



Community Advisory Board Meeting Minutes

Monday, April 24th, 2023 12 pm-1 pm

1223 Central Parkway, Cinti, OH 45237

Call to Order & Welcome – Chair Brian Gillan

Roll Call – Jenell Walton

- Committee Members
 - Present:
 - **Chair Brian P. Gillan**
 - Paul Allaer
 - Douglas J. Bolton
 - Jay Brock
 - John T. Dominic
 - William B. Hardigg
 - Daniel J. Hoffheimer
 - Pat Prew
 - Gerri Strauss
 - Cynthia Walker
 - James Wesner
 - Absent:
 - Robert T. Blanchard
 - Fernando Figueroa
 - Amanda Matusak
 - Jim Tarbell
 - Ann Santen
 - Steve Bien-Aime
 - Jeri Duncan
 - Gail Fisher Forberg
 - Richard A. Graeter II
 - Ashley Rouster
 - Sonny Saeks
 - Norma Skoog
 - Adam Symson



- Cincinnati Public Radio Executive Leadership and Staff Present:
 - Richard Eiswerth – President & CEO
 - Jenell Walton – Vice President of Content, CAB Liaison
 - Don Danko – Vice President of Engineering
 - Sherri Mancini – Vice President of Development
 - Pete Pickering – Vice President of Underwriting
 - Dan Smith – Chief Financial Officer
 - Maryanne Zeleznik – Vice President of News
 - Liz Asgian – Community Events and Volunteer Coordinator

Station Updates – Richard Eiswerth

- Finalizing technicalities on the new building
 - Lawyers drafting final financial documents
 - Groundbreaking aimed at the end of June
 - Aiming to occupy 18-24 months after construction begins

Community Outreach – Liz Asgian

- MLK Day Speech Competition – College Hill
 - Democracy & Me program held a speech competition at Elevated Excellence Academy for grades 5-8
 - Students were asked to use Dr. King’s words as inspiration to create an original speech on a current issue about which they felt passionate
- Girl Scouts Digital Leadership – CPR Office
 - Democracy & Me program hosted twelve girl scouts in the first Digital Leadership Day
 - Activities included Q&A with Maryanne Zeleznik and Becca Costello, studio tour, CPR and D&M historical facts scavenger hunt, small group sessions on how to identify credible news sources, and short podcast recordings on topics including fast fashion and the environment, COVID safety, social media and mental health, and student-led initiatives and activism
- 20th Century Modern Show – Sharonville Convention Center
 - Social media photo contest
- Cincinnati International Wine Festival – Duke Energy Convention Center
 - CPR managed the Command Center where all vendors, press, and volunteers reported
 - Also had a booth in Grand Tasting hall next to string quartet we brought in to have music at the festival for the first time
- Cincinnati Pops Orchestra Black Panther Film Score Event – CPR Office and Music Hall
 - Classics for Kids program hosted 38 students, parents, and teachers for interactive discussion on film scoring and studio tour, followed by the live CSO Pops performance of Black Panther



- Neighborhood Summit – Xavier University
- Emmanuel Ax Concert – SCPA
- Bach in the Subways – Downtown, OTR, Rookwood Commons & Pavilion
 - CPR Participated in global celebration of J.S. Bach’s birthday, known as “Bach in the Subways”
 - CPR also coordinated with an all-female string quartet known as Bow Vision Quartet, to share Bach’s music with the guests in Rookwood Commons & Pavilion
- Lollipops Concert – Music Hall
- BBC Newshour Host Visit – Downtown, Northern Kentucky University, University of Cincinnati, Miami University
 - The BBC Newshour Team and American Public Media representatives came to our station to gather editorial story content for a live broadcast of the Newshour show from our studio. During their visit, they also attended a major donor dinner as well as college visits with students from NKU, UC, Oyster High School, and Miami University

CAB Recruitment

- Ratings Report
- Nominations/Recruitment Document Discussion
 - Review document at leisure, provide Jenell feedback via email
 - Discussion of adding additional meeting during year for greater momentum
 - Is noon best time? Fluctuate between noon and evening?
 - Evenings at new building preferred – consider traffic
 - Positive response to more frequent meetings
 - Keep noon meeting time for now
 - Questions brought up:
 - Do we have a number of total members goal? – up for discussion, tabling for now
 - Term limits? – up for discussion, tabling for now
 - Add “minimum commitment of 3 years” to recruitment
 - Listenership recruitment to board – currently pull from that base, goal is to broaden demographics as well

Public Comment/Feedback – Jenell Walton

- No major programming changes – two potential shows, but they’re both in holding pattern with show producers – Jenell
- More Indiana news coverage added on WVXU - Maryanne
- TON collaboration doing regular reports for us – new segment coming in June focused on rural areas of Ohio - Maryanne



- Questions brought up:
 - Specific programming to target Hispanic and Black communities based on ratings
 - Billboards and bus campaigns, Cinco de Mayo festival in May, new diverse voices on recorded promos, suggested we have a segment on-air with Hispanic quiz as focus, WGUC programming is continuing to diversify composers, targeted digital/social campaigns
- Twitter update – we are no longer active
 - If Mastadon starts to take off, we have account already, just monitoring popularity

CAB Business/Members – Board

- None

Adjournment – Brian Gillan 1:04pm