

08 December 2020 CAB Meeting via Zoom. Started at 1803, ended at 1938.

Attendees: Nancy Rogan, Alvin Schweitzer, Richard Dyer, Sibel Galindez, Dr. Felicia Mebane, Uday Khambhammettu (Chair), Margie Wiley, Thomas Isenhour, Peggy Snowden Volk, Bud Ward, Christopher O'Brien, Alison Schoew, Charlotte Hudgins Zito (Vice Chair), Alicia DeFonzo, Lacy Shirley, Marcy Germanotta, Robin Myers, Alison Tem, Bud Ward

Minutes:

- 1803: Meeting started; recording initiated by Nancy Rogan
- 1806: Breakout rooms initiated (ice breaker: favorite holiday tradition re public media)
- 1810: Group resumes. Review favorite public media holiday traditions.
- 1818: Last meeting's minutes approved by consensus
- 1819: Chair's comments: Discussion of survey sent out by Nancy. Reminder to fill out survey by the end of the week.
- 1821: Vice Chair's comments: If you are interested in volunteering, reach out to the station.
- 1823: Nancy Rogan: Sam Turkin is working on a piece for NPR, Alison Schoew mentioned Arts Under Current (Sibel - can also find it on the app), will send a link for the media player, discussion of challenges with the app (Peg Volk), Thomas Isenhour recommended calling Susan Davis/Drake if you are experiencing issues with the app
- 1828-1908: Nancy asks what else people are hearing about in the community
 - Myers: Works for TFC recycling, people throwing things in recycling that they shouldn't. Reiterate what should actually be recycled.
 - Lacy: Forgiveness application for PPP loans. A lot of businesses thought they would be given 100% forgiveness but, in fact, are not. Business were expecting forgiveness but are faced with a loan.
 - Uday: Student loans (especially for young grads) are causing a lot of stress. Recent grads working in the hospital community are particularly stressed and are experiencing layoffs, many services no longer being offered, some companies attempting to offer relief.
 - Charlotte: Hospitals in dire straits financially.
 - Alison: ODU/Sentara/EVMS possible merger. President of EVMS inviting entire community to town hall meeting. Suggested covering the town hall meeting on 17 December. "Should we have a central location for healthcare in Hampton Roads?"
 - Thomas Isenhour: Has spent considerable time working on the healthcare merger issue. People of Hampton Roads don't want to work together. Seven cities vs New York's five boroughs. Reinforce the fact that if we work together, we could get more done.
 - Dr. Mebane: Many people, especially in communities of color, are reluctant to get vaccines. A creative series to encourage people to look into the science of vaccines would be beneficial before the vaccine becomes readily available to the general public. This series should target young people, so they can carry this information into adulthood.
 - Thomas Isenhour: We know what it takes to develop vaccines, but vaccines take money. WHO and other organizations need to be funded to make producing vaccines a priority.

- Richard Dyer: Recommended tuning into WHRO to a friend. Vaccine education is needed more for people who don't watch public media. How do we get people who aren't watching public media to watch public media?
- Peg Snowden Volk: 1A was talking about conspiracies surrounding vaccines.
- Charlotte: Alicia and I share concern regarding education and equity – increased gap between students who have means versus who do not have means. Takes huge financial outlay to provide all of the aspects needed to keep the campus safe.
- Marcy Germanotta: Are schools having any luck working with volunteers?
- Alicia: Volunteer program depend on the school's administration. Some schools are not supportive of employees working remotely. Irate parents, internet access are just a few of the concerns. Enrollment for local colleges down for the spring, deluge of mental health concerns into call centers. College tuition and education needing reform. Cuts are expected for the next year.
- Uday: What service do students get when they call the mental health hotline?
- Alicia: Due to privacy issues, do not know specifics, but there are different tiers of help that are available. ODU Cares has been recognized. Students are the "number one spreader."
- Alison Schoew: Holiday break will be really long this year.
- Robin Myers: Lots of young adults taking are in fact taking COVID seriously.
- Margie: Going back to education on vaccines, publicize how Polio or measles vaccines eradicated these diseases. Remove the politicization of the vaccine "argument."
- Peg: Showing the picture of Elvis stepping up and taking the vaccine to show that is safe. Suggests Dolly Parton as someone everyone loves who would help educate the population.
- Thomas Isenhour: "Anti-vaxers" are creating a dangerous environment.
- Richard Dyer: American Experience talked about the history of Polio.
- Peg Snowden Volk. There was a bad does of Polio that not everybody knows about. Thomas Isenhour discussed the topic further.
- Alicia: How do we educate people? Not everybody is watching American Experience. Do we have education segments that address the history of vaccines. If we could consolidate information, would be easier to spread.
- Dr. Felicia Mebane: Training is in public health. Would love to work with a producer to make this happen. Must over communicate to get the message across.
- Nancy Rogan: A lot of material is available on E-media VA already. Health is not one of the "beats," but messaging is important. WHRO working on values statement.
- 1904: Charlotte announces moving on to next agenda item – committees
 - Purpose of each of the committees
 - Discuss vision for committees in break-out rooms
- 1906: Nancy discusses who has volunteered for which committee; breakout rooms initiated.
- 1914: Nancy discusses differences between committees and re-initiates break-out rooms
- 1925: Committees return from breakout rooms
 - Outreach: Green Beats style commercial, central repository for educational information, solicit input from school superintendents, outreach on individual level, grassroots, word of mouth, social media

- Action item: Need to know what WHRO is doing to collect info from school systems; Nancy mentioned that WHRO is constantly talking with school system. Not lack of communication but could be a trickle-down issue.
 - We are a little confused ourselves as to what we should be doing exactly. Uday recommends holding another meeting to determine action items.
- Community engagement: Recommend that time should be set aside for committees to meet during the quarterly meetings, discuss volunteer opportunities, opportunities to spread in the Northern Neck.
- Nancy: Nothing is set in stone. This is an evolving board. Other CABs vary greatly.
- 1935: WHRO updates
 - Spelling Bee may be virtual
 - Social media followers have surpassed VA Public Media in Richmond
 - Christmas music started earlier this year
- 1936: Alison Schoew mentioned cross promotion between the stations.
- 1937: Uday said that Nancy will be putting in an apparel order for the CAB.
- 1938: Meeting adjourned.