

MINUTES FROM October 17, 2022 WMKV
Meeting of the Community Advisory Board

October 17, 2022

Attendance:

Chair: Dr. James C. King

Acting Secretary: Mr. George Zahn

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- Dr. James C. King (Chairman)
 - Mr. Nate Henderson
 - Ms. Haruko Mizoguchi
 - Mr. Ken Mandel
 - Mr. John Anderson
 - Mr. George Zahn
- **Meeting commenced at 1:05pm, October 17th, Maple Knoll Village Conference Room.**
- **Chairman, Dr. James C. King welcomed the group, presented minutes from the July meeting.** Approved unanimously by the Board.
- **Report on Programming and Fundraising from Station Director, Mr. George Zahn, who addressed new issues and answered questions.**

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

1. Nielsen Ratings continue to be solid and on a slightly upward trend. September numbers show a total of about 27,000 listeners on terrestrial and streaming.
2. Additional streaming data is available from SecureNet, our streaming provider. A randomly chosen sample week from September 29-October 5, 2022 shows 5,944 additional U.S. listeners and 823 international listeners for that week. Forward Promotion-the station is working to improve forward promotion of programming through the broadcast day and week. Mr. Zahn covered top U.S. and international markets and countries. Among the cities, represented were (in addition to Cincinnati) were Columbus, Dayton, Cleveland/Akron, Detroit, Atlanta, Miami, Indianapolis, and Minneapolis domestically and internationally St. Thomas, Helsinki, and Ottawa, among others.
3. Dr. King asked if the ratings indicated which dayparts were the most popular. Mr. Zahn explained that while the station gets basically “top-line” numbers

that don't give daily breakouts, indications from streaming listeners are that people are listening from 10am to 2pm weekdays as well as good listenership on Saturday.

4. There are possible new shows including a proposed folk music programming with Jene Galvin and Jerry Springer (technical logistics still being worked out) and Jazz Inspired, a discussion and jazz show with Judy Carmichael interviewing celebrities and musicians about the importance of music. The Cincinnati Jazz Hall of Fame program featuring local music was also mentioned as a possible complement to Jazz Alive hosted by Mr. Henderson.
 5. WMKV is working on possible new programs to replace Life of Riley. The station is looking at programs such as You Bet Your Life as a replacement, but is working on cleaning up programs which are not of broadcast quality yet, and editing of numerous shows to have a good run takes time to excise commercials and make the shows fit the schedule. Dr. King suggested The Shadow which was favorably received. Mr. Zahn indicated that a replacement for Life of Riley would be targeted by the first of the year.
 6. WMKV has added to our PSA selection including our Blue Ash concerts including the jazz calendar from Cincinnati Contemporary Jazz Orchestra's calendar as well as information from the Cincinnati Jazz Hall of Fame and the Fitton Center.
 7. Dr. King and Mr. Zahn addressed the recent Maple Knoll agreement with BHI and the potential exposure of WMKV to more communities in Indiana and Michigan through streaming.
- **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).**
 1. Dr. King and Mr. Zahn announced that WMKV has received initial approval from CPB for approximately \$88,000, and that CPB was impressed with the scope and fast response of the station in the application process. Mr. Mandel indicated it was a quick turnaround. Mr. Zahn explained that the approval would require some changes in WMKV/Maple Knoll's account processes for potential CPB audits.
 2. Mr. Zahn acknowledged the tremendous work of Dr. King in creating and assembling the CPB grant.

3. Dr. King indicated that the inclusion into CPB would allow WMKV to become eligible for BEMC (Broadcast Educational Media Commission) which adds potential additional financial support for qualified public broadcasters. This would also allow for WMKV to compete for statewide broadcast honors and awards. Mr. Zahn has begun looking into the BEMC system.
 4. Dr. King also indicated that CPB funding would allow WMKV to seek additional grants for technical upgrades through the National Telecommunications and Information Administration (NTIA) and Public Telecommunications Facilities Program (PTFP). Mr. Zahn has had preliminary meetings with staff and the station's engineer Paul Jellison to start a "wish list." The NTIA-PTFP grants have a set time window and will cover up to fifty percent of the cost of upgrades. Among the priorities discussed so far were a potential power increase, automation system, telephone and consoles that would transform WMKV into a digital broadcast chain. Dr. King also indicated that the NTIA-PTFP grants might assist in getting local and regional grants as most smaller grantors want to see some form of additional support for their project support.
- **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. Two names were given, Mr. Ken Mandel as well as Mr. George Zahn (who, if elected, would not be a voting member). No other individuals came forward.**
 - Mr. Mandel indicated his interest in the position. Mr. Zahn welcomed Mr. Mandel's offer and took his name from consideration. The vote was unanimous to name Mr. Mandel as the new chairman.
 - When asked about his priorities as the new chairman, Mr. Mandel enumerated his excitement about potential additional funding from BEMC and NTIA-PTFP. Additional goals include finding possible grants from AARP and other agencies and offering help to assemble grant applications.
 - **In new business:**
 1. CAB member Ms. Mizoguchi has announced her resignation from the board due to time constraints. The board thanked her for her commitment and being part of our initial CAB.
 2. CAB member Mr. Anderson expressed concern as to whether his input would help the committee since he's not a radio person, and Mr. Zahn and

the board reassured Mr. Anderson that his input was very valuable as a public radio listener to WMKV and WGUC, and a member of the Maple Knoll Village community. Mr. Anderson has committed to stay on the CAB.

3. The board had a discussion of quorum and bylaws which will be reviewed in the future. Mr. Zahn will forward the bylaws to the new chairman Mr. Mandel.
 4. The CAB agreed that in finding replacements for outgoing chairman Dr. King and resigning member Ms. Mizoguchi that we are committed to adding diverse candidates and the board is tasked with locating potential new board members in that light.
 5. The CAB thanked Dr. King for his chairmanship and organization of the CAB, and for his work on the CPB grant.
- **Chairman asked for potential dates for a January CAB meeting.**

The board chose Monday, January 16, 2023 at 1pm in the Maple Knoll Boardroom.
 - **Meeting adjourned at 2:04pm, October 17th, 2022.**