

# MINUTES

**KSER Mission**

To enrich our community through local, independent public radio and other services dedicated to arts, education, ideas and civic engagement.

**KSER Vision**

To be the preferred public radio stations for Snohomish and Island counties.

## KSER Foundation Board Meeting

**Tuesday, August 11, 2025 - 6:45PM**

In-person Meeting

### MINUTES

**6:45 p.m.**

#### Call to Order

Board members present in person: Eric Fethers-Walp, Lisa Utter, Ashley McDonald, Lindsey Frallic, Lucia Bremer, Davin Stedman (6)

Board members present via Zoom: Isaiah Crowson, Michelle Dietz (2)

Guests: Karen Thielke\*, John Thielke\*, Michael Svob, Andrea\* (friend of Marilyn)

Staff: Garrett Michaels, Marilyn Rosenberg\* (2)

### Approval of the Minutes

July 8, 2025 Board minutes. Motion approved. Made by Eric Fethers-Walp and seconded by Ashley McDonald. Ayes - 5, Abstentions - 2 by Isaiah Crowson and Michelle Dietz

### General Manager's Report

- One on One meetings with volunteers underway, met with 23 of the on-air volunteers so far.
- After meeting with everyone, would like to hold a town hall type gathering at the Everett Public Library in late September or October.
- Reviewed listener survey and audio of the February meeting - discussion of the challenges of getting individual results in current format
- Upgraded some equipment, will need to buy 2 new drives before the end of the year - \$800
- Purchased traffic scheduling and billing software program for underwriting from Allegiance. Was able to negotiate the price down by 50% from original quote.
- Garrett has been discussing ENCO studio operating system with our contract engineers Greg Ristau and Sam Roffe. We are seven versions behind the current standard. Greg is working on studio improvements. So far, the microphones have been upgraded and matched.
- KSER was represented at Everett Geekfest (7/18-20), Nubian Jam (7/26), Mother of All Garage Sales (8/2), Riverside National Night Out (8/5) by Marilyn, Kevin and several volunteers.
- Construction next door continues. Disruption to broadcast has been minimal lately, as the Fiber has been working well, and microwave dish is no longer being used.

## **Treasurer's Report**

- Reports presented.

## **New Business**

- Board Secretary Recruitment - Eric requested volunteers
- KSER website – this came up frequently in the survey, and many board members have also talked about the dated website. Must be mobile friendly. Garrett is researching vendors.
- Survey results review and discussion - Michelle Diets gave a presentation with aggregated information about the survey. Survey responders skewed older, very low number of 25-34 year olds - many responders were frequent listeners - Discussion about attracting youthful listeners.
- Volunteer agendas - Garrett has listened to all of the hosts. It is easy for a DJ or guest to put our FCC license at regulatory risk if they don't know and follow the FCC rules, so it is important that these be reviewed and adhered to. He has reviewed the On-Air Volunteer Handbook that was developed in 2015, and has found the related On-Air Volunteer Agreement Form. It was suggested that the handbook should be reviewed regularly and that we ask the On-Air Volunteer DJ's to sign the agreement annually to ensure that everyone is reminded of KSER's policies and rules, as well as, their responsibilities as On-Air Volunteers. Also in the handbook is the KSER policy that interviews and guests must be approved by the General Manager and/or Program Director at least a week in advance. A DJ recently had on a guest related to an upcoming event - the guest mentioned one of the sponsors and this was too close to the line regarding "commercial" advertising. With the current administration, and the regime change at the FCC, all stations, especially public stations are under increased scrutiny. As a station that broadcasts news and editorial programs such as Democracy Now and Tom Hartmann, we need to be aware that the spotlight could be on us.
- KSER Volunteer holiday gathering - The lack of community especially since the pandemic came up in the survey several times. Previously we hosted a volunteer picnic every year. With that in mind, we should start planning a volunteer holiday event sometime between Thanksgiving and the New Year.
- Extensive discussion about KSER music library - the need to have a digitized version of "foundational music". Why, what does that mean - what makes us different. What our goal is - Garrett thinks we should be aiming to be the daytime companion for the area businesses and venues. With the repeat of some shows, we do not make ourselves that all day station for people. We have some glaring holes in our music collection - making it difficult or "not high quality" when responding to requests. Various opinions about local music collection, professionalism, etc.

## **Public Comment**

None

Next meeting – September 9, 2025 in-person

**8:33PM**

**Meeting Adjourned**

\* indicates not present for entire meeting

Minutes by Lisa Utter