

Community Advisory Board Meeting
WHRO
13 December 2016

Meeting was called to order at 6:02 PM.

Introductions, and reasons for becoming a CAB member, were made by the following members of the Community Advisory Board:

Lacy Kuller(Co-Chair)
John Miller (Co-Chair)
Betty Wade Coyle
Cindy Cutler
Cindy Casky
Marcella Germanotta
Carl Hobbs
Alicia deFonzo
Dick Roberts
Lance Shavers

In addition, the following WHRO staff members were present and introduced themselves:

Bert Schmidt, President and Chief Executive Officer
Nancy Rogan, Director of Community Engagement
Heather Mazzone, VP of Content
Chuck Doud, Director of Radio Programming and Audience Strategy
Morgan Chase, Producer, Hearsay
Edward Joyce, Volunteer

WHRO/WHRV Updates:

Bert:

- Introduced himself (Bio from WHRO Webpage):
 - o Bert Schmidt has passionately sought ways for public media to support the Hampton Roads community through broadcast programming and educational services in his nine years as President and CEO of WHRO. He's been instrumental in the development and distribution of numerous virtual learning solutions for educators including the production of online courses used in high schools throughout the state; the operation of the Commonwealth's Virtual Virginia online high school program; eMediaVA, a web-based library of over 100,000 multi-media learning objects available to every student in the Virginia; and SkillsOnline, an online career development and workforce readiness education initiative for adults. He serves on the Governor's Virtual Learning Advisory Committee.
 - o Recently, WHRO has produced programs of local interest focusing on issues involving veterans, the local art scene, and improving graduation rates. Bert serves on the boards of the Virginia Arts Festival, Norfolk Public Library, the Virginia Aquarium, the Future of Hampton Roads and the Greater Norfolk Council. Previously he was the President and General Manager of WVPT in Harrisonburg, Virginia from 2002 to 2007.

- He was CFO and Executive Vice President of WCNY in Syracuse, N.Y. from 1991 to 2002.
 - Bert is the father of two children: daughter Jillian, 19, and son Bertel, 17, and is married to Missy Schmidt, Vice President of Marketing for xTuple, an open source business management software company.
- Covered some of the stations awards:
 - Including two Emmy awards for The Scene and the Veterans Town Hall, 5 first place awards from the Virginia Association of Broadcasters, 3 first place awards from The National Education Television Association Award for Community Engagement for the Wall of Faces project, Content Production for The Scene and our Workplace Readiness video series. WHRO was also awarded 5 Telly's for The Scene, Music & Might, Story Corps U, The Scene Season Two web series and our Health Beat videos. Another View was recognized by the National Association of Black Journalists and awarded the Salute to Excellence award for their program The Claville Report.
- Finances and fundraising
 - \$13 million dollar budget.
 - Annual reports available here: <http://corporate.whro.org/annual-reports/financial-reports>
 - We pay nearly one million dollars to PBS for their entire catalog.
 - NPR is paid only for the shows that we broadcast.
- Number of employees is approximately 100.
- Curate:
 - Weekly arts television series.
 - Airs Friday evenings from 8:30 – 9:00.
 - Link <http://whro.org/station-initiatives/curate/39284-whro-s-curate-television-series-puts-local-artists-in-national-spotlight>
- Shari Barbour, WHRO FM classical announce left after nearly 5 years with our organization, Shari to pursue new opportunities. We are currently conducting a national search for a new classical host.

Lacy:

- Reviewed September minutes CAB voted unanimously to adopt.
- Plan is to spend last 10-15 minutes of meeting in committee groups.

John:

- Reinforced that all CAB members should sign up to volunteer at WHRO events.

Chuck:

- Starting major initiative to engage the radio stations with the local area.
- 1A new WHRV program hosted by Joshua Johnson replacing the Diane Rehm show.
- Thistle and Shamrock starting on Sunday evenings from 6-7.

Heather:

- Upcoming programming highlights:
 - Sherlock, starting January 1st at 9 PM.
 - Call the Midwife, Christmas Special
 - Victoria, starting 15 January at 9 PM.
 - Mercy Street, starts Sunday January 22nd at 8 PM.

Nancy:

- Screening of Victoria, 29 December at WHRO Studios
- Screening of Mercy Street
 - o Slover library, Norfolk, on January 12th. Will feature re-enactors.
 - o Fort Monroe Theater, Hampton, on January 10th.
- Screening of Comedy Boot Camp in November was a huge success.
- Jamestown 2019 commemoration will have WHRO involvement.
- Out of the Box free concert series at 7 PM every Thursday, January 12th – March 2nd at the Sandler Center in VB Town Center.

Open floor/member discussion:

Lance:

- Asked about the possibility of news program generated by kids?

Marcella:

- Wanted to know how WHRO determines what the community wants?
 - o We send out an annual survey and rely on the Governing Board, CAB, Emerging Leaders Board (ELB) and HRETA Superintendents Advisory Council and HRETA Educational Advisory Committee input.
 - o We do not subscribe to Nielsen or other ratings agencies because of the high cost.
- Thought we should consider doing a program on the Safe Spaces programs at local colleges/universities.
 - o Morgan let the board know that Kathy Lewis already has a program in development.

Alicia:

- Trouble with the WHRO app starting and stopping.
 - o Chuck explained that there were issues being resolved with Google to correct the issue.

John:

- Wanted to know if there was a survey the CAB could share with their friends?
 - o We can provide copy of member's survey.

Carl Hobbs:

- Wanted to know how we interact with Virginia News?
 - o Before state funding was eliminated stations used to meet quarterly, now they do not meet at all.
 - o Sondra Woodward is a contributor to Virginia Public Radio.

Committee discussion:

Committees broke into groups for the last ten minutes of the meeting.

Next meeting: March 17, 2017 at 6:00 PM at WHRO in Norfolk.

The CAB meeting was adjourned by the Chairman at 7:30 PM