

WHRO COMMUNITY ADVISORY GROUP

**MINUTES of the
PUBLIC MEETING of the
WHRO Community Advisory Board (CAB)
Tuesday, December 10, 2013
WHRO Studios
5200 Hampton Boulevard
Norfolk, VA 23508**

COMMUNITY ADVISORY BOARD MEETING

Chairwoman Barbara Hamm Lee welcomed everyone and called the meeting to order at 6:10 p.m.

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

Ruth Cookson
Betty Wade Coyle
Billie Einselen
Marcy Giamatto via webinar
Maxie Lee
Marshall McClure
Shana Pribesh
Lee Riggins
Bev Sell
Lance Shavers
Donna Speller Turner
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*
Mark Burnett, Director of Production
Danny Epperson, Senior Producer
Lisa Godley, Producer
Kelly Jackson, Director of Center for Regional Citizenship
Heather Mazzoni, Content Officer
Tom Morehouse, Chief Financial Officer
Phillip Perdue, Chief Development Officer

Greetings from New WHRO Chief Development Officer, Phillip Perdue

After being introduced by Chairwoman, Barbara Hamm Lee, Phillip Perdue warmly greeted CAB members. He expressed his excitement at joining the WHRO Team and gratitude for the support of WHRO Members. Phillip is honored to be working within an organization that has such a great impact on the community and is supported by over 20,000 members with an average annual gift of \$100. He welcomes the meaningful feedback provided by CAB members and looks forward to getting to know the group.

WHRO –TV December Highlights

December TV Highlights were distributed as a handout and were emailed to the CAB in advance of the meeting.

WHRO Workforce Development Initiative – Barbara Hamm Lee

SkillsOnline is WHRO's new workforce development initiative and is an extension of WHRO's work in education. There are over 10,000 unfilled jobs in Hampton Roads because the local workforce does not have the skills or preparation to assume those positions. WHRO is partnering with Vegas PBS to support a portal to provide online training in areas critical to the local workforce.

American Graduate Community Town Hall – Kelly Jackson

In support of the American Graduate: Let's Make it Happen initiative to find solutions to the high school dropout crisis, twelve new town hall events are to take place across the country this fall and winter led by local public media stations in partnership with community organizations. The town hall events build upon the success of last year's Teacher Town Halls, bringing together a broader group of community stakeholders, including businesses, parents, students, intervention and faith-based organizations alongside educators in a town hall setting. The town halls have the goal of identifying the challenges students face beyond the classroom and further developing community-based solutions. Community Conversation to be held in early January 2014 will identify key themes and issues to guide and focus the Town Hall discussion. Online registration for the Community Conversations begins next week. The Town Hall will take place in the WHRO studio on February 13, 2014. Interested CAB members are invited and encouraged to participate in the process.

Coming Back with Wes Moore – Heather Mazzoni

Coming Back with Wes Moore tells the personal stories of returning U.S. veterans, the challenges they face readjusting to life at home and their courageous efforts to overcome obstacles in the quest to forge lives of meaningful service in their communities. The three-part series airs Tuesdays at 8 pm on WHRO TV-15 from May 13 through 27.

Feedback - Community Advisory Board Members:

Input sent in advance of the meeting by member who was unable to attend:

- 1920's Network: The station seems to play radio serials only at odd hours. These are a fascinating medium and many of them would be familiar to lots of folks. Can these be moved in the schedule now and then to reach a broader audience? Can they be coordinated with events (Halloween episodes etc.)? It would give the station one more aspect to promote and generate interest.
- Demographics and membership: As one of the points of public broadcasting is to ensure there is programming which is aimed at a diverse audience; what steps has WHRO taken to ensure its members are matching that diverse background?
- Money: Always a touchy subject. Would an increase in the above mentioned demographics push help with funding? I have another money comment, but I will share that one in person next time.

