



Marketing Committee Agenda

Wednesday, May 28, 2025

4 pm to 6 pm

Objectives: Content Department Responsibilities

Update on marketing efforts

Share audience overview

Establish meeting times

Committee Mission

In-Person

| Agenda Item | Presenter | Time Allotted |
|---------------------------------|--|----------------------|
| Call to Order & Welcome | Chair Allison Dubbs | 2 Minute |
| Roll Call | Jenell Walton | 1 Minute |
| Marketing Roles | Jenell Walton – VP of Content Hannah McFarland – Digital Marketing & Social Media Coordinator | 20 Minutes |
| Marketing | Jenell | 5 Minutes |
| Social Media | Hannah | 5 Minutes |
| Audiences | Jenell | 10 Minutes |
| Set Committee Meeting Cadence | Allison | 5 Minutes |
| Committee Mission and Operation | Allison | 30 Minutes |
| Public Comment/Feedback | Board | 10 Minutes |
| Adjournment | Allison Dubbs | 2 Minutes |

Committee Members

Chair Allison Dubbs, Tripp Eldredge, Grant Freking, Chase Howell, Wendy Maxian

Cincinnati Public Radio

Jenell Walton, Vice President of Content

Hannah McFarland, Digital Marketing & Social Media Coordinator