

Morehead State Public Radio Community Advisory Board

Meeting minutes 8-27-2025

Members Present: Louise Mason, James Masterson, Adrian Swain, Gwen Akers, Savannah Jackson, Alexis Mathews, Timothy Simpson, Robert Boram, Rianna Robinson, Itzá Zavala-Garrett.

Members Absent: none

Also present: Paul Hitchcock.

1. Welcome and call to order at 5:31pm.
2. Guest Comments- none.
3. Old Business
 - a. Approval of minutes from 5-7-25. Motion to approve by Adrian Swain. Seconded Rianna Robinson. Unanimously approved.
 - b. Quarterly program report. Motion to approve by Tim Simpson. Seconded by Louise Mason. Unanimously approved.
 - c. MSU assessment report.
 - d. CPB Update. The CPB will stop operating Sept. 30th due to Congressional defunding. MSPR will lose 4 years of CPB grant funding, including two 2-year grants (roughly \$135,000 per year, or 1/3rd of the station's budget). If the organization were to have its funding restored, MSPR would be eligible for grants in 2029 at the earliest. Paul has met with VP of University Advancement Allison Caudill to discuss radio station funding, who will be meeting with President Morgan and CFO Mary Fister-Tucker.
 - e. WMKY 60th anniversary update. Overview of biweekly social media posts. Membership letters have been sent. Recognition of Gail Wilson (alum) who provided a \$30,000 gift and giving challenge.
4. New business
 - a. Public Media Company Bridge Fund. WMKY has been identified by the Public Media Company Bridge Fund as being at risk of closing, based on 2023 report to the CPB. The organization is raising money to fund public media identified as at-risk of closing, such as WMKY. The amount that WMKY would be eligible for is uncertain.
 - b. Transmitter repairs. WMKY is currently operating on a backup transmitter. The longer that the backup transmitter is used, the more its condition will degrade. The main transmitter is unable to be repaired and will likely cost \$85,000 to replace.
 - c. Fall fundraiser. Challenge to match Gail Wilson's \$30,000 gift will continue. They also received a \$23,000 endowment. In total since July, WMKY has raised \$65,000.
 - d. Fundraiser concert. Will be at Stargazer Lounge on October 5th. Potential attendees include Rob McNurlin, Steven Middleton, and Midnight Patrol. Potential other bands have been invited. Hopefully 4 or 6 bands total. Bar and bands won't take a cut, just contributing to the station. Concessions and raffle baskets will also benefit WMKY.
 - e. Personnel update. ISO PT news reporter. Currently have 10 work-study students in the newsroom and may add more. Dr. Masterson and Paul discussed expanding academic credit opportunities, such as creating a 3rd practicum option for CVM/MPJ.
 - f. Programming update. New host for Bluegrass Diversion, Becky Alfrey. Pickin' Parlor expanding to 3 hours on Sunday, switching time slots with Folk Alley. Adding a Saturday

night slot to Folk Alley. Dr. Masterson and Paul discussed opportunities for Appalachian Studies students to contribute to programming. JD is retiring from Reeder's Notebook, where he produced over 1500 segments. Press release was recently made recognizing JD's contributions. Additional discussion of this weekend's Labor Day music specials.

- g. KBA 2025 Excellence in Broadcasting Awards. WMKY is up for 6 awards.
 - i. Sam Morrill- special feature (professional)
 - ii. 4 students up for 5 awards
 - iii. Will be held September 14th

5. Open Discission

- a. Tim Simpson thanked Paul for the station's feature on MSU Teach

6. Closing Comments

- a. Rianna Robinson invited members to attend the concert and spread the word. WMKY will do a press release closer to the date.
- b. Paul Hitchcock thanked the board for their support and requested their feedback and input on programming.
- c. Adrian Swain asked Paul about the status of NPR following the CPB budget cuts. Paul discussed that NPR is stepping up to negotiate music rights, which typically cost radio stations \$6-10K per year. They also operate the satellite system that WMKY uses to download programming.
- d. Dr. Masterson asked about AP membership cost, which is \$7K.
- e. Adrian Swain asked about WMKY's endowment. WMKY has two funds. One is strictly for student scholarships, and the other can be used to fund programming and maintaining the station.
- f. Dr. Zavala-Garrett invited members to the Rowan County Public Library for a film screening.

7. Next Meeting

- a. Next CAB for November 19th at 5:30pm.

Motion to adjourn by Rianna Robinson. Unanimous.

Minutes prepared by Savannah Jackson.