

**Morehead State Public Radio
Community Advisory Board Minutes – August 31, 2022**

Members Present: Jeremy Boone, Doug Chatham, Janelle Hare, Nellie Middleton, Dan Mason, April Hobbs Nutter

Also Present: Paul Hitchcock, WMKY General Manager

Members Absent: Mike Dobranski, Courtney Howell

Documents: Agenda, Minutes from May 4, Quarterly Program Report April-June 2022, Quarterly Issues Report April-June 2022

1. Welcome

Meeting opened at 5:32 p.m.

2. Guest Comments

No guests.

3. Old Business

a. CAB Meeting Minutes (May 4, 2022)

Motion by D. Mason to approve, second by J. Hare. Unanimous approval.

b. Quarterly Program Report (April – June 2022)

P. Hitchcock noted the continuation of programs in Spanish, a partnership with Dr. Itza Zavala-Garrett's class, will continue in the fall semester.

D. Mason inquired if the new classical music service is going well. P. Hitchcock reports that it is. It includes orchestras from across the U.S. and saves the station money.

A. Hobbs Nutter inquired about the number of student staff. P. Hitchcock reported that there are about 20 students (12 paid, others are interns or volunteers). J. Hare inquired if they are institutional work-study students. P. Hitchcock said that some are institutional, and some are federal (depending on the financial aid for the student).

c. Quarterly Issues Report (Spring 2022)

J. Hare inquired about the 4 stories categorized as “war.” P. Hitchcock explained that there are some local connections to the war in Ukraine; these are not national stories from NPR.

d. CAB Mission Statement and By-Laws

Chair Chatham shared the proposed updates to the bylaws, which were posted for at least 30 days and confirmed that there is a 2/3 quorum to vote on approval.

D. Mason asked if it passes, will the new student member be added next month? P. Hitchcock confirmed that it could be arranged.

J. Hare asked who made the recommended changes to the bylaws. A.

Minutes by A. Hobbs Nutter

Hobbs Nutter reported that the changes were proposed at the May meeting.

J. Hare asked about the language "community" vs. "communities." J. Boone and N. Middleton noted that the change was for concision and consistency.

J. Hare asked how the community is defined. P. Hitchcock explained that it is primarily the service region.

D. Mason noted that adding a student member is the biggest change to the bylaws. J. Hare asked if that could be any MSU student. Chair Chatham replied that is the intention. P. Hitchcock noted that it is not limited to WMKY student workers but should be a student with an interest and some knowledge of WMKY/communications.

N. Middleton motioned to approve; seconded by D. Mason. Unanimously approved with 2/3 quorum.

e. Audio Equipment Installation

P. Hitchcock reported that the engineer has assembled the boards; installation will be next. WMKY is careful not to interrupt programming. One should be in place in November.

4. New Business

a. Fall Fundraiser (October 31 – November 4)

Slightly different format, will focus on the number of members, may offer a T-shirt as a gift/incentive (P. Hitchcock).

b. MSPR Scholarship Enhancement Fund

P. Hitchcock explained that in collaboration with the Office of Development, they've been working on scholarships for students. A donor made a gift that will provide two \$2,500 scholarships for convergent media (or related) major. The award will begin in the spring semester. The donor gave \$10,175 total and plans to continue to fund the scholarships. J. Hare asked if this would be promoted during the fund drive and P. Hitchcock said that it would be a promotion. Donors/members can give specifically to this fund. J. Hare asked about the selection process and P. Hitchcock explained that the details are being worked out with the Office of Development, currently he would make the decision, but would like to have a committee, possibly a subcommittee of CAB. The criteria include being a journalism major (convergent media) or related field – additional requirements are being finalized so that it can be ready to award in the spring semester.

c. **Leadership Academy**

Tanner Boyd, WMKY Assistant News Director is participating in the Morehead-Rowan County Chamber of Commerce Leadership Academy.

d. **Open Mic**

WMKY is expanding this program to two per week. The new edition will be hosted by Tanner Boyd and will be MSU-focused (alumni, employees, students) and will air on Wednesdays; the regular edition will continue to be hosted by News Director Leeann Akers and air on Fridays.

e. **MSPR Vehicle**

P. Hitchcock reports that the MSPR vehicle is getting a new vinyl wrap that will promote the station.

f. **Labor Day Weekend Specials**

P. Hitchcock listed the upcoming special programming for Labor Day.

5. **Open Discussion**

P. Hitchcock asked if the CAB would like a report on the Scholarship Enhancement Fund at each meeting and a balance of the MSPR Fund (currently at \$225,000). J. Hare asked for clarification on the MSPR Fund and P. Hitchcock explained that it is a fund with the MSU Foundation that provides dedicated support for programming, operations, and student employees. The MSU budget line for MSPR only pays for staff and space. Some student employees are paid from Earn-to-Learn Funds (MSU's work-study experience program). Other MSPR funding includes CPB and other grants.

Chair Chatham agreed that it would be good to have balance info for each fund. J. Boone asked if the \$225,000 is low or good and P. Hitchcock reported that it is very good and stable. J. Hare asked if the spring fund drive met budget goals. P. Hitchcock reported that it did and demonstrated effort and a good number of members, which is critical for the \$140,000 CPB grant.

Additional funding in the last couple of years came from CARES and COVID grants, which was helpful since MSPR had little or no underwriting during that period.

6. **Closing Comments**

Chair Chatham thanked everyone for attending.

7. **Next Meeting**

The next meeting was set for Nov. 9 at 5:30 p.m. in the Breckinridge Society Room. J. Hare motioned to adjourn, seconded by N. Middleton at 6:18 p.m. CAB members were offered an opportunity to tour the new boards that are set up in the WMKY studios.