

MINUTES FROM APRIL 4, 2022 WMKV
Meeting of the Community Advisory Board

April 4, 2022

Attendance:

Chair: Dr. James C. King]

Acting Secretary: Mr. Zac Corbett Spangel

Attendance:

- Dr. James C. King (Chairman)
 - Mr. Nate Henderson
 - Ms. Haruko Mizoguchi
 - Mr. Ken Mandel
 - Ms. Kay Casey
 - Mr. John Anderson
 - Mr. Zac Corbett Spangel

- **Meeting commenced at 11:35 am, April 4th, Maple Knoll Communities Board Room.**
- **Chairman, Dr. James C. King welcomed the group, presented minutes from the January meeting. Approved unanimously by the Board..**
- **Chairman read summary of recent and potential forthcoming programming changes submitted by Station Director. Station Director, George Zahn, was unable to attend today's meeting.**
- **Chairman brought the CAB members up to speed on the status of the application for qualification by the Corporation for Public Broadcasting (CPB). Floor was opened to questions from Board members. Questions:**
 - What is the expected timetable for submission of the application and review of same by CPB. *Chairman answered.*
 - After submission of the application what happens next? Chairman answered and explained the submission, review processes and likely timetables for the initial review process.
 - Mr. Mandel asked what acceptance and qualification from CPB would mean to WMKV. *Chairman answered with explanation of CPB base grant awards and incentive grants predicated on the annual amount of non federal financial support (NFFS) generated by WMKV.*

- **. Chairman opened the floor to Board members for comments, observations, and suggestions regarding promotional, funding and other operational questions with respect to WMKV:**
 - . Mr. Hendersen asked whether WMKV could possibly get more transmitting power. He noted that the station was difficult to receive in car radios. Station’s signal frequently disappeared in many parts of the city. This observation was affirmed by Mr. Mandel, Ms. Casey, and Ms. Misoguchi. *Chairman King briefly explained the technical facts governing signal coverage/reach in FM broadcasting. He also noted that WMKV and Maple Knoll Communities are currently investigating a number of possibilities for enhancing WMKV’s signal coverage. Chairman also noted the limitations of station options given Federal Communications Commission regulations which require WMKV to “protect” other stations on or near their frequency of 89.3 fm.*
 - Mr. Mandel asked whether WMKV had applied for any local or regional grants to assist in the station’s programming and growth. *Chairman deferred the question to Ms. Megan Ulrich and/or Station Director, George Zahn.*
 - Mr. Mandel volunteered his services in the writing of and preparation of Grant applications should WMKV have the ability to do so. Mr. Mandel noted that he had considerable experience in successfully applying for receiving such grants for other organizations.
- **Chairman opened the floor for discussion of other issues, specifically the Board members’ observations and suggestions regarding WMKV’s programming and related matters.**
 - Mr. Hendersen suggested that more “forward” or daily advance promos be broadcast alerting listeners to upcoming programs later that day. Mr. Hendersen also inquired about the creation of WMKV logo signs and materials that he and others can display to their audience(s) when making public appearances. Mr. Mandel suggested adding the station’s phone or “listener line” numbers and website on such portable signage.
 - Mr. Hendersen suggested contacting the local chapter of AARP to enlist their support for WMKV through articles, magazine advertising in their magazines, newsletters, etc.

- Ms. Mizoguchi asked whether it would be possible to offer repeat broadcasts of programs such as “Theater of the Mind” in other dayparts. She noted that these classic radio programs are aired while many listeners are driving to lunch, meetings, etc. and may not be able to hear them during this hectic time of the day.
- Multiple Board members inquired about station ratings. Is WMKV able to ascertain how many listeners are tuned in to the station during specific time periods. *Chairman replied with some discussion of Nielson ratings and how they functioned. Chairman did not have any specific WMKV ratings data at hand and suggested that Station Director, George Zahn would be better equipped to offer specific details about this process and results.*
- Mr. Mandel noted that many of the classic radio programs keep getting repeated year after year. Board members and Chairman discussed some possible new programs which could be aired, giving some of the older ones a much-needed hiatus. One program, in particular, was cited as vastly out of date and in need of a rest with a replacement program: “The Life of Riley.” Board members unanimously affirmed this observation for station management review. Multiple suggestions for new classic radio programs were proffered by Board members.
- Mr. Hendersen asked whether WMKV has specifically identified what kind of listener(s) the station is targeting its programming to. *Chairman deferred this question noting that it was better answered by the Station Director, George Zahn.*
- Several Board members asked whether WMKV could eventually offer live remote broadcasts, especially if or when additional funds might be available from CPB or other sources. *Question deferred until Station Director can offer guidance.*
- **Chairman raised the issue of finding a new Chairperson for 2023-24 since he, Dr. King, will vacate this position at the end of calendar 2022. Asked Board members to submit names of new or additional potential Board members who have reasonable knowledge about public radio, programming matters, etc. Asked that any suggestions for new or additional Board members be forwarded via e-mail to CAB Secretary, Ms. Megan Ulrich accompanied by a brief explanation of that individual’s qualifications. Chairman suggested that any**

new names and/or candidates for filling the Chairperson's position for 2023 should be discussed at the October Board meeting..

- Mr. Mandel and others suggested that the Board meet in July 2022 to review potential candidates for the Board and the Chair's position. All Board members agreed to consider the second Monday in July at 1 pm for the next meeting (July 11, 2022). Meeting location to be determined after consultation with Ms. Megan Ulrich and Station Director, George Zahn.
- Secretary or Station Director should forward any candidate information to Board members whenever possible prior to the potential July 11th meeting.
- No further new or old business.
- **Meeting adjourned at 12:38 pm, April 4th, 2022.**