

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

**March 12, 2015 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., Len, Karl, and Annalene Bob volunteered for this working group, Bob will coordinate with a recommendation to the larger group hopefully in the first quarter of 2015. 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. Bob distributed a draft of the KNKR Organization chart prepared by this group, and asked for questions, comments and volunteers to begin to fill these positions going forward. See attached for this chart. A revised Org Chart was distributed which now shows names in some of the boxes. We are actively seeking volunteers to take on the responsibility for the vacant boxes, or to join other volunteers to share the load in those boxes with volunteers. We added a School Coordinator position to the chart, and John will make the changes discussed in the meeting. And, we discussed a description of how we will classify donors, and the expectations and benefits of volunteers and student volunteers, for comments and discussion. Both the Org Chart and the donor classes and volunteer benefits and expectations docs are attached to this email. Comments or questions are encouraged. **A revised org chart was discussed. We are beginning to fill the volunteer positions, and we now have a Volunteer Coordinator: welcome Marieke McArthur! Both the revised Org Chart and the donor categories and volunteer benefits and expectations docs are attached to this email. Comments on both are welcome, and volunteers who see positions they want to take on, now's the time to step up.**

**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 **March** 2015.

**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. 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. The three middle school logo contest winners have been selected, and Annalene is contacting Alan Brown to arrange for a time at the school to give the awards for the three winners. Bob is asking for photos and quotes from the middle school students about KNKR. If you want to come to this please let Bob know since we should have only 2-3 people there. 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. Len and Bob gave the Seniors an update at their meeting on February 2, 9am -- a lively Q&A for about an hour. The seniors are definitely interested in the radio project. They would like to have an open house at the station at some point before we go on air, perhaps in May. Additionally, John and Karl will draft an article for the March Kohala Mountain News updating our status on all fronts and a main focus on a call for additional programmers.

**An open house will be held on April 18, Saturday from 10 am to noon. Several of our DJ's will be simulating broadcasting in our on-air studio, Studio A, and visitors can sit in and get a feel for what it's like to be at the console. A KMNews article will be submitted for the March edition, and members of our email list will get an advance copy shortly after these notes are published.**

**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 15. John S. has scheduled the first of two work days at the station on Saturday Jan 17 8:30 am to about 4:30 pm. A short planning meeting will be held on Wednesday, January 14 at 5pm at the station. David S, Karl, Pete, and Mike R, and Bob have signed up. We can use more hands. If you want to participate come to the planning meeting on Jan 14 or let Bob know you will be there on Sat Jan 17. Starting in January we are paying rent at the contracted level, \$838 per month. The work team and John Sullivan have done a great job with the construction and prep work at the station. We have completed our work prep on all three studios, and new doors and windows and glass panels between the studios is awesome. The electrical work has been completed as well. **The equipment for the on air studio is being installed. If you haven't been to the station, you'll want to come and check it out. We'll test the equipment with a local transmission on Friday March 13 leading up to our open house on April 18. See Outreach working group report above.**

**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. The antenna test calculations show that at 100 watts we should have excellent coverage throughout the community and out to the east to Pololu, but the signal strength beyond Kokoiki to the west is as yet undetermined since our 20 watts broadcast did not clear the pu'u shielding Puakea Ranch. We have a working weekend on Saturday and Sunday Feb 21, 22 to build a shed. We have 8 volunteers. **The shed is built and roofed, and we're waiting for fair weather to complete the "get ready" stage at the antenna site. The solar system will be next, and then the antenna, transmitter, and studio to transmitter link equipment soon thereafter. As the weather clears we'll be scheduling a number of workdays at the site. Stay tuned.**

**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 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. The studio one equipment order is scheduled for January 15. Doug is finalizing and working hard to get the right mix of state of the art equipment and economy. This is our first priority in ordering equipment since a working studio will be needed to in our KNKR training program. The solar power requirements at the antenna site are in hand and Marcus Class has provided his views of the equipment needed and the cost (\$11,000 which is what we budgeted), and is putting us in contact with someone who can do this job. Other bids will be needed, including Steve Groves. John s is working this. The discussion continues about the exact type of batteries we will need at the antenna site. The air



studio equipment has been shipped and should be ready to install by the end of February. We are planning to order the antenna site equipment later this year. This will give us all the equipment we need to go on the air.

