and Jason. 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 getting permits to meet several occupancy requirements in the studio and should have completion on these shortly. We will detailing all of our preparation steps and will include these in our plans noted in the technical section below.**

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 is planned for Saturday 10 am to 2 pm. During that time, tune into 96.1 FM and gauge our signal strength, then go on line at www.northkohalaradio.org and respond to the quick survey. We will be broadcasting at 20 watts vs. our 100 watt signal when we get on the air (we only have a 20 watt transmitter at this point), but we can calculate from this test the coverage area we'll get with the full 100 watt signal.**

Technical 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 technical working group will review and approve a final list prior to purchases in late 2014. Doug is putting together a recommendation for our equipment purchase for the Technical group to review, and has agreed to make the purchase for us when the list is finalized and our funding is secure. **The Technical group will meet with Doug Sweet, now in town for a couple of weeks, on Wed December 10 at the studio from 1-5pm to go over our equipment lists, and costs, and to review our site prep work at the studio and antenna, and develop a schedule of this work along with its costs to fit into our current cash position (see Fund Development below).**

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. **Janette Snelling and Alan Brown attended. Janette suggested that we meet with Colleen Pasco to establish a good connection with the high school's Communication and Broadcasting class. Karl and Neal and perhaps others will contact Colleen and set that up. 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.**

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 \$9,510 from our pledgers, and we have about 25 pledgers who have not responded with \$5,500 outstanding. It's time to contribute and become a Founding Member. Please do so soon so we can count these funds in our budget for site work at the studio and equipment in our first purchase late this year. In terms of other funding, we will book \$7,000 next week from a \$5,000 grant and \$2,000 from Margaret Wille. 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. Busy.**

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. Karl described how this group will soon publish on the website an improved and more robust application, and how the process for deciding on each application will be done by the Program Committee. 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 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 4, 2014.**

6. Our next meeting dates:

Thursday Dec 18 and Thursday January 8 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

2:12 PM
December 5, 2014
Accrual Basis

North Kohala Radio
Profit & Loss
January 1 through December 5, 2014

	<u>TOTAL</u>
Income	
Donations	1,400.00
Founding Member Pledges	9,510.00
Operating Grants	<u>26,000.00</u>
Total Income	<u>36,910.00</u>
Gross Profit	36,910.00
Expense	
Bank Charges	19.00
Dues and Subscriptions	225.00
Fiscal Sponsorship Fees	2,948.80
Insurance	2,049.24
Lease	1,050.00
Professional Fees	175.00
Public Relations, Outreach	150.00
Supplies	<u>190.00</u>
Total Expense	<u>6,807.04</u>
Net Income	<u><u>30,102.96</u></u>