Community Advisory Board Meeting Minutes
Wednesday, October 4, 2023, 12 p.m.-1 p.m.
1223 Central Parkway, Cincinnati, OH 45237

Call to order & Welcome- Doug Bolton

Roll Call-Jenell Walton

- Committee Members
  - Present:
    - Paul Allaer
    - Robert Ausdenmoore
    - Andrew Bernier, PhD
    - Douglas J. Bolton
    - Olivia Greer
    - Mark Huller
    - William B. Hardigg
    - Alisa Jenny
    - Sue MacDonald
    - Quinn Marker
    - Ethan Nichols
    - Gerri Strauss
    - Sarah Spurling
    - Cynthia Walker
    - Kevin Wyckoff
  - Absent:
    - Jay Brock
    - John T. Dominic
    - Jeri Duncan
    - Pat Frew
    - Brian Gillan
    - Emily Hampp
    - Daniel J. Hoffheimer
    - Brant Russell
    - Ann Santen
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
- Dan Smith - Chief Financial Officer
- Maryanne Zeleznik - Vice President of News
- Jennifer Merritt - Deputy News Editor
- Becca Costello - Local Government Reporter
- Di Yue - Community Events and Volunteer Coordinator

Introduction - Doug Bolton
- Asked everyone around the room to introduce everyone themselves.

Station Updates - Richard Eiswerth
- Its history and accolades, First HD stations, 5 distinct programs now
- 2 AAA stations of Cincinnati artists
- Groundbreaking for a new building in Evanston
- Construction has already started.
- Dramatic step for CPR, Ownership of its own building
- LEED-certified Gold with solar panels
- Free parking and gathering space to the park next door.
- Informal living room for Evanston
- Diversity - expanding our audience.
- Total 32 million dollars, currently at halfway to the goal
- The new facility will be called the Scripps Family Center for Public Media

New website - Jenell Walton
- Cinradio.org is our new website that allows audiences to see the organization as a whole, the stations that Cincinnati Public Radio Owns.
- WGUC has a new date website, WGUC.org, where listeners can see who is hosting and a playlist of what is playing on the home screen with the hosts pictured.
- Members were invited to drop suggestions/feedback into the suggestion box.
  - One board member suggestion:
    - Update Cincinnati Edition Theme music
The Children’s Hour- Jenell Walton

- Jenell went to the Public Radio Program Directors (PRPD) Conference in Philadelphia, PRPD presented research to help stations understand and serve potential new audiences
- VP of Content Jenell Walton asked for feedback on The Children’s Hour programming materials she shared with the board via email.

➢ Sue MacDonald
There was too much music in the program. Kids have short attention spans, so the host should get to the informational content. Suggest CPR producing a local program hosted by local kids. Also, she has a suggestion about National Ask a Stupid Question Day. The station should consider asking the public to submit quirky questions.

➢ Andrew Bernier
On-demand listening is a plus. Share the program with local elementary school teachers. It would help students to sit down and concentrate on the program in a classroom environment. Andrew appreciated hearing the young voices in the program. It is beneficial to air the program during the morning hours on WVXU.org.

➢ Sarah Spurling
Align the content of the episodes with what’s happening around Cincinnati.
Additional feedback after listening to the Fossils episode submitted via email. See below:

I also wanted to share feedback on Katie Stone’s Children’s Programming you are auditioning. I love the first episode, learning about fossils. This is especially relevant to Cincinnati as we have a rich history of fossils in the area. Here is a link discussing more about Cincinnati’s fossil history at Ohio.gov, along with Trammel Fossil Park in Sharonville if any locals want to continue the fossil hunting fun. I highly recommend Trammel Fossil Park for science and fossil enthusiasts in the area. I spent the afternoon fossil hunting in Trammel Park with the Cincinnati Emerging Museum Professionals (EMP) and everyone left with handfuls of fossils. It’s a wonderful and unique-to-Cincinnati experience!

I also appreciate Katie’s willingness to edit this week’s “Global Music” episode to accommodate your request for a national feel. I hope this excellent adjustment to programming is an indicator of a longstanding successful partnership between Cincinnati Public Radio and Katie Stone’s The Children’s Hour. Thank you for bringing this programming to our local stations! For additional music resources, I offer you Mindful Music Moments by The Well - a nonprofit arts and wellness organization in the Cincinnati area. Their mindful
music moments are shared with 150 Cincinnati Public Schools every morning and could be highlighted as a local music opportunity for Cincinnati residents hoping to continue the conversation locally.

The last children’s podcast/programming I can offer Cincinnati Public Radio is a children’s podcast currently airing on WOSU Drawing with Mr. J. Jonathan Juravich is a 2018 Ohio Teacher of the Year recipient and 2021 National Teacher of the Year recipient providing activities that align with strategy number 7 of Ohio’s Strategic Plan for Education. I do not mean to suggest either of these programs replace Katie Stone’s The Children’s Hour, as I fully support the hour-long educational programming. I simply want to provide you with all the resources and opportunities available to the station.

- **Kevin Wyckoff**
  Kevin asked Rich to elaborate on the radio stations we simulcast over our HD streaming channels. Kevin says the local music scene is a great community engagement tool and allows the stations to connect with the residents. Thought The Children’s Hour was well done.

- **Comment**
  Commenter thought the program felt a little long to keep kids’ attention. Jenell Walton explained that with Nielsen Ratings, we don’t expect the listener to stay tuned for the entire hour. We get credit for listeners who tune in for five-minute increments. Jenell asked VP of Engineering Don Danko to explain Nielsen’s PPM (Portable People Meter). Don shared that the PPM is worn (by about 1,000 people in the Cincinnati market), and a device is given to every family member, including kids as young as 6. The audio they’re listening to throughout the day, including elevator music, is tracked by Nielsen.

- **Sue MacDonald**
  Suggested as part of our move to the Evanston community, we connect with King Records.

- **Olivia Greer**
  Suggested we include the Music Resource Center in Evanston for community partnerships.

- **Robert Ausdenmoore**
  Inhailer and modern rock music are enjoyable. He likes the opportunity to see local music performances at our new Evanston location when it opens.
Mark Huller
There is a strong jazz community in Cincinnati. We should also use our new performance venue to invite Jazz artists. Rich says we will also connect with hip-hop and classical music performers too. “The Children’s Hour” program was very well done.

Alisa Jenny
KESP in Seattle opened their new studios and had a Coffee and Sit event to invite the community into the new space and watch the live broadcast. Rich says he is very familiar with the station because some CPR leaders visited the station as part of the planning process for the new building.

Gerri Strauss
Back to the Children’s program discussion, she noted that she wants to be able to listen to Scot Simon of NPR on Saturday mornings. Jenell reassured Gerri that Weekend Morning Edition and Scot Simon would be there broadcasting between 8 and 10 a.m. on Saturdays.

Public Comment/Feedback- Doug J. Bolton
- Question if adding children’s programming to the WVXU weekend schedule would turn off current listeners. Jenell shared weekend numbers have been low, and that’s why the children’s programming is being considered. Grandparents and parents have contacted Jenell, who is the program director, about offering children’s programming on the station.
- Spotify playlist for children so parents can play it on demand
- Create original children’s programming for WVXU

CAB Business Board
- None

Adjournment- Doug J. Bolton 12:59