General Feedback:

- WHRO should push the giving of membership as a gift, but must ensure that there is a system in place to properly acknowledge and notify the giver. An example of system failure was shared by the CAB member who was not notified when she gave the gift of WHRO membership to a colleague.
- Another CAB member suggested a system of sending cards to the giver and receiver.
- My Words/My Music programs are favorites on Saturday. During a recent program they announced that it would be the last. The CAB member requested more advanced notification. *WHRO Response: BBC lost rights and discontinued the series. Sometimes when this happens, WHRO receives very little advance notification.*
- How does SkillsOnline fit with articulation agreements between community colleges and four-year institutions? *WHRO Response: Virginia has tasked the community colleges with workforce development. We started with Thomas Nelson Community College and have talked with them about creating online*

courses. TNCC is one of 16 workforce hubs, so we began there, but will also be talking with Tidewater Community College as the portal develops. WHRO is able to create courses that can be distributed across the Commonwealth. Courses that can increase awareness of careers that don't require college. We are talking with youth cafes to increase distribution of these career introductions. How about apprentice programs? WHRO Response: the growth area is in pre-apprentice programs to help prepare people for the apprentice program. Are there any courses for special needs students? WHRO Response: Good question. We will have to look into that.

- The Sustaining Member option is a good idea.
- Love Sondra Woodward's traffic reports, but can't get the signal in the HRBT.
- Don't care for the new NPR announcer. She sounds young and not confident
- Thanks for airing Downton Abbey

Topics of Interest:

- Poverty/Homelessness – 21% of girls are living in poverty. Minorities are also impacted at greater numbers. Poverty impacts everyone. As a nation, we need to ensure that all children receive a quality education and are prepared for the workforce. Girl Scouts of the Colonial Coast are participating in a U.N. Commission meeting on giving women and girls better access to literacy and math programs. *WHRO Response: Another View would like the link to the U. N. study and would be interested in following-up with the Girl Scouts after they return from the meeting. HearSay is planning a program on homeless children, particularly girls.*
- Workforce Development Skills – skill building is people building. We need to develop workforce skills that include honesty, manners, communication, etc. Manufacturers say that they can teach someone how to build a widget, but not to be nice. Financial literacy is also a good workforce development course. Can anyone take courses through the new SkillsOnline portal? *WHRO Response: WHRO is developing soft skills modules that will be offered free of charge. Other courses will be available through tiered pricing.*
- Child fatalities – *WHRO Response: HearSay looks at issues in the news and that people are discussing. Perhaps HS could do an on-going series on families and family building.*
- Food – Would like to see more shows on eating, especially healthy eating. How to make traditional dishes more healthy. *WHRO Response: Let's Eat is WHRO's new blog on all things food. Of the CAB members present, two raised their hands to indicate that they had seen Let's Eat. Let's Eat would be a great place to share that type of content.*
- Predatory Lending – This is an issue that greatly impacts military personnel. The military offers education on the topic, but it is still a big problem. Virginia doesn't have the strong laws others states do to protect citizens. Why is that? *WHRO Response: It is probably because the Virginia legislature has a loose policy on lobbying and predatory lenders lobby heavily to block legislation. Good program topic for close to the General Assembly.*
- Local impact of death of Nelson Mandela – *WHRO Response: Another View interviewed a photographer who had photographed Mandela and was visiting Old Dominion University. The photographer was part of an ODU Women's Studies Department program on grandmothers. CAB member praised WHRO for the quick response.*
- Fort Monroe - Issues of how to use green space at Fort Monroe continue. The FM authority received funding to create a park.
- Travel – Continued interest in shows about travel. *WHRO Response: We moved Globe Trekkers to Thursday's at 10 pm to our "cooking block" and This Old House to 8 pm for a "How to" block. Vivian Howard will be in town for our Strolling Supper in February. Members are invited to attend a VIP reception with Vivian Howard.*

- African American History - The African Americans: Many Rivers to Cross professional development workshop for educators was excellent. Local teachers are excited to learn more about local African American History. Should push programming during Black History Month.
- Digital Divide – Concerns that the growing movement to move more content online impacts communities with limited broadband access and that they may be left behind. The City of Houston is creating hot spots all over the city. Roanoke also tried, but with limited success. Wonder if Hampton Roads would be a good hot spot.
- Elder Abuse

Next Meeting: March 18, 2014 at 6:00 p.m. at WHRO in Norfolk.

Respectfully submitted,
Kelly Jackson