

## **WMKV COMMUNITY ADVISORY BOARD MEETING MINUTES APRIL 29th, 2024**

### **Board Members in Attendance:**

Mr. Ken Mandel, Chair  
Mr. Zac Corbett, Secretary  
Mr. George Zahn  
Ms. Kay Casey  
Mr. Nate Henderson  
Mr. John Anderson  
Ms. Gayle Graham  
Mr. Jim Imholte

**Meeting commenced at 1:00 PM, April 29, 2024 at the Maple Knoll Village Boardroom.  
As posted on the [wmkvfm.org](http://wmkvfm.org) website, the meeting had been moved from April 8 due to schedule conflicts.**

Chairman Mr. Mandel welcomed the group.

### **Changes at Maple Knoll:**

- Mrs. Megan Ulrich has transitioned from the VP of Marketing and Business Development at Maple Knoll, to the VP of Marketing at BHI Senior Living. Mr. Andy Craig will take Megan's spot as a voting member of the board.
- Mr Mandel proposed maintaining Ms. Ulrich on the board, per her interest and request, and adding Zac Corbett to the board. The proposal is that both would be 'ad hoc' members, who would not have a voting function. This would allow their participation and input but not structure the board with 5 voting members who are Maple Knoll/BHI employees.

Mr. Mandel presented the minutes from the October 23, 2023, meeting, which were unanimously approved by Board vote.

### **Programming:**

- Mr. Zahn mentioned that WMKV is again recording short Business Wise segments for airing with Cherry Baekert. The new recordings provide fresh and updated topical information, and help fulfill part of our CPB mission.
- On April 8, 2024, the day of the total solar eclipse, WMKV/WLHS aired a topical soundtrack from 2-4 PM in timing with the eclipse.
- Ms. Kay Casey shared her organization's (Cincinnati Jazz Hall of Fame (CJHF)) monthly jazz calendar. This includes program timing for WMKV's "All That Cincinnati Jazz" along with other local jazz programs and concerts. Ms. Casey is also helping to promote the WMKV Sunday Big Band Dances in her own Jazz Friends e-mails, and will add these to the calendar. Mr. Zahn will send her the 2024 schedule. Jim Imholte suggested putting the calendar out in Maple Knoll resident publications or mailboxes. The "All That Cincinnati Jazz" program, a collaboration of WMKV and CJHF, library continues to grow.
- Dr. Bob Biederman the long-time host of "Our Best Friends" (animal care show) has reduced his involvement to a once-monthly recording. Dr. Melissa Shepherd, who replaced Bob, also stepped down recently for family obligations. Mr. Zahn has is seeking a new veterinarian to take on the

show from his own contacts. Jim Imholte suggested contacting the SPCA for potential and will also reach out to Dr. Emily Eilers.

### **Other Programming updates**

- Mr. Zahn was able to do two exclusive interviews for our Spotlight program while on a vacation cruise. One was with Cincinnati and Tony Award-winner Andy Blankenbuehler, a lead choreographer (??) from the musical Hamilton, and the other with Matt Doyle who is booked to play Frank Sinatra's role in Frank Sinatra: The Musical.
- On May 9<sup>th</sup> WMKV will air the ProSeniors Scam Proof Seniors show (recorded April 19). The program will run from 2PM to 3:45 PM and includes representatives from the FBI, Ohio Attorney General's Office, the Federal Trade Commission, and U.S. Senior Services. Mr. Zahn co-moderated the audience participation show.
- WMKV has joined the Public Radio Exchange (PRX). Membership cost is \$850/yr, and is covered with our CPB funding. PRX membership offers two near-term opportunities for WMKV. First is the potential to provide us novel programming from their collection of recorded radio shows. Second is the potential for WMKV to provide programming to PRX which could be picked up by other Public Radio Stations nationwide. It is a potential means to increase awareness of WMKV on a 'national map' as a public radio resource. To the latter, WMKV staff are working to update our "Stage & Soundtrack" programs for this purpose. The staff-hours for this effort are being billed through CPB funding.

