

# **Morehead State Public Radio – Community Advisory Board**

## **Minutes 02-08-23**

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

**Also Present:** General Manager Paul Hitchcock

**Absent:** Nellie Middleton, Courtney Howell

- 1. Welcome (new members) - Call to order 5:30 p.m.**
- 2. Guest Comments – none**
- 3. Old Business**
  - a. CAB Meeting Minutes (November 9, 2022)** - Motion by M. Dobranski to approve, seconded by J. Hare; unanimously approved.

- b. Quarterly Program Report (October – December 2022)** - P. Hitchcock presented report. Question from M. Dobranski about Gateway Regional Arts Center – PSAs, etc. for GRAC is covered under item 16 per P. Hitchcock.

Question from R. Boram about underwriting. P. Hitchcock explained that this is only new or renewing, doesn't include existing or ongoing support. Underwriting continues to be less than pre-COVID.

Mason asked if underwriting is only money or also in-kind or trade. P. Hitchcock noted that for this report – all underwriters paid MSPR something.

- c. Quarterly Issues Report (Fall 2022)** - P. Hitchcock presented this report – no questions.
- d. Audio Equipment Installation** – Update from P. Hitchcock: Part of the new equipment is installed in production; next phase is to convert Master Control. R. Boram asked about fundraising for this. P. Hitchcock noted that was a goal for fundraising pre-COVID, but MSPR was able to obtain funding through federal COVID relief grants to expand and enhance equipment. With the grant funding, it's worked out even better than imagined. Question from R. Robinson about what happens to the old equipment. P. Hitchcock reports it will go to MSU Surplus for public sale.
- e. MSPR News Stories (Spanish)** - Four new students have been participating; 14 out of 15 have helped through Level UP to gain hands-on experience. Dr. Zavala-Garrett reports that it's been a great experience for advanced Spanish students. Spanish-language stories are available on [wmky.org](http://wmky.org) under Noticias en Español.

D. Mason asked about listener numbers. Dr. Zavala-Garrett reported that Concerned Citizens for Immigrants has shared the info and community members

report that people are listening and appreciative.

J. Hare asked how long it takes to translate and post. P. Hitchcock reports that it takes about 1 week, and the students are translating 4 or 5 stories per week.

#### **4. New Business**

- a. **CAB Student Leadership Award** – Candidates were considered and discussed. Voting was done by secret ballot. Winner is Karina Gonzalez, a senior from Mt. Sterling double-majoring in Spanish and Biomedical Sciences.

- b. **Station Activity Report (CPB/2022)** - P. Hitchcock presented this report. It's annual and required for the Corporation for Public Broadcasting (CPB).

R. Boram asked if the CPB grant is annual. P. Hitchcock reports that it is biannual, but we must renew annually; MSPR currently has 2 CPB grants. Part 1 is released following this report and part 2 will be released following an audit by MSU. The CPB grant is contingent upon federal appropriations.

D. Mason asked about the program "Sounds of Our Heritage" and P. Hitchcock reports that program has ended.

- c. **Station Diversity Report (CPB/2023)** - R. Boram asked about the 1 county listed as primary. P. Hitchcock explained that MSPR's licensure is in Rowan County, so that is the county of record – but MSPR does broadcast to surrounding counties and everyone via the website. He further explained that the CPB gives no specific definition for diversity.

J. Hare asked if the CPB doesn't provide a definition, how can we report on the Spanish-language programming and what percentage of the local population is Spanish-speaking. P. Hitchcock notes that the US Census doesn't track that – so we don't have data.

- d. **Black History Month Specials** – P. Hitchcock reports several specials are scheduled for BHM; several specials scheduled for BHM – all posted on the MSPR website. They include music and documentaries and as part of regular programming. These all come from a national resource. R. Boram asked if there's a cost; P. Hitchcock reported that there was no charge for most of them. Some come from NPR (included in specials fee < \$1,000) and others from PRX (# of hours of specials included with annual fee).

R. Robinson asked if MSPR is still an Associate Press affiliate, and P. Hitchcock reported yes, still a member of AP, NPR and PRX.

- e. **Spring Fundraiser and Membership Drive (March 27 – 31)** - P. Hitchcock reports that it will be similar to fall – limited on-air pitching, and pre-recorded testimonials from students and friends of MSPR (CAB members welcome to participate). J. Hare asked for a script, and P. Hitchcock said he would email a

script and instructions to CAB members. P. Hitchcock reported that the testimonials worked well in fall and that they are moving away from phones and volunteers for phone gifts and pitching. Most giving has moved online – easier for everyone.

R. Boram asked about the feedback form. P. Hitchcock reports that's available on the MSPR website, and when people make a gift, they are reminded to use the feedback form.

P. Hitchcock said that there would be t-shirts again for a \$60+ gift – same design, new colors. R. Boram asked if there are CPB requirements for fundraising. P. Hitchcock says there isn't a specific amount that's required, but annual increases are expected in the number of members. Last year was a baseline year.

R. Boram asked if MSPR has good relationships with other stations and are any of them underwriters. P. Hitchcock reported that Gateway Radio is a good partner, they manage the backup transmitter at a reduced cost and provide support.

- f. **KBA Impact Broadcasting Awards** – the KBA has moved submission to fall so that it will be a 1.5-year gap (it's every year, but the time frame has shifted). KPA and KBA are consolidating categories and awards.
- 5. **Open Discussion** – R. Robinson asked if MSPR collaborates with other public radio stations. P. Hitchcock explained that MSPR shares stories and information with WUKY, and WVPB gives MSPR Inside Appalachia and Mountain Stage; we don't collaborate much with WEKU. R. Boram asked about other stations and not hearing students' voices on those. R. Robinson noted that other stations usually don't put students on air, or at least not as often as MSPR does.
- 6. **Closing Comments – Thanks to new members for joining the board.**
- 7. **Next Meeting** – Wednesday, May 3, 5:30 p.m., Breckinridge Society Room; Adjournment at 6:48 p.m. by acclamation.