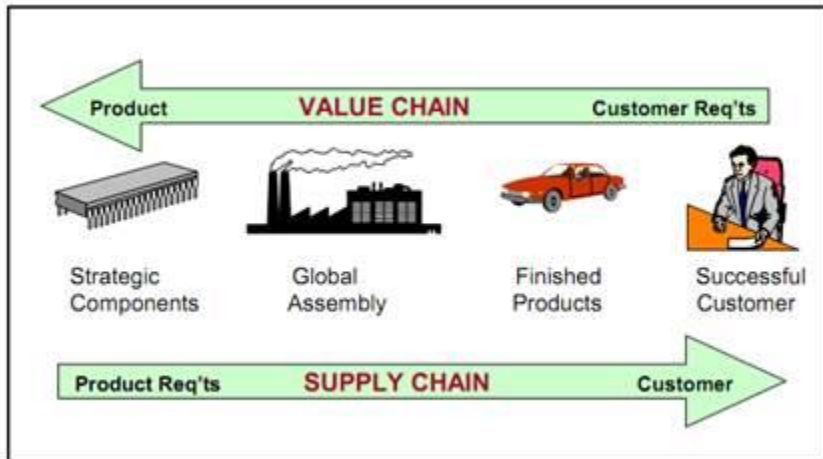


Q and A with Keri McDaniel 8-5-13

Q: Can you tell me what you use for your supply chain? Who or what powers your radio station?

A: This is how I understand supply chain.



So I run the radio server on a Windows 7 netbook. I use WRS scheduler and an old version of Winamp. I use Icecast for the server. Then there is a plugin for Winamp called Edcast. This is it. I have a APC power backup. This way there is two times redundancy (APC and netbook battery power) if power fails (at least I won't have to restart the server). I have the option with Edcast to plug in a mic and talk. I never have though. So it's all automated. It has almost no downtime. So I have this IP address at then that needs to get out to the world. So on the router you set it to the DMZ zone (or open the port to outside communication "depends on router") then that IP address can be routed to a place called DynDNS. This is a pad service that translates a domain name like creukradio.dnsalias.com to my archaic IP address. So if my IP ever changed (i.e. Comcast changes the IP) I just go to DynDNS log in and update my address. That way I can always have the same streaming address. I host the website at Gate.com it is about \$90 per year. I ftp everything up to the server. I use old fashioned html and some php. Let me know if you need anything beyond this for technical stuff.

Total cost to operate per year is around \$1000. That includes all the mp3 purchases as well which are about ¾ of cost.

So since it is a niche market I get songs from Facebook groups, Soundcloud, Google Play, Amazon, iTunes, Bandcamp, sometimes people contact me and send me songs. I have several RSS feeds pushing information to me like Cross Rhythms, Tastyfresh, Indievision and more.

All that leads into the finished product you see online.

As for coding the listening experience. I try to make sure it is not too complex. HTML 5 is how Chrome streams, Internet Explorer falls back to flash. Safari and Firefox sometimes need you to click on the link (i.e. the little embedded player doesn't always work) on every device. iPhones/iPods work through the website. For older Android browsers I created an app using MIT's App Inventor. So this app link is on the top bar of the website. I don't have it in Google Play because it might be too many people signing on. On the budget I am on it would take down my Comcast account I am afraid. I have never had trouble in the past with anything legal "Thanks be to God/Jesus."

Okay so now we are talking successful customer. This is the hard part. I have yet to figure that out. As you are probably aware the radio industry has been under consolidation for the last 40 years. So big corporations like Clear Channel (who own around 50% of the radio stations in the USA) have bought up the stations and then that jacks the price up because

there is less available for everyone else. Then the corporations litigate against main street people using the spectrum in between.

There are two models for radio. One is advertising. That is nothing I am interested in because of the purpose statement. Second is the Nonprofit model which requires a strong local community base of support. For a niche genre like Creuk Radio this won't work. So I haven't figured it out from a profit standpoint. I think some kind of crowd funding model could provide the answer. I am not looking for charity, rather sustainability.

I fund this ministry through my personal tithes. This is God's radio station not mine.

What governance model do you use for Creuk Radio?

I want to use the Policy Governance Model by John Carver. This is a board model that was created for government entities. It's pretty in depth I am still reading about it.

This is the strategy I will use for committees:

Tom Soma Approach

1. Get best possible recommendation (kickoff what has already been concluded/discussed)
2. Facilitate "also give data out" (give opinions and objectives -> tell next steps. If the decision he wants doesn't work -> what he needs to do next)
 - a. (ask if there are any more questions after explaining objectives)
3. Then get a better decision (push for more growth than was in memos, a little more authoritative when talking about objectives "get excited")
 - a. Frame recommendations into two bullet points.

Tom was one of my mentors when I got my Graduate Certificate in Nonprofit Management from Portland State University.

I will recommend that my board chair use Roberts Rules of Order to conduct meetings.