### **Financial Information;**

- The 2024- 2025 funding from CPB will be \$101,000 making us more competitive with larger stations. The funds can be broadly used to support station operations.
- The 2023 December Holiday Drive raised \$12,000, which was about \$2,000 less than the 2022r Holiday fundraiser. However, the station was lacking staff (Mr Zahn was out due to medical need), and this may have been an impact. The 2024 Spring Drive raised \$46,000, which was \$8,000 more than the 2023 drive. A short additional fund drive will be held at the end of May.
- Mr. Mandel mentioned that different voices on air during fund drives help bring in more money. He and Kay Casey were on air for the recent Spring Drive. Ms. Graham mentioned that she would be interested in being on the air. For the recent fund drive, Mr. Zahn had prepared 'talking points' for use which were an excellent tool when on air and allowed a fresh and varied discussion by volunteers.
- The AARP Grant we received in 2023 helped pay for the new transmitter. Unfortunately, Paul, our engineer who is contracted to do the installation, had health issues, so installation has not yet occurred. Earlier this month, Paul was at the transmitter site, and identified and ordered parts needed for the installation and hook-up. Installation is now targeted for end of May 2024. Mr. Mandel urged that this be given top priority among tasks our contract engineer is being assigned, so we do not incur further delay. The AARP grant, which requires completion of work in a rapid and timely manner.
- Mr Mandel reported that we did not receive the grant from the 5/3 Foundation for the automation system. We have concern that confusion over the actual process required by the Foundation, and our understanding based on what we filed may have been a factor. Mr. Zahn and Mr. Mandel

have reached out to Mrs. Michelle Zeis, our Corporate Gift Specialist, to try to arrange a telephone discussion with a representative from the Foundation to clarify this matter and understand requirements for future applications. We are awaiting Ms. Zeis' response.

- Mr. Corbett and Mr. Mandel will be Giving Circle Leaders on behalf of WMKV & WLHS for this year's Annual Campaign. We hope to be sending out personalized letters within the next couple of weeks. Mr. Zahn is sending some outline notes for the letter and some supporting materials. Mr. Mandel will use these materials to help draft a letter, which will come from him as an avid supporter and listener of WMKV and chairperson of the WMKV CAB.

### **Outreach:**

- Mr. Imholte shared that the Cincinnati Pride Parade was taking place on June 22<sup>nd</sup> and would like to see WMKV work with MKV. This can be done by marching in the parade or having a booth at Sawyer Point.
- Zac was nominated and voted onto the CAB as an ad hoc member
- Mr. Zahn has reached out to Mrs. Megan Ulrich to expand broadcast into the different BHI communities, potentially through streaming. Mrs. Ulrich is still very new in her role with BHI but has promised to bring this to upper management's attention.
- As a board we discussed the importance of online listening, as we can reach many more people. One idea for a premium was an Echo Dot, making it as simple as possible to online stream WMKV, simply by asking Alexa. Mr. Zahn is going to look into ordering in bulk from Micro Center or Amazon, in hopes that we can get a deal and maybe in exchange for some free advertising. The CAB discussed this as a simple option to get WMKV broadcast into the other BHI communities, without a need to set up a streaming system.

### **New business**

- WMKV/WLHS will again be the media sponsor for the Blue Ash Summer concert series.
- The Harry James Orchestra is coming in November to Music Hall.
- The Big Band Monthly Dance is the 4th Sunday of every month. Mr. Mandel and Mr. Imholte mentioned to Mr. Zahn that since these are public events it may be useful to list the event in the weekly events listing that appears in the Sunday Cincinnati Enquirer. It is free and submission is through an e-mail site. NOTE: *The May 26 dance has now been listed with the Enquirer.*

### **Adjournment 2:33pm**