**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

*Kohala High School students Zoe Lawrence and Tanya Adams (l. to r.) get a feel for radio equipment, with Neal Conan in the background.*



school's Communication and Broadcasting class. A meeting with Chris Michaelis at the middle school is also pending. Neal sent Chris his recommendations on what to do to fix the problems with being unable to use both of his mics at the same time. John S., Len, Neal, and Bob visited with Colleen Pasco and her 8:10 am class on Jan 26. Neal demonstrated his equipment and the group explained the mission of KNKR, the status of getting on air, and our plans for providing a training platform for students. Three students signed up. Len has been talking with Danny Garcia at the Elementary school and will invite him to participate in KNKR and get some of his 5th graders involved. Lisa Ebrahimi and Annalene Williams have volunteered to teach a once a week extracurricular class at the high school. John S. and Carole G. offered to help in Sept when we start the program. After we install the equipment in the on air studio we will be able to provide a platform for student training to begin at the station. **We're waiting on the completion of the on air equipment installation to begin**

**training the trainers who will be teaching the student volunteers. We encourage students to come to the open house on April 18. For students on our list, Bob will be sending you a special request to come to the open house, bring a friend, and get a feel for the equipment in the on air studio. See the Outreach update above.**

**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. We ended the year with \$23,970 in donations and \$28,000 in grants -- a great result for a nonprofit startup and a strong statement from our supporters, volunteers, and Foundation funders. A lot of work is going on right now to meet all of the grant proposal deadlines in the first quarter of 2015, including the daunting application for the State grant in aid supported by Cindy Evans, our House representative. Four final reports have been sent for our 2014 grants, and we have a number of grant proposals pending for 2015-16. Special thanks to Boyd Bond and his sister Caroline Bond Davis who are Trustees of the Cooke Family Foundation and sponsored our Cooke proposal that went in last week. **All of our 2015 grant proposals have been submitted. We've received donations of \$3, 220 so far this year.**

**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](http://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](http://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 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. Karl reports that we have a dozen applications and the group is working with programmers to complete their more detailed application submittal. Applicants should go to the KNKR website and get started on their programs. The Programming group meeting met on Tuesday March 3 at 5pm at the studio with a large turnout. It's time to begin getting your program applications in and if you are not sure about how to go about preparing your application, ask and you will get some help. One application with an audio segment is being evaluated by the Programming Committee. We need more applications! We agreed that we should offer training sessions on how to apply using our application form. **We've received over 15 applications but only one has been with a recorded segment. We need more completed applications. We're getting close to being on air, in less than four months, so now is the time to get going if you want a program when we go on air. And, the Programming Committee announced it has approved the first program: Eila Algood's K'ahumanu Show -- a journey of songs, stories and poems performed by women across Kohala and around the world. Go Eila and congratulations!**

**Training and Volunteer Manual** is a new group which is forming with Len, David and Annalene. They are working on the training program and the KNKR Volunteer Manual. **Still working, coming soon.**

**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 reports are attached showing the Statement of Income and Expense and the Financial Position as of March 12, 2015.**

**6. Our next meeting dates:**

**Thursdays April 16 and May 14, both at 5pm at the station.** It's located next to the new hardware store. All meetings are geared to end as close to 6:15 pm as possible, if not earlier. Come and bring a friend to help. Bring a folding chair, or donate one for the station conference room.