Also I will use a grided Excel system that determines what strengths and weaknesses a board member has in order to get a diverse board.

If money was not a factor but everything else was the same, how do you think it would relate to your business and networking (i.e. would you have more employees, would your current set-up be different, etc.)?

Let me rephrase the question to if I had 50000 dollars what would I do with it.

The answer to this question is that I would hire a development staff person. Because the scale of terrestrial radio requires a minimum of around 300000 to be successful, 50000 wouldn't be enough to purchase equipment. So I need more help. This could be done with a #teamCreukRadio :).

This leads into your next question:

Do you have a board of directors? If so, who are they?

The answer to this is no. This is the reason that this organization is not registered as a 501c3. In order to be a 501c3 a company must have a board of directors. To register as a nonprofit organization with the state of Oregon the only requirement is to have 3 signatures. This was done via the signatures of me, my mom and my aunt. Obviously gift donations are not tax deductible, but by incorporating I am severing the organization's assets from my personal assets.

Are there any other networks or organizations that you are partnered with and has been beneficial to you in some way?

There are two ways that I have partnered with organizations. One, by giving money to organizations that will somehow further the mission of Creuk Radio. One is in the way of guerilla advertising. Recently, Creuk Radio gave \$150 to a movie project that is being made about the Greenbelt festival. In the credits there will be a line for Creuk Radio. Secondly, in terms of community building Creuk Radio has given money to Tastyfresh to create a Cornerstone Festival CD that they were giving away free. Community awareness is essential for Nonprofits. Also Creuk Radio has given money to the local arts ministry at Imago Dei an Evangelical church in Portland Oregon.

Have you had any negative situations arise since Creuk Radio was established?

Yes. Throughout as the administrator I have tried many different ideas to build community. One was a forum on the website. There was one post that was about an article that was written on the topic "sex before marriage." The article argued the topic in an academic way. The article argued that "sex before marriage was not a sin." Some person decided that they were going to make it their mission to make sure that the article was removed. They did this by posting relentlessly. Then one of the leading community members chimed in that he thought it should be removed. The article was removed. To me this was shortsighted. The article was written by me. The forums attracted more negative comments than positive. I decided to remove the forums ultimately because of too little participation and at the time Tastyfresh was doing forums very well.

What are some of your opinions in how Creuk Radio could be improved (from all standpoints, not just IT)?

I think it doesn't need to be improved. It is serving its purpose as a resource for those who feel like they are not being met by another community. It is a gap filler organization. It could be improved through community support. That would bring expertise and resources to the mission and vision. It is God's station. He will make it evident in His time what needs to be improved.

How do you think you could solicit that help/assistance?

It is hard to build a community. For me there are three things that are essential in leadership. Four for transformation. Creating open space, speaking plainly and honestly, understanding the bottom line and a raised consciousness.

What has prevented you from getting the help you think you need?

Lack of interest mostly. For whatever reason the Evangelical Christian community seems to stifle itself when it comes to the arts. I have lots of thoughts on this and I am hoping to write an in depth chapter on it in my next book.

Who put together your business plan? Did you receive any help?

A classmate of mine had gone through an undergrad class where he had gotten a framework for a business plan narrative. I used that. For the financials I used the SCORE software. It is an excel spreadsheet on steroids. The project was mostly done by me but I had one other person who provided the template and gave feedback.

How did you come up with facts about the industry... [regarding] potential, importance of certain criteria to customers, etc.)??

I got some feedback from Dave at Tastyfresh on the industry. I also did a lot of research on Nathan Hale high school's radio station. I downloaded as many HBR articles as I could get a hold of. I read a book on radio advertising. I prayed a lot. God provided me the resources when I needed them. This was my capstone project in my M.B.A. program so I was doing research on it for two years.

What does non-commercial compilations mean?

A non-commercial compilation means we are focusing on indie bands and artists and we are not planning on selling the compilation.

Is this music from the indie artists you showcase on your station?

Yes these songs are included in the rotation.

Are these being sold or are they available for download?

They are available for download on the compilations page. Just click on the title of the album to download.

Can I download these compilations for my station as well (or is it strictly for your station-- which I understand if that is the case ;-)?

Of course, from my point of view I don't care what you do with the compilation although the artist might, the whole point of these compilation is to create a community and give people opportunity to be heard.

Do you use outsourcing for Creuk Radio? Any successful or unsuccessful stories in relation to outsourcing alone?

In regard to advertising. I have talked to a couple of individuals about ideas for advertising. One was a video idea that never took hold. The artist quoted me about \$1200 for the piece. Another time I asked an artist to do a logo based on some previous work he had done. I think I paid \$100 for it. I don't use that logo anymore though. Finally, I had a person who is influential in the scene help with creating a compilation for me. I paid him about \$75.

Also on the technical side my webhosting is outsourced. I could do that in house but it would consume massive amounts of time.

Thank you for your questions. They have been really great. I enjoyed the communication that you engaged in and the opportunity to answer these questions.

God Bless.

Aaron Cavanaugh