

Morehead State Public Radio

Community Advisory Board Meeting

Date: February 2, 2022

Members present: Doug Chatham, Janelle Hare, Dan Mason, Nellie Middleton, April Hobbs Nutter

Also present: Paul Hitchcock, WMKY General Manager

Not present: Jeremy Boone, Mike Dobranksi, Courtney Howell

Documents:

- Agenda
- 2022 List of Members
- November 10, 2021 Minutes
- October-December Quarterly Program Report
- October-December Quarterly Issues and Program Reports
- 2022 CAB Student Leadership Awards Information
- 2021 CPB Station Activities Report
- 2022 CPB Diversity Report
- 2021 MSU Points of Pride
- CAB Bylaws and Mission Statement

- I. Call to Order at 5:33 p.m. - New members introduced and welcomed.
- II. No guests present.
- III. Old Business
 - a. Minutes from November – minor corrections; Mason moved to approve, second by Hare. Approved unanimously.
 - b. Program Report presented. Question from Chair Chatham about holiday programming. GM Hitchcock noted limited staffing and scheduling issues this holiday season. WMKY was closed and on automated programming for nearly two weeks. NPR didn't send any new holiday programming due to COVID-19.
 - c. Quarterly Issues Report presented. GM Hitchcock asked if CAB would like to see more details. CPB requires five to seven categories and WMKY records data for many more than that. Note categories were determined pre-COVID. Hare asked where athletics/sports stories are categorized. Hitchcock explained that reporting scores is part of the news and not included - any stories that have a sports connection might fit under arts/culture or education, depending on the subject, and the focus is on local/regional. Hitchcock noted that he can ask News Director Leeann Akers to add sports as a category.

- d. Audio Equipment Installation Update - GM Hitchcock noted that the equipment has been purchased for \$100,000 from CARES funds and fundraising. There is an RFP out for the installation, and they hope to have that installed by August.

IV. New Business

- a. Student Leadership Award – discussion of applicants and review of materials. Winner selected by vote – Cassidy Stearman (\$25 gift card).
- b. Station Activity Report – Positive reaction and the report was well received. There was a question about Spanish language programming and possibly working with Dr. Itza Zavala-Garrett and the Service-Learning Program for additional translation of stories.
- c. MSPR Diversity Report – GM Hitchcock noted the goals are generated by MSPR and input is welcome. The report was well received by CAB.
- d. Points of Pride – a collection of spots that WMKY ran in 2021 highlighting bragging points for Morehead State University. Well received by CAB.
- e. Spring Fundraiser – plans to do an on-air fundraiser similar to previous ones. The goals are to increase membership and raise funds. Three or four days, staffed by staff and students with limited special guests. Hitchcock emphasized that member numbers are down 20% due to COVID and not having a fundraiser for a year. Need to increase that for CPB.
- f. CAB Mission Statement and Bylaws – suggested for review last year. Chair Chatham suggested we hold off in the interest of time until the next meeting and requests that members review these documents for next meeting. Hitchcock noted that it has been suggested that a student member be added to CAB.
- g. Black History Month Specials – special programming posted on the website.
- h. Launch of the new WMKY.org website is planned for February 3, 2022. WMKY has also relaunched its Instagram account.

V. Open Discussion – none.

VI. Closing Comments – Thanks to all the members for attending.

VII. Next meeting – May 4, at 5:30 p.m. in the Breckinridge Society Room

- a. Motion to adjourn by Nutter and seconded by Middleton, passed unanimously.