**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.

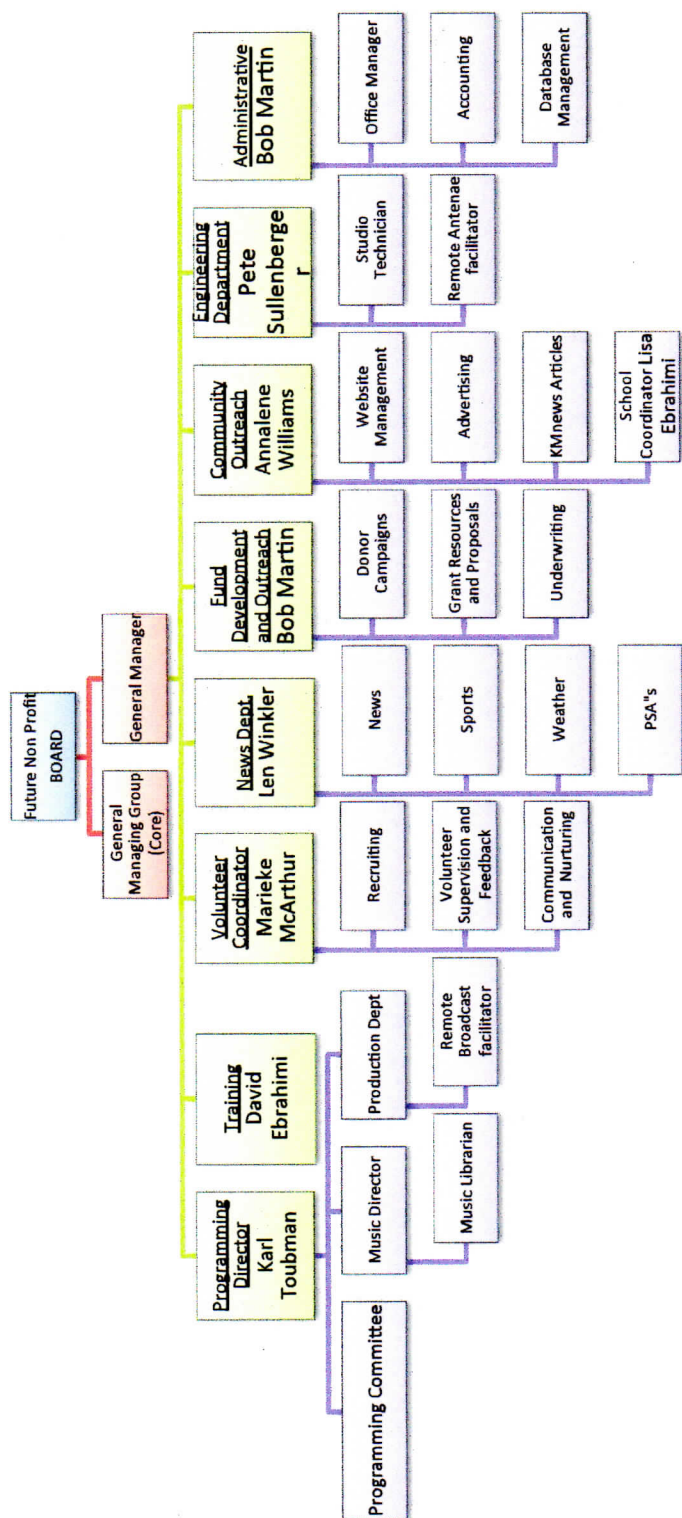
**Core Values**

**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

# KNKR Organizational Flow Chart

3/10/15



**North Kohala Radio Donors, Volunteers and Criteria**  
For Comments February 2015

**1. Donors**

- Founding Donors -donations of any amount before we go on air in 2015, recognized at station entrance way
- Charter Donors - donations totaling \$5,000 or more over time
- Sustaining Donors - donations of \$1000 or more at any time during a calendar year
- Donors - donations during a calendar year: recommended minimum of \$40 per year for individuals, \$50 per business, \$25 for seniors (75+) and \$20 for students during a school year
- Recognized in all written material and reports
- Tax deduction

**2. Volunteers**

- Must be a Donor before they work in any calendar year
- Recognized in all written material and reports
- May apply for broadcast programs
- Access to KNKR Training Program for Broadcast Certification
- Eligible for any volunteer roles consistent with qualification and skills
- Expected to take on some items from the list of volunteer tasks

**3. Student Volunteers**

- Must be enrolled in a North Kohala school or live in North Kohala
- Must be a Donor during a school year (tax deduction for adult tax filing)
- Recognized in all written material and reports
- May apply for broadcast programs
- Access to KNKR Training Program for Broadcast Certification
- Eligible for any volunteer roles consistent with qualification and skills
- Expected to take on some items from the list of volunteer tasks



**Accrual Basis**

**North Kohala Radio**  
**Statement of Income & Expense**  
January 1, 2014 through March 12, 2015

	<u>Jan - Dec 14</u>	<u>Jan 1 - Mar 12, 15</u>	<u>TOTAL</u>
<b>Income</b>			
<b>Donations</b>	23,970.00	3,220.00	27,190.00
<b>Operating Grants</b>	28,000.00	0.00	28,000.00
<b>Total Income</b>	<u>51,970.00</u>	<u>3,220.00</u>	<u>55,190.00</u>
<b>Gross Profit</b>	51,970.00	3,220.00	55,190.00
<b>Expense</b>			
<b>Bank Charges</b>	19.00	75.00	94.00
<b>Dues and Subscriptions</b>	225.00	225.00	450.00
<b>Fiscal Sponsorship Fees</b>	4,133.60	257.60	4,391.20
<b>Insurance</b>	2,049.24	0.00	2,049.24
<b>Lease</b>	1,050.00	2,514.00	3,564.00
<b>Professional Fees</b>	325.00	0.00	325.00
<b>Public Relations, Outreach</b>	150.00	0.00	150.00
<b>Shipping</b>	0.00	1,123.62	1,123.62
<b>Supplies</b>	190.00	0.00	190.00
<b>Utilities</b>	0.00	173.24	173.24
<b>Total Expense</b>	<u>8,141.84</u>	<u>4,368.46</u>	<u>12,510.30</u>
<b>Net Income</b>	<u><u>43,828.16</u></u>	<u><u>(1,148.46)</u></u>	<u><u>42,679.70</u></u>



9:06 PM  
March 11, 2015  
Accrual Basis

**North Kohala Radio**  
**Statement of Financial Position**  
**As of March 12, 2015**

	<u>Mar 12, 15</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Bank of Hawaii Checking	25,102.15
Total Checking/Savings	<u>25,102.15</u>
Total Current Assets	25,102.15
Fixed Assets	
Equipment	
Air Studio	8,410.82
Studio to Transmitter Link	816.01
Transmitter Site	<u>8,350.72</u>
Total Equipment	<u>17,577.55</u>
Total Fixed Assets	<u>17,577.55</u>
<b>TOTAL ASSETS</b>	<b><u>42,679.70</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
Unrestricted Net Assets	43,828.16
Net Income	<u>-1,148.46</u>
Total Equity	<u>42,679.70</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>42,679.70</u></b>