

**MINUTES FROM JULY 11, 2022 WMKV**  
**Meeting of the Community Advisory Board**

July 11, 2022

**Attendance:**

Chair: Dr. James C. King

Acting Secretary: Mr. George Zahn

**Attendance:**

- Dr. James C. King (Chairman)
  - Mr. Nate Henderson
  - Ms. Haruko Mizoguchi
    - Mr. Ken Mandel
    - Ms. Kay Casey
    - Mr. George Zahn
- **Meeting commenced at 1:05pm, July 11th, WMKV Conference Room.**
- **Chairman, Dr. James C. King welcomed the group, presented minutes from the April meeting.** Approved unanimously by the Board..
- **Report on Programming and Fundraising from Station Director, Mr. George Zahn, who addressed new issues and answered question from the April 4, 2022 meeting.**

Main topics from Mr. Zahn (Old and New Business)

1. Local Grants-WMKV has its annual Bahmann Foundation grant, and plans to discuss more grant opportunities with Ms. Megan Ulrich and Mr. Mandel.
2. Forward Promotion-the station is working to improve forward promotion of programming through the broadcast day and week.
3. Portable signage—Mr. Henderson asked about the availability of a portable roll up screen sign, or even a basic 8.5 x 11 inch “A Frame’ document holder that he could use to promote WMKV at Jazz Alive events.
4. Mr. Mandel reiterated the approach with AARP to play off of the music and wellness connection in trying to secure potential grants.
5. WMKV is working to improve our PSA selection including our Blue Ash concerts. A proposal came up about a jazz calendar and Ms. Casey recommended we check the Cincinnati Contemporary Jazz Orchestra’s calendar as well as information from the Cincinnati Jazz Hall of Fame. Mr.

Zahn also indicated that the station was active with the CCJO and Learning Through Art with Ms. Kathy Wade.

6. WMKV has had some short discussion of using some Theater of the Mind shows in Big Broadcast or after Big Broadcast.
7. Discussion of Theater of the Mind indicated that the group is almost at a consensus on wanting to change out Life of Riley. We are looking at other options. Mr. Henderson suggested comedian programs or comedies. Mr. Mandel suggested the Shadow. Mr. Zahn brought up Groucho Marx You Bet Your Life, The Saint, or Our Miss Brooks. Mr. Mandel also suggest some of the Suspense or other Mystery shows be moved to the TOTM block to replace shows that have repeated often. Mr. Henderson would like to hear some comedy content that had been on the old WNOP, if that were available.
8. Dr. King and Mr. Zahn talked about ratings and the difference between Cume (listeners that tune in at least once a week) and Average Quarter Hour (those that stay tuned). Mr. Zahn reported that our last two months have shown a steady showing of 22,000-24,000 listeners each week on the air and around 3,000-4,000 streaming listeners. More importantly, a key number for CPB is that our Average Persons the last two months are at 400, among the highest numbers we've had in years. Our streaming is up to about 4 hours listening per listener and on-air in the 2 to 2 and half hour range. By comparison, WOBO p8ublic radio, which has 31,000 watts was at about 21,000 listeners in April and 26,000 in May despite have more than 60 times our power.
9. Mr. Zahn explained that WMKV would like to approach listeners ages 35 and up, more realistically 45 and up, and the possibility of doing a new survey in the future. Ms. Mizoguchi suggested adding a "what would you like to hear?" question to the pledge forms that give us some basic demographic age information.
10. Live broadcasts were another April topic. Mr. Zahn explained that one option would be to start with events in the auditorium, which was recently remodeled and has some acoustic issues that are being worked on.
11. Mr. Zahn related that while final numbers for the fiscal year were not finalized, that indications are WMKV made it within a few thousand dollars of its budget for the year, and the indications from Maple Knoll Communities are that they are satisfied by our performance. Mr. Zahn reiterated that Ms.

Ulrich is a champion for the station, and has a good grasp on the additional value of a 24/7 radio and streaming outlet.

12. WMKV has added more than 80 new tracks from Cincinnati area jazz artists as a request by Ms. Casey for local artists to submit songs to WMKV.
  13. WMKV was actively posting pictures of the Cincinnati Jazz Hall of Fame during the meeting. These photos and bios were made possible through Ms. Casey and the Hall of Fame.
  14. There was discussion, initiated by Ms. Casey of doing a monthly or weekly special show featuring local jazz artists. Potential hosts mentioned were Lee Hay, Bob Hinklin, Nate Henderson, Robyn Carey Allgeyer, and the aforementioned Ms. Kathy Wade was suggested by Mr. Mandel.
  15. Discussion of WMKV's recent addition of some 1970s pop and light rock, and R and B songs ensued with the CAB showing support for the change. Mr. Henderson and Mr. Mandel were very much in favor, and Mr. Mandel also mentioned that he enjoys the Beatles Ticket To Ride weekly show.
  16. Dr. King talked about streaming and the importance to the future of WMKV. Mr. Zahn explained why our music programs are not available on podcasts, due to additional music rights fees.
  17. Mr. Henderson asked about helping supply WMKV with CD copies of some of his vinyl to add to the WMKV on-air library.
  18. Mr. Henderson inquired about increased power for WMKV, which would require a change of tower locations and an FCC study. Chairman answered that any large changes such as a power increase and associated costs are on hold by Maple Knoll Communities, pending potential CPB approval.
- **Chairman and Mr. Zahn brought the CAB members up to speed on the status of the application for qualification by the Corporation for Public Broadcasting (CPB).**

Mr. Mandel requested that we inquire about a timetable so we know when to anticipate a response from CPB.

- **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 suggested Lee Hay for a Chair or board position. Jim Imholte, a Maple Knoll resident, was also indicated by Ms. Mizoguchi as a recommendation. The recommendation is that the CAB vote at our October 17 meeting. The board is still looking for more options. Chairman suggested that Mr. Zahn could be the new Chairman. Mr. Zahn indicated that he would be willing, but would like to see more candidates.
  - Secretary or Station Director should forward any candidate information to Board members whenever possible prior to the October 17, 1pm meeting.
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- **Chairman inquired about the next fund drive.**  
Mr. Zahn indicated the next drive is September 7-13, 2022
  - **Chairman asked for potential dates for an October CAB meeting.**  
The board chose Monday, October 17 at 1pm in the Maple Knoll Boardroom.
  - No further new or old business.
  - **Meeting adjourned at 2:10pm, July 11<sup>th</sup>, 2022.**