

WMKV COMMUNITY ADVISORY BOARD MEETING MINUTES

Date: July 21, 2025

Time: 1:03 PM

Location: Maple Knoll Village Boardroom

Board Members in Attendance:

- George Zahn
- John Anderson
- Kay Casey
- Ken Mandel, Chair
- Melissa White
- Zac Corbett, Secretary

1. Call to Order

The meeting was called to order at 1:03 PM by Chairman Mr. Mandel, who welcomed all members present.

2. Review and Approval of Minutes from March 31, 2025, Meeting

The minutes from the March 31, 2025, meeting were reviewed and unanimously approved.

3. Income and Fundraising

- \$6,200 was raised from the June mini fund drive.
 - This drive was conducted as an on-line only activity; there was no volunteer phone bank, and the results were much less than expected or needed.
 - The CAB agreed that the June fund drive will not be repeated in the same format in the future.
- Ms. White is working on obtaining access to GrantStation.
- Mr. Mandel will contact his brother, who runs a non-profit in New York, for additional information on searchable grant databases which could possibly be useful.
- WMKV received its annual funding from the Corporation for Public Broadcasting (CPB). We received the first payment on February 29, 2025, for 70,780 and the second on April 7, 2025, for 30,078 totaling 100,258.
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4. Programming

- Programming Discussions:
 - WMKV has added Jay Gilbert with his show “Folk Music or Not. Jay contacted Mike Martini about starting a dedicated folk music show, which now airs Sundays from 8–9 PM.
 - Positive feedback has been received over the past two weeks regarding this new show.
- Programming Highlights:
 - Sunday programming continues to feature oldies and rock.
 - WMKV marked its 30th anniversary with a special in May.
 - WMKV is looking at a potential Celtic music show for Sunday mornings.

- PRX remains a primary source for high-quality programming, and three WMKV shows have been taken by stations in New Orleans, Texarkana, and San Marcos, Texas. One of WMKV's recent specials included a tribute to Brian Wilson after his passing. This was picked up by WWNO in New Orleans.
- WMKV has also recently added a Connie Francis tribute to the PRX library. We will see if this gets picked up as well.
- Dr. Jenny Wells from MedVet in West Chester is now volunteering as a once-monthly host on Our Best Friends.
- Lew Gatch retired in April. Everybody's Planning Hour "Best Of" shows are running through the summer. At the point the show will be discontinued and replaced.
- Kay Casey suggested increasing awareness of programming highlights and/or new programs. An idea for a monthly e-mail to be sent to members was met with broad approval and would be workable with information we have in the membership database.
- Efforts are underway to encourage more residents at BHI campuses to use smart speakers to stream WMKV. There appears to be management support for the idea. If successful, this could expand WMKV's reach significantly.
- The board also discussed finding more board members.

5. Fall Fund Drive

- Scheduled for Wednesday, September 3 through Tuesday, September 9, 2025.
- Funding Trends:
 - Everyone was made aware of the removal of funding for public radio and television by the current federal administration. This will likely end our grant funding from CPB, which is a very critical part of WMKV's budget and will need to be replaced.
 - WBUR in Boston reported a 3% drop in its budget due to CPB funding cuts. WMKV currently receives 25% of its budget from CPB.
 - Some reports say CET's budget includes 15% CPB funding.
- Major Donor Highlight as an example from Ms. Casey:
 - Ms. Casey shared the story of a jazz enthusiast who donated \$100,000 to the Cincinnati Jazz Hall of Fame unprompted, emphasizing the importance of cultivating relationships with passionate listeners. She is exploring the idea of scheduling regular future concerts at the Maple Knoll Village Auditorium.
 - Kennedy Heights Art Center Story: A former Kroger store was transformed into a community arts center/school with support from donors. Sue Brown and Ms. Casey have discussed expanding the school with either a new building or an addition. Ideas for concerts, broadcasts, and a 'million-dollar mission' campaign are being explored.

6. CPB Funding Concerns

- The board expressed concerns about the potential for significant reductions or elimination of CPB funding in coming years. CPB will be holding its next meeting on Tuesday and has promised to work with legislators to seek new federal funding through appropriations.

- Strategies to address potential funding cuts included expanding community-driven fundraising efforts, pursuing larger grants, and strengthening corporate and private support. The board also discussed the possibility of introducing a small fee for streaming the station, and the possibility of distributing more WMKV programming.
- Mr. Corbett raised the idea of utilizing geofencing to target listeners of other radio stations that may be going silent due to public funding cuts. This approach could help attract new listeners to WMKV.
- Mr. Zahn is reviewing options and planning discussions with Maple Knoll management. Mr. Mandel asked that the CAB be involved in these discussions, which was agreed to. Mr. Mandel and Ms. Casey will participate, representing the CAB.

7. Next Meeting

The next Community Advisory Board meeting is scheduled for mid-October 2025 (exact date TBD).

8. Adjournment

The meeting was adjourned at 2:29 PM.