

## ReadyFM Board Meeting Minutes August 19th 2020

### Attendees:

Brian Benedum  
Greg Eades  
Todd Rickenberg  
Rick Hartman  
Rich Hays  
Mike Brooks

### Opening Prayer by: Rick

### Secretary's Report:

June minutes reviewed – No July Board Meeting

### Discussion Items:

- Sent 2020 Football Sponsorship letter/Email to 22 past football sponsors
  - Madison Health Full Season
  - Merchant Bank Full Season

Motion to -

Accept by: Greg

Second by: Rich

Motion: Approved

### Treasurer's Report:

#### Review Financial Reports (available upon request):

- Profit and Loss
- Balance Sheet
- Open Invoices
- Financials compared to this month last year
  - 2020 Cash On Hand: \$2,092.41
  - 2019 Cash On Hand: \$6,914.41
    - Difference: -\$4,822.00
  - 2020 YTD Income: \$6,799.68
  - 2019 YTD Income: \$15,292.83
    - Difference: -\$8,493.15
  - 2020 YTD Expenses: \$10,708.92
  - 2019 YTD Expenses: \$12,349.69
    - Difference: -\$1,640.77
  - Profit/Loss variance to last year: -\$6,852.38

### Discussion Items:

- London Baptist Cancelled (100)
- John Talk Radio Cancelled (50)
- Madison Health paid their overdue invoices and are caught up

- Monthly Expenses = \$1,195.69. Monthly Income = \$650. Monthly shortfall = \$545.69.
- 56 Auto paid 6 months in advance
- Henry said that he can work with our rent
- Rick will do a spot asking for donations to be aired during football games

Motion to -

Accept by: Greg

Second by: Rick

Motion: Approved

### **Station Manager's Report:**

Discussion Items:

- Started recording the church focus show
  - 3 shows recorded
  - Start airing Next week
- Sports recap show will be a 1 hour show
  - Just Rick and maybe Rich
  - Start next week Sat. 11am to noon
- Football Schedules
  - First 2 games are set
  - We will broadcast at least 2 games per team
  - Teams can elect to participate in a playoff that will start after week 6
    - Teams that do not participate or get eliminated can schedule additional games to fill out the 10 week schedule
  - Very fluid after week 6
  - Playoff games will take precedence

Motion to -

Accept by: Brian

Second by: Greg

Motion: Approved

### **Technical Report:**

Discussion Items:

- Adobe Audition stopped working correctly possibly because of the old version and that its running on Windows 7
  - Replaced with Audacity
    - Audacity is harder to use for editing
  - A newer windows 10 computer will be available in a month or two that can be donated to the station if we can do away with Adobe Audition
- Removed London Baptist from website
- Removed Independent Showcase from website
- Re-Branded Sports Slam to the Game of the Week Recap show then again to The Madison County Sports Recap Show

- Created an Archives folder in the Podcasts directory to store all the Independent Showcase and Sports Slam podcasts (these are not accessible from the web, just storage)
- Set up the Football schedules, Game of the Week schedule and banners
  - Unpublished until new schedule is released
  - Updated and published with new schedule
- New e-mail server
  - Need to update on rick's devices
    - [rickhartman@readyfm.com](mailto:rickhartman@readyfm.com)
    - [Manager@readyfm.com](mailto:Manager@readyfm.com)

Traffic Report for July:

- Total Visits – 617 up from 195
- Total Listeners – 18,575 up from 15,038
- Total Listening Hrs. – 1,992 up from 1,777
- Podcasts – 88 hits in July 230 hits YTD

Motion to -

Accept by: Greg

Second by: Rick

Motion Approved

**Old Business:**

Discussion Items:

- The Church Focus Show – status
  - 3 shows recorded
  - Start airing Next week Wed. 5pm – encore 10am Sat
- Football Season
  - New schedule
    - Week 1 Madison Plains at West Jefferson
    - Week 2 Mechanicsburg at West Jefferson
    - Week 3 Madison Plains and Geenon
    - Week 4 Jonathan Alder at Tecumseh
    - Week 5 London at Bellefontaine
    - Week 6 London at Jonathan Alder
  - Sponsorships
    - Email and Letter sent to past sponsors
      - Madison Health and Merchants Bank responded with request for Full Season Sponsorship
    - Mark Gaver selling sponsorships
      - Greg could not get in contact with Mark
        - Greg will try to contact last year's sponsors
    - Re-doing spots recorded by the sponsor
      - FCC regulation – not to have anyone from the business doing the spot

- Ok if not introduced as owner
  - Rick will not re-record now because of time constraints
- We will need to activate the JetPack and Mixlr
  - Should test sometime before week 3
    - Rick and Brian will test this on Aug. 31<sup>st</sup>.
- Greg will put an ad in the Messenger for the Game of the Week
  - In return for a mention during the football broadcast

### **New Business:**

#### Discussion Items:

- Set board schedule for Football Season
  - Brian / Greg alternate
  - Aug. 28<sup>th</sup> – Brian
  - Sep. 4<sup>th</sup> – Greg
  - Sep. 11<sup>th</sup> – Brian
  - Sep. 18<sup>th</sup> – Greg
  - Sep. 25<sup>th</sup> – Brian
  - Oct. 2<sup>nd</sup> – Greg
  - Oct. 9<sup>th</sup> – Brian
  - Oct. 16<sup>th</sup> – Greg
  - Oct. 23<sup>rd</sup> – Brian
  - Oct. 30<sup>th</sup> – Greg
- Becky is available to cover except for Sept 11<sup>th</sup> & 25<sup>th</sup>

**Closing Prayer by:** Rich

#### **Next Board Meeting:**

- September 16th at Greg's Office

#### **Action Items:**

- Brian
  - Contact Debra and/or Jill to get correct out of business date for MAYCI
- Brian
  - Remove John from Bank Account (who should be added?)
- Greg
  - Talk to Cindy Stout about Madison County "Doc Talk" segment
- Rick
  - Create a Facebook post asking for sales rep for station
- Rick
  - work on detailed plan for the available options of increasing our signal including costs, governmental approvals, any additional fees
- Rick
  - Develop Job Description/Standard Operating Procedures documentation