



105.1 / [www.readyfm.com](http://www.readyfm.com)

*The Voice of Madison County*

## **ReadyFM Board Meeting Minutes**

*Wednesday, September 13th, 2023*

### **Attendees:**

Brian Benedum  
Rick Hartman

### **Opening Prayer by:**

### **Secretary's Report:**

#### Discussion Items

- No items to discuss

#### Motions:

- Accept –
- 2<sup>nd</sup> –
- Approved

### **Treasurer's Report:**

#### Discussion Items

- All football/basketball sponsorships have been paid

#### Financial Reports (reports available online):

- Open Invoices
- Balance Sheet
- Profit & Loss
- YTD Financials compared to prior year

#### Motions:

- Accept –
- 2<sup>nd</sup> –
- Approved

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

### Discussion Items

- Music collection for the switch to Classic Country is progressing smoothly
- The Bellefontaine AD has approved access to Press Box
- The Shawnee game worked out with the rain and having access to the press box
- We topped out around 180 on the live stream for the Shawnee game
- Rick will be recording a Community Events Spotlight with Greg Eades about the 'Eye Ball Dance' for Halloween.
- Rick is proposing a change to the new station description on the development website. Specifically removing the 'Christian Based' because of concerns about music and different denominational beliefs.

### Motions:

- Accept –
- 2<sup>nd</sup> –
- Approved

## **Technical Report:**

### Discussion Items

- Added the Pre-Gameday Warmup Show to the website
- Set up the 2023 Football Season Sponsor page and banners
- Added Sponsor of the Week to home page
- Added Madison County Team records and last game results to home page
- Added game results to each school's schedule
- Week 3 audio quality was not very good (scratchy)
  - Rick tested locally and made adjustments on the remote mixer board
  - This made big improvements on the sound quality
- We had an issue with our streaming provider
  - SSL (Secure Socket Layer) server went down around 1pm on Thurs. 8/24 and remained down through at least Sunday
  - As an interim fix, I was able to find a non-SSL link to our stream from Centrova Cast (our Streaming Server) and added this to our home page as an alternate link to the live stream. It doesn't have the playlist, or graphics, but does play the stream.
  - I researched companies and found another company that gives us a faster stream at a better price. Rick and I decided to make the change and the Live Stream was restored on Sunday afternoon using the new service. This change will also save a little over \$50/year with the cheaper rates.
  - I requested cancellation of service from the prior company. I have yet to receive confirmation of the cancellation. We'll see if they still bill us.

### Traffic Report:

- Total Visits - 432 up from 162
- Total Listeners – 31,548 down from 41,528
- Total Listening Hrs. – 2,539 down from 2,959

## Motions:

- Accept –
- 2<sup>nd</sup> –
- Approved

## Old Business:

### Discussion Items

- ReadyFM Re-Branding
  - The Development Website update to the new branding is complete. I should be able to convert production overnight on the date we set for the conversion.
    - Note: the Listen Live page is not updated in development (this requires an update on Studio Server which will also affect the production site) and football banners were not updated since they will be over before the update, but the masters have been updated
  - Changes Made:
    - Color Scheme/Graphics/Logo changes
    - Deleted Prayer Center Menu item
      - Devotional Links
    - Deleted Syndicated Shows (note – Keeping Old Time Radio)
      - Gaither Homecoming Radio (Need to add back in – Rick says to keep it)
      - 20 The Countdown Magazine
      - Christian Music Rewind
      - Worship with Andy Chrisman
    - Added Syndicated Shows
      - Gospel Country Countdown
      - The Bluegrass Gospel Hour
      - Music for the Mountain Bluegrass
  - Did not remove Christian Concerts or Church Directory. Rick and I believe they should stay.
- We will probably start to publicize the change next month to leverage the larger football audience.

## Motions:

- Accept –
- 2<sup>nd</sup> –
- Approved

## New Business:

### Discussion Items

## Motions:

- Accept –
- 2<sup>nd</sup> –
- Approved

**Closing Prayer by:**

**Motion for Adjournment by:**

- Accept –
- 2<sup>nd</sup> –
- Approved

**Next Board Meeting:**

Wednesday October 4<sup>th</sup> at Phat Daddy's 6:00pm – 7:00pm

**We moved the board meeting up a week due to a conflict with Rick's schedule.**

**Action Items:**

**Rich** – Follow up with Red Brick Tavern about sponsorship.

**Rick** – Follow up with Greene & Sons about sponsorship.