

MINUTES FROM April 17, 2023 WMKV
Meeting of the Community Advisory Board

April 17, 2023

Attendance:

Chair: Mr. Ken Mandel

Acting Secretary: Mr. George Zahn

Attendance:

- Ms. Kay Casey
 - Mr. Nate Henderson
 - Mr. Ken Mandel
 - Mr. John Anderson
-
- Meeting commenced at 1:01pm, April 17th, Maple Knoll Village Conference Room. All current CAB members were in attendance.
 - Chairman, Mr. Mandel welcomed the group, presented minutes from the January meeting. Approved unanimously by the Board.
 - Some additional comments on the last agenda that the group agreed we should add in April:
 - The board will further examine new board member options.
 - Mr. Henderson should be added as one of the volunteers involved with the Cincinnati Jazz Hall of Fame “All That Cincinnati Jazz” show which is being developed. His name was omitted from the prior meeting’s minutes.
 - Mr. Mandel said that he will work on the newly proposed bylaws for the next meeting.
 - Mr. Zahn provided programming updates.
 - Mr. Zahn announced the recent passing of Peter Weiglin, a host and producer of Stage and Soundtrack. Mr. Weiglin passed on March 31.
 - Ms. Casey updated the board received on WMKV’s involvement in the Cincinnati Jazz Hall of Fame program “All That Cincinnati Jazz” which is in development. One of the new volunteers for the show, Doug Lillibridge, is a former radio host and an executive producer at WKRC-TV. Ms. Kasey also

- mentioned Jazz Hall of Fame outreach activities to support existing jazz musicians, just as they have supported students. The board was informed of other projects including Spotlight on Jazz, events at different venues, including a May event at the Palm Court, plus new exhibits coming to the Kennedy Heights Art Center with jazz memorabilia. These activities augment the WMKV programming in the works.
- Mr. Zahn talked about and answered questions on the 2023 Consumer Forum in the Maple Knoll Village Auditorium on March 23 with ProSeniors. The Forum was recorded by WMKV. It includes panelists from the FTC, FBI, Ohio AG's Office, ProSeniors, Social Security and more, and will air on April 20.
 - Mr. Zahn said that he, Mike Martini, and Mark Magistrelli have met on rejuvenating the Big Broadcast and possibly other classic radio shows. Mr. Mandel suggested that seasonal shows from the classic radio series be selected for the most appropriate times. Mr. Zahn has also spoken with Mark Magistrelli about a potential new jazz show from New York, hosted by Judy Carmichael.
 - Mr. Zahn mentioned the new Bahmann Foundation efforts to distribute new free radios to needy listeners to Computer Talk and Everybody's Planning Hour.
 - Mr. Zahn informed the board that Dr. Bob Biederman had retired as the host of the "Our Best Friends" show. Dr. Melissa Shepherd, another local veterinarian is now hosting the show.
 - Mr. Mandel suggested some new Cooking For Yummies topics including shows at Findlay Market with Zen Seafood Stand, another Mediterranean cooking show, and a show on The Rhined Cheese Shop and its affiliated Wine Shop. Mr. Henderson complimented Mr. Zahn on his interview skills and the board agreed, and Ms. Casey announced that Mr. Zahn is receiving a special recognition award, tentatively scheduled for October from the Cincinnati Jazz Hall of Fame as an initial board member of the group and for contributions to jazz on the radio.
- Mr. Zahn shared an update on the CPB application. The award is \$89,000 per year for 2 years, and has been approved. However, CPB requires the station submit a separate financial audit. WMKV remains in an extension period to allow us the time to work with our accountants to make sure we can comply, and that

BHI affiliation material is submitted correctly. WMKV is in constant communication with CPB to help ensure final approval.

- Mr. Zahn reported on the March drive in which the station raised \$38,000 in the on-air campaign, and roughly \$43,000 with the addition of challenge matches. This was a very significant increase from \$32,000 collected in the 2022 spring fund drive a year earlier. The station has also received a major grant from the Bahmann Foundation and explained the mission of the Foundation.
- Mr. Mandel briefly discussed the bylaws for the WMKV/WLHS Community Advisory Board, and obtained agreement from the board for time to prepare them by the next meeting TBA.
- The board discussed potential new members. Mr Zahn and Mr. Mandel will contact and have discussions with three potential candidates, Jim Imholte, Gayle Graham, and John Millar to gauge their interest.
- Mr. Mandel addressed grants and the work that he, Ms. Michelle Zeis and Mr. Zahn have put into the first joint effort application to the AARP for funds for a new transmitter (and installation), which fits the grant profile and level for this grant. The grants team is working from a list of 15-20 possible grantors and facilitated through Ms. Zeis. Mr. Zahn provided multiple bullet points for grant material, Mr. Mandel edited material down for the grant, and Ms. Zeis worked to get the grant submitted well before the March 15 deadline. Mr. Mandel says he expects us to know more by May or June with six months to execute the grant at that point if we get it. Mr. Zahn complimented Mr. Mandel on his editing skills and Ms. Zeis for the prompt execution. There was a chance for a Buster Coleman Foundation grant that is given in small amounts to largely religious institutions in Texas, so we passed on that option and are working to a May meeting to develop possible grant applications for WMKV's automation system. There is a possibility that one application to 5th/3rd Bank could be distributed to multiple foundations under its prevue to help in this case.
- In new business, there was an impassioned discussion as to getting WMKV's signal into local and national retirement communities. Mr. Henderson asked, and the board pointed out that other retirement communities don't have radio stations as a rule. The discussion turned to the great effort of Maple Knoll and BHI getting info cards to residents of BHI facilities and Maple Knoll sending out cards to area seniors, which has helped the station. Mr. Mandel was pleased

with the cards as outreach and spurred more discussion. On the topic of getting WMKV piped into local retirement communities, Mr. Zahn explained that local communities might see WMKV as part of the competition. That, though, brought up the idea of encouraging individual listeners to find WMKV.

- On the above topic, Mr. Anderson pointed out that music in rooms such as those in Bodmann and Breese here at Maple Knoll, would be better serving patients and residents with music rather than with TV sound. Mr. Mandel has been a proponent of the therapeutic value of music. Ms. Kasey added that Echo Dots in rooms would be a great solution so the residents/patients could reduce isolation by getting information from "Alexa" and also enjoying music by telling Alexa to "Play WMKV." Our board members advocated exploring this idea with a starter program at Maple Knoll that could be a prototype for BHI properties as well...mostly targeting skilled nursing patients and assisted living residents. In a discussion of obtaining funding, if needed, Mr. Mandel suggested a possible AARP grant application next year to try such a program. Mr. Anderson also recommended possibly approaching the Maple Leaf Auxiliary or Maple Knoll board as a means to music as a positive influence on seniors and patients.
- Other new business was a proposal by Ms. Kasey for WMKV to investigate the possible remote broadcast of the Cincinnati Jazz Hall of Fame October induction. Mr. Zahn explained that the station might not have the staff or technology to do the remote live, but suggested possibly recording the event for later broadcast as we do for the Consumer Forum.
- Mr. Mandel has reached out the Cincinnati Nature Center to identify how they track volunteer hours and benefit from possible matching grants for volunteer hours. He has had no response so far.
- **Chairman will be sending the board members potential dates for the next meeting.**
- **Meeting adjourned at 2:35pm, April 17, 2023.**