

3/27/19 WMMT Community Advisory Board → Next Meeting: 6/12/19 @ 5 PM

Present: Josephine Richardson, Wally Smith, Elizabeth Sanders, Rachel Garringer

Strategic Planning:

-Elizabeth shared copies of WMMT's Draft Strategic Plan (will also include via email)

NFCB CCI:

-Elizabeth and Rachel presented NFCB's Community Counts Initiative, of which WMMT is a cohort member along with several other rural stations.

-WMMT will be starting a new radio series 4/15 tentatively titled "Restorative Radio" in order to have more radio that is for and by our incarcerated listeners.

-Sally Kante (CEO of NFCB) will be in town for a visit with WMMT next week. Open invitation at Prime 606 for supper on 4/3 at 6pm.

-Ideas:

-Josephine mentioned a recent story about someone released from PeeWee Valley after 28 years whose son did not want them to return to the community.

-Judge Exec and work release program

-Connecting local to national

Fund Drive!:

-It will run 4/22-4/26 with an online push the week before.

-We've hired Pierceton Hobbs to work 2 days/week on development-related tasks. Focus right now is on underwriting and Fund Drive.

-CAB members will send picture/blurb

New Hires/Departures/Etc:

-Appalshop bringing on new Executive Assistant and Communications Director and will be making hires soon for an AMI Director and Roadside Theater Director.

-Tommy will be leaving in June; WMMT will launch a search for the Program Director position within the next couple weeks.

New CAB Members:

-Ideas:

-Larry Webster, Madeline Flannery, Alexia Ault, Maxine Kenney (Abingdon), Joe Wolfe (attorney)

-Someone connected to community college, a current programmer, TFA

-Wally checking with UVA Wise Comm. Builder (for this or other connections)

-Elizabeth will send CAB FCC info

Other:

-We should start advertising more in areas where we have translators.

-Billboards, Brochures - St. Paul businesses, Abingdon, etc

-Wally getting in touch with Kyle Hill re: water fowl on AML restoration sites