

## WHRO COMMUNITY ADVISORY GROUP

MINUTES of the  
PUBLIC MEETING of the  
WHRO Community Advisory Board (CAB)  
Tuesday, March 18, 2014  
WHRO Studios  
5200 Hampton Boulevard  
Norfolk, VA 23508

### NEW MEMBER ORIENTATION

New members of the WHRO Community Advisory Board were welcomed for orientation held at 5:00 pm on Tuesday, March 18th in the WHRO TV Teleconference Center. The orientation program provided brief overviews of WHRO's content and services:

- History of Public Media & WHRO
  - Content & Programming
  - Online Media
  - Education
  - Community Engagement
  - Development
- Doug Weiss, Chief Operating Officer  
Heather Mazzoni, Vice President of Content  
Dina Richards, Online Media Officer  
Annie Gilstrap, Education Tech Manager  
Kelly Jackson, Director, Community Engagement  
Phillip Perdue, Chief Development Officer

**CAB MEMBERS PRESENT FOR NEW MEMBER ORIENTATION:** Cindy Caskey; Cindy Cutler; Brenda Garrett; Charles Gates; Valeria Jessup; Maxie Lee; Jonathan Nye

### COMMUNITY ADVISORY BOARD MEETING

Chairwoman Barbara Hamm Lee welcomed everyone and called the meeting to order at 6:15 p.m.

Introductions were made by the following present members of the Community Advisory Board:

Cindy Caskey  
Ruth Cookson  
Betty Wade Coyle  
Cindy Cutler  
Billie Einselen  
Brenda Garrett  
Charles Gates  
Valeria Jessup  
Maxie Lee  
Rick Massey  
Jonathan Nye  
Shana Pribesh  
Lee Riggins  
Bev Sell  
Rob Shapiro  
Lance Shavers  
Mary Joe Wilfong

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

**CHAIR:** Barbara Hamm Lee, Host & Executive Producer of *Another View*

Shannon Bowman, Social Media Producer

Mark Burnett, Director of Production

Morgan Chase, Producer/Writer

Danny Epperson, Senior Producer

Lisa Godley, Producer

Kelly Jackson, Director of Center for Regional Citizenship

Heather Mazzone, Content Officer

Phillip Perdue, Development

Doug Weiss, Chief Operations Officer

#### **WHRO Workforce Development Initiative – Barbara Hamm Lee**

Within the next few months, WHRO is launching SkillsOnline, an Online Career Training portal with over 5,000 online and instructor-led courses. SkillsOnline offers flexible and cost effective ways to get essential job skills, industry specific training and certification on-demand. In addition to its extensive course catalog, WHRO can tailor courses to employers' requirements, or create custom training programs designed to meet the licensing needs of Federal, Municipal and State agencies. SkillsOnline offers turn-key programs for individuals seeking personal enrichment, skills development or certification, veterans switching careers or business and professional organizations looking for a better way to meet workforce development needs.

#### **WHRO Community Engagement Updates – Kelly Jackson**

**American Graduate Community Town Hall** – In January, WHRO invited stakeholders to attend community conversations on addressing the high school dropout problem. A total of 91 community stakeholders participated in 11 small group discussions. The small group participants were asked to identify challenges and barriers that prevent youth from succeeding in school and to share ideas for community-based solutions. On February 13<sup>th</sup>, 75 citizens gathered at WHRO for a town hall to further discuss the priorities and themes identified in the community conversations. WHRO, in partnership with the Hampton Roads Center for Citizen Engagement, is planning the next steps which include: inviting conversation and town hall participants (additional stakeholders to be added as appropriate) to engage in a collaborative process with a goal to develop and implement systemic changes that support the priorities identified during the conversations and town hall. The town hall may be viewed on the American Graduate website at <http://americangraduate.whro.org/>

**Veterans' Initiative** – WHRO is launching a new initiative to help meet the emerging needs of veterans in our community. Through this project, WHRO will work with key partner organizations to recognize veteran's service and share their stories, opportunities, and challenges through national and local content, and increase the number of veterans connecting with local resources to support their successful transition to civilian life. WHRO's initiative will launch with a screening of *COMING BACK WITH WES MOORE*. The screening will be held at the WHRO Studio in Norfolk on Tuesday, May 6<sup>th</sup> at 6 p.m. and will include a panel discussion moderated by Barbara Hamm Lee. **CAB members are encouraged to help WHRO identify veteran serving organizations in Hampton Roads.** *CAB Member Response – Several CAB members offered to share contact information on organizations including the VA Hospital in Hampton, the veterans' law clinic at the College of William & Mary law school, and the Military Connection Center at Old Dominion University.*

## Program Highlights – Heather Mazzoni

TV -

### **Call the Midwife & Mister Selfridge (Drama Sunday's)**

**Season 3 premiere - Sunday, March 30, 8 PM**

The Drama continues on Sunday nights! Call the Midwife debuts season 3 at 8 pm - Meet a new arrival at Nonnatus House and witness Chummy's change of heart. And at 9 pm London's retail king returns! Follow Mr. Selfridge and his entourage through the much anticipated Season 2.

