

Acting General Manager – June 2009 - Randy Peterson

I was able to reach a successful settlement with the company that handles our Media Audit software. While we will continue with the final two years of the five-year agreement signed by Larry Bruce, we will be doing so at the prices established in the first two years of the agreement. The overall savings to us amount to about \$1500 over these final two years.

Speaking of Media Audit, this year's report indicates the largest listening audience in KXCI's recent history (Media Audit reports now go back ten years). At our next meeting and/or the board retreat I will use the software to present a detailed report on the who, what and where of the KXCI audience. The report both confirms a lot of what we know about our community and our listeners while also offering some surprising insights.

The final reports for our ACA funding were completed in May and our \$22,500 is listed as "in progress" by the organization.

Based on the results of the informal survey of our audience, the staff is proceeding on plans to celebrate the 40th Anniversary of Woodstock with a local music festival in mid-August, featuring local bands covering the myriad of performers from the 1969 event. The local concert will be a culmination of a week of Woodstock tie-ins at the station that we are calling "Woodstock Week."

July and August will generally see the renewal period for all of our insurance coverage. Our general liability insurance coverage for the year went down about \$400 (or roughly 4.5%) after I adjusted the coverage on advertising sales to reflect the current levels.

Finally, I wanted to add my personal thanks to our two retiring board members, Mary Buckley and Don Copley, for their service to our organization. Even on those issues where we may have disagreed, their ability to articulate their concerns and positions helped make our organization stronger.