

In Attendance:

Staff

Jessie McNamara

Benny Becker

CAB Members

Josephine Richardson

Walter Smith

Introduction Story Circle -

Story of how you got connected to WMMT

Staff Updates

- A lot of change— Liz, Rae, and Sydney all left, and I was brought in as interim GM— tried to keep things afloat and dream towards something more sustainable. We now have new hires (Jessie as GM, Tea Wimer as Development Coordinator, Katie Myers as OVR Reporter, and Benny transitioning into a training role). On air, we've been paying Steve Ruth to cover morning and part of the day, then the rest of the time filled by Brett. We've also started to pay Nicole Musgrave to anchor Calls from Home as a part time position. Studios are closed to volunteers until we feel it's safer.

Feedback??

Love how Steve Ruth has channeled and played off of Jim Webb dynamic, glad we're staying on the air

Question/Prompts

Programming

- What do you expect to hear when you turn on WMMT, and is that what you want to be hearing?

Keep it on most of the day (either WMMT or NPR— likes the music, stories, and local news) Expect to hear distinctive voices and programming with a regional voice, and that's what's special.

- Do you go to radio for news at all? What do you see as an ideal balance for music vs news vs local storytelling?

There's a growing need for local/regional news because other outlets (newspapers) have disappeared. Could be worth growing.

The programmers bring their own music— when someone listens waiting for their favorite DJ, we need to keep room for the DJs and their dedicated audiences.

Focus and Growth

- Areas in motion at WMMT include our Traditional Music Project, regional news reporting, restorative radio, and developing our online presence. From your perspective, what seems to be going well, and what could we improve on?

Doing great, especially given Covid times.

Radio on all the time, and glad to have it. Good job keeping diverse interests on the air.

-
- Are there kinds of outreach you wish WMMT was doing more of? Examples we're considering include things like billboards and also more storytelling training, recording equipment to loan etc.

Storytelling training stands out as a good priority. Local history storytelling is an emerging need in SW VA (needed for proposals around high knob)

- Do you have any suggestions of new opportunities for, collaboration. funding, or programming that we could pursue?

Wish there was more activity around election time— getting candidates to take questions on air.

A lot of community revitalization around Wise and Dickenson Counties. Could be a good collaboration, and they seem to have funding momentum. Would be glad to put us in touch.

- WMMT has been discussing regionalizing— looking mainly toward southern WV and central KY, seeing if someone could donate or sell a license, as one station in WV already approached us about. Also interested in SW VA. Idea is partly to reach and serve a broader donor base. Thoughts on expanding WMMT's range?

UVA Wise is moving in directions of regional/local collaborations, could be in a position to have more of a partnership in a couple of years. Has already begun more outreach into Letcher County.

Berea could be a good partner— more of their work should be shared with the region. Though also need to be careful not to have them extracting from E Ky.

- Any other topics or questions you'd like to weigh in on, or would encourage us to think more about?