<https://www.youtube.com/watch?v=8Dj9xxUoRDY>

### **Think Wednesday**

**Wednesday evenings, starting April 9<sup>th</sup>, 8 PM**

PBS announced the launch of its new "Think Wednesday" primetime line-up: television's best nature, science and technology programming, including new episodes of acclaimed series NATURE and NOVA in the 8 p.m. and 9 p.m. hours respectively, and new specials debuting at 10 p.m. The "Think Wednesday" lineup premieres Wednesday, April 9, with new episodes of NOVA and NATURE and the premiere of YOUR INNER FISH at 10 p.m.

<https://www.youtube.com/watch?v=srPcsbvXdtk>

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### **Independent Lens: The Trials of Muhammad Ali**

**Monday, April 14, 10 PM**

A story of the famed boxer's toughest bout of all: his battle to overturn the prison sentence he received for refusing U.S. military service. The film explores Ali's exile years when he was banned from boxing and found himself in the crosshairs of conflicts concerning race, religion, and wartime dissent.

<https://www.youtube.com/watch?v=mT7OkSmZBAs>

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### **Ken Burns "The Address"**

**Tuesday, April 15, 9 pm**

To celebrate the 150th anniversary of the Gettysburg Address, documentarian Ken Burns, along with numerous partners, has launched a national effort to encourage everyone in America to video record themselves reading or reciting the speech. The collection of recordings will continue to grow as more and more people are inspired by the power of history and take the challenge to LEARN THE ADDRESS.

<https://www.youtube.com/watch?v=pn8zQfdXO9Q>

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### **Coming Back with Wes Moore**

**Tuesdays, May 13-27, 8 PM**

COMING BACK WITH WES MOORE, a new three-episode series executive produced by best-selling author and U.S. army veteran Wes Moore, tells the story of his search for answers to some of the most difficult questions facing veterans returning from war. Moore's journey, spurred by the suicide of one of his oldest friends and a fellow officer, takes him into the personal lives of different soldiers as they attempt to reintegrate into society, establish new identities and – for many – find a new mission. Each episode focuses on a different stage of coming home: "Coming Back" (May 13), "Fitting In" (May 20) and "Moving Forward" (May 27).

<https://www.youtube.com/watch?v=2Q4uQ3RYJwk>

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### **WHRO FM –**

**WHRO on air staff will host the Virginia Arts Festival Coffee Concerts during the month of May and our own Raymond Jones will once again serve as "the voice" of the International Virginia Tattoo.**

## Feedback - Community Advisory Board Members:

### General Feedback:

- WHRO should focus on “move-the-dial” issues and consider how to use capacities to move forward solutions. Behind the scenes leg work should take place before getting people together and deploying a production crew.
- There are many resources in our community, but people don’t know what is available. WHRO could take the lead in bringing together nonprofits to share information and help connect people with resources.
- WHRO could be the portal for community organizations. The nonprofits could do the work and WHRO provide the online platform and be the in-person convener.

*WHRO Response – WHRO is honestly and earnestly trying to learn how to use its capacities as a way of beginning conversations. Events, radio programs, websites, etc. are useful tools, but up to now, websites have only supported one-way conversation. Let’s Eat, WHRO’s new food blog is an experiment to coalesce interaction around other issues. We have more questions than answers at this point and want to do more to create intersections for community engagement. Also, we can use our airwaves to shine a spotlight on issues.*

### Topics of Interest:

- Homelessness – would like local programs to include more personal stories from people who have experienced homelessness and less focus on the commentary of issue experts. *WHRO Response - WHRO welcomes the opportunity to hear from the broader community and encourages CAB members to help connect producers with potential guests.*
- Mental Health – The 2014 Virginia General Assembly passed legislation to create a legislative study committee to develop a plan to improve Virginia’s system of delivery of mental health and healthcare services. More information may be found at <http://lis.virginia.gov/cgi-bin/legp604.exe?ses=141&typ=bil&val=sj47>
- Social Studies Education – General Assembly is eliminating the 3<sup>rd</sup> grade social studies SOL. Concern that with no test, there will be no accountability. Social studies is disappearing as a primary subject and is changing the way that teachers teach. There is less focus.
- Senior Abuse – Issues of Power of Attorney, victimization of seniors. *WHRO Response – The topic was addressed in a recent Virginia Conversations program*
- Travel – Would like to see more travel programs
- Cable TV – Cable is expensive. Would like to explore ways to receive content without subscribing to cable. *WHRO Response – HearSay is planning a program about cutting the cable cord*
- Legalization of Marijuana
- Fort Monroe - *WHRO Response – HearSay is planning programs on Fort Monroe in May and June*
- Chess – Chess clubs in schools have been shown to improve academic achievement. Would like to explore the benefits of chess and also public speaking clubs

**Next Meeting: June 17,2014 at 6:00 p.m. at WHRO in Norfolk.**

Respectfully submitted,  
Kelly Jackson