



Talkeetna Community Radio, Inc.
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General Manager's Report to the Board

by Charlie Loeb

April, 2010

I am moving quickly to get some of my projects wrapped up before finishing my tenure here. Some of my attention is shifting toward documenting and organizing so that it is easy to hand off the job to a new manager. I have also made a push to finish cleaning up accumulated debris. Note how much stuff has left the porch and the manager's office!

Fiscal Issues

I received approval of the amendment for the APBI Round V Capital Grant, which included the removal of the diesel generator from the transmitter site. I have a buyer (Jok Bondurant) who is also doing the work to remove the fuel and fuel tanks. We will actually make a little money on this part of the project, and apply it to the grant match.

I am still working on the amendment to the Round 3 Capital Grant, trying to substitute a security system and a new phone system for the mezzanine floor and voice mail system.

In the last quarter we will be seeking to record as much revenue as possible so that we can make a run at getting the full state grant match in 2012. I have clarified that the APBC will use our FY 2010 revenue to determine our grant match at full GAR implementation in 2012. To get the full match will require \$100,000 in locally-generated revenue, which will always be a challenging number for us to hit and will require substantial funds coming from grants and donations from outside of the community. We have a few of those opportunities between now and June 30 that I hope to get on board.

We have set the date for the one-day June fundraiser as Friday, June 25. Molly and Bruce had conflicts or potential conflicts with this date, but it otherwise worked the best (and Bruce is gone all of June in any case). We expect to see the rest of you there! More details will be forthcoming, but we liked the yard party last year and will be seeking to tie the party more closely to the fundraising activity in the building. The staff all felt strongly that trying to tie the party to a concert in the Hanger would be detrimental to the effort, but we do still hope to have some local music playing in the yard. Loudon will be heading up the organization of the event. The theme will have to do with the value of local program production.

I have implemented the off-site backup system for the KTNA server and we have largely completed the inventory of capital assets, thus remedying the last two issues identified in our FY09 audit. The auditors are going to have search harder for an issue next year.

Organizational/Programming Issues

As you know, I hired Loudon Wilson as Development Coordinator. Loudon brings a lot of skills beyond fundraising; it is very exciting to have him back at the station. Loudon is also beginning his music show again in the 8:00pm slot on Tuesday evening beginning the night of our board meeting.



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Our subscription to Swingin' Down the Lane was up, and both the Listener Survey and the CAB seemed to indicate that we should let that show go. We acted before the CAB's formal recommendations only because of the timing of the subscription renewal (we save \$180 in the process).

Speaking of the Community Advisory Board, the new board held its first meeting on March 22 and had a vigorous discussion about potential programming changes based on the Listener Survey results and a resultant list of potential program changes prepared by Deb and I. The CAB is meeting again on Apr. 14, the day after our board meeting, to finalize recommendations. Deb and I will then make a well-advertised set of program changes all at the same time.

One of my remaining projects is to create the student intern program that the Alaska Broadcasters Association is funding. We have an interested student. I intend to find another member of the staff to supervise the student's work so that the new manager does not have to worry about oversight.

The most significant task of the month has been recruitment of the new General Manager, which we will discuss extensively at the meeting.

Technical Issues

The most significant technical issue is the removal of the diesel generator from the transmitter site, which is imminent. I think we shortly will also sell off and remove the extra fuel oil tank behind the KTNA office, thus accomplishing one identified task in our facility management plan.

We have had some isolated, non-systemic technical problems over the last month, accounting for some of our downtime on the March stats sheet. The most frustrating broadcast issues have had to do with managing the switch of the automation system to daylight savings time. The larger issue of March, however, was the website. It appears someone hacked into it prior to March 11, then inserted a redirect which took some users to a malware-infected pdf file. It took four days to decipher and remedy the issue, in large part because it happened while I was in Florida. I solicited but received little feedback about whether any of our web users were affected by the infected pdf. It appears that the redirect often did not work, but Google shut down access to the site for many users. The hacker returned later in the month and deleted some key Wordpress files. I restored an earlier version of the site, locked down file access much more tightly, deleted and recreated all of our usernames and passwords, and strengthened the administrative passwords considerably. At least for the moment, all is at peace on the site.

Other

Peter Keenan has finished the new KTNA sign and hopes to have it hung this weekend. We will be having the grand unveiling at the start of our board meeting at 5:30 on Tuesday, and announcing the event to the community. Please bring along some nibbles to share if you can, we will provide a glass (or plastic cup) of wine or other beverage.