

2019-06-12 WMMT Community Advisory Board Meeting

CAB Members Present:

Josephine Richardson, Brandon Jent, Wally Smith, Ryan Mosley

WMMT Staff Present:

Elizabeth Sanders, GM

- I. WMMT Audit (copies provided)
 - Even though Appalshop has an audit every year, WMMT is required to have a separate audit to comply with CPB requirements.
 - All looks good. Audit has been approved by CPB (we met our Non Federal Financial Support threshold for the year!)
 - Did find out that funds from LPM/OVR & NFCB CCI can't be counted toward NFFS because the grant money originated with CPB
- II. Debriefs
 - Seedtime
 - Sally Kane/NFCB Station Visit
 - Staff Changes
- III. Engagement/Advertising
 - Billboards
 - Work on branding
 - Have a contest for t-shirt, bumper sticker design? Seek out school art classes in KY and VA
- IV. Proposing CAB as a committee of the Appalshop Board
 - Overall, in agreement that this would be a good move: increase knowledge, participation, and support for WMMT -- most other stations have a Board focused solely on them.
 - As to having an Appalshop Board member on the CAB: would we want to invite a specific Board member or would Board choose? We want/need someone who has an interest in how WMMT serves the community at large and who is also representative of WMMT's community.
 - Need to speak with Alex again

Action Items:

Elizabeth will set up Google Drive folder: Share language around 50th, campaigns, etc;
Underwriting info; WMMT audit; underwriting rates

Tentative date for next meeting: 9/11/19 at 6PM.