

## **Morehead State Public Radio – Community Advisory Board Minutes 5-3-23**

**Members Present: Nellie Middleton, Dan Mason, Robert Boram, Rianna Robinson, Hallie Adams, Itza Zavala-Garrett, Janelle Hare, April Hobbs Nutter**

**Also Present: Greg Jenkins, WMKY Operations Director**

1. Welcome CTO at 5:30 p.m.
2. Guest Comments - none
3. Old Business
  - a. CAB Meeting Minutes (February 8, 2023) - motion by R. Boram to approve, second by R. Robinson, unanimous approval.
  - b. Quarterly Program Report and Issues & Programs Report (January – March 2023)

R. Boram asked if the number of programs is typical, and G. Jenkins replied it is.

R. Robinson asked how much is generated by students and how much is from other sources. G. Jenkins deferred to H. Adams, who explained the categories and that they don't track the authors/sources. She reported that most local is in-person by student reporters or staff, but they use WKYT WLEX for information outside of Morehead.

J. Hare asked why sports is listed in Arts and Culture. G. Jenkins explained that these are the categories determined by the news staff, and some of those stories are more about human interest – not sports highlights – stories about coaches/athletes/community.

No questions about the Quarterly Program Report.

c. Audio Equipment Installation – The next phase is scheduled to begin the week after the meeting. Phase 3 will include Master Control – reported by G. Jenkins. He noted that staff will work out of the production booth that's already been converted during that process. D. Mason asked about interruptions to programming. G. Jenkins reports they do not anticipate any interruptions.

d. Spring Fundraiser & Membership Drive  
G. Jenkins reports that it was a good drive, softer campaign but successful. D. Mason noted the Enhancement Fund is larger than the MSPR Fund. J. Hare asked for clarification on the two funds. G. Jenkins explained the MSPR Fund is for general operations; the Enhancement Fund is for scholarships.

R. Boram asked if the CPB likes to see steady growth – is that for the MSPR Fund or the Enhancement Fund? G. Jenkins stated that any fundraising counts. D. Mason added that they really want to see membership growth. N. Middleton noted the CPB grant is marked as rural/public services.

4. New Business

a. News Director (Leeann Akers) has moved to the STEM +X Center and is finishing up work with practicum students that report to her. G. Jenkins reports that General Manager Paul Hitchcock has permission to proceed with a search to fill the News Director position.

J. Hare asked that the process is. G. Jenkins explained that a committee will be formed and will proceed with the search. A. Nutter further explained the search process for MSU staff positions. D. Mason asked if there will be an interim, and G. Jenkins noted that Samantha Morrill has been added to help with some of that workload.

b. News Reporter (Samantha Morrill) - hired part-time at 20 hours per week to assist with news.

c. Bluegrass Sunday (Michelle Wallace) - G. Jenkins reports that Michelle is retiring from hosting this show after 16 years. For the interim, Annabelle Peterman (student) will take on this show for the summer. Future programming/hosting is yet to be determined.

d. Heart of the Orchard (Hallie King) - G. Jenkins reports that KCTM student Hallie King created a program as a practicum, and it will air over the summer. It is Americana music, a 6- or 7-part series.

e. Harassment & Discrimination Training (CPB) - G. Jenkins reports that all full and part-time staff completed this training per the CPB by online course. R. Boram asked how long the training is, and J. Hare asked if it's new. G. Jenkins noted it is about 45 minutes and it is something they do annually.

f. Fall Fundraiser Premium

Discussion of options for the fall fundraiser premium – maybe a new t-shirt design or new colors? Other suggestions include a tote bag, coffee mug (travel or ceramic), water bottles, or drawstring backpacks. A. Nutter noted that MSU has 2 companies that provide promotional items – so there is a lot to choose from.

5. Open Discussion - none

6. Closing Comments

R. Boram thanked everyone for coming and participating.

7. Next Meeting – August 9 at 5:30 p.m. H. Adams offered to serve another year and will start in August. Adjournment by acclamation at 6:08 p.m.