



218-681-0770
1101 Highway One East - Thief River Falls, Minnesota 56701

Broadcasting Advisory Committee Minutes

Thursday, December 4, 2003 at 7:00 PM

Attendance: Howard Rokke, Stan Mueller, Bob Ekeren, Joe Kezar, Mark Johnson and Don Howe

1. Mark Johnson and Howard Rokke reviewed information from last advisory meeting.
2. Mark reported on current enrollment in program and the changes and additions being proposed to the broadcasting program. Current enrollment is 12 students. Two new courses are being proposed to provide all Northland students the opportunity to take introduction courses to broadcasting
3. The committee discussed the many changes in the broadcasting industry and the declining opportunities for graduating students. The committee agreed that these changes are leading to the end of required training in the field. It was felt that if the program is to continue, making changes and additions to the program are necessary. Adding courses that would invite currently enrolled Northland students, and anyone else interested, to take intro to broadcasting courses.
4. Don Howe discussed our membership in the AMPERS (Association of Minnesota Public Educational Radio Stations) organization and the requirements we must meet to be a member. The requirements include, but are not restricted to, each station have a minimum of two fulltime employees and make time available for statewide underwriting as well as develop local and regional underwriting accounts. He also explained the difference between other AMPERS stations and KSRQ. KSRQ exists primarily to provide on-the-job training to enrolled students and, therefore, has a format that simulates commercial radio stations. The other AMPERS stations provide listeners with an alternative to commercial radio by providing music and programs that are not typically heard on commercial broadcast stations. It was explained that AMPERS has hired their first fulltime employee, a Vice President of Statewide Underwriting, whose primary responsibility will be to obtain underwriting to be placed on AMPERS stations and provide these stations with operating funds. The present KSRQ format, on air talent, and listenership is not an attractive underwriting opportunity for business and industry.
5. Don Howe reported on discussions with Dr. Orley Gunderson, President of Northland College, on the possibility of changing KSRQ into a community/regional public radio station focusing primarily on programming that is not available on commercial radio. Examples include: Unique music, talk programming, specialty public service programming, remote broadcasting of local/regional events,

and other types of programming that isn't being offered by today's commercial radio. Dr. Gunderson has expressed his support for such an effort. Joe Kezar and Bob Ekeren each talked about the types of programming they would like to hear on a local public radio station. Don questioned both about whether they were aware of any other community members who might be interested in assisting in organizing a committee to develop a public radio station in Thief River Falls. Neither had any names to offer. It was suggested that we begin to change our programming by adding interested community/regional people to our broadcasting hours after they meet skill requirements and present us a programming idea that fits our vision of a public radio station.

6. Don Howe notified the group that the AMPERS spring meeting will be held in Thief River Falls. The group requested the meeting be held here in an effort to meet with Northland administration and community members who may be interested in assisting in the transformation effort. Further information will be coming following the winter meeting in St. Cloud in January.

The meeting adjourned at 9:20 PM.

Minutes submitted by Don Howe