

WHRO CAB Meeting Minutes 3/12/19

6-7:30 pm

In attendance: Nancy Rogan, Cindy Caskey, Cindy Cutler, Al Schweizer, Kevin Martingayle, Sibel Galindez, Lacey Kuller, Butch Bracknell, Richard Dyer, Denise Fisher, Thomas L. Isenhour, Valeria Jessup, Uday Khambhammettu (Vice Chair), Felicia Mebane, John Miller (Chair), Christopher O'Brien, Alison Schoew, Peg Snowden Volk, Charlotte Hudgins Zito

- I. At 6:00 pm, John Miller welcomed the group with an ice-breaker activity. We each introduced ourselves and answered the question, "What's your favorite WHRO tv program?"
- II. The December meeting minutes passed unanimously. John reminded the group to read them online prior to each board meeting.
- III. The Chair ceded his time for comments so that the producers could introduce their latest projects and hear about current community trends and issues.
- IV. Current Community Trends and Issues with Producers:
 - A. Nancy Rogan introduced Amy Houck, the new Director of Marketing.
 - B. Danny Epperson discussed what will be airing through Cinema 15 starting in April. The new season will include *Jane Eyre*, *As Good As It Gets*, *The King and I*, and other great classic movies, commercial free, at 8pm Saturday nights. On May 18, the studio is planning to host a screening of *Mrs. Doubtfire*. Curate Season 3 is now entirely available online. One was filmed at Zeider's, and Sibel Galindez filled in the group about the great experience she had working with Curate. Danny talked with us about shorts that he filmed at the Williamsburg Nostalgia Festival in November. The studio plans to air them after the films on Saturday nights.
 - C. Jonah Grincewicz, assistant producer on HearSay with Cathy Lewis, reminded the group that the program is now airing three days a week. A new show, *Watching America*, will air on Thursdays from noon to 1pm. HearSay has devoted a lot of time recently to coverage of the Northam scandal and other Richmond issues. They have also created a new feature entitled *Your Neighbors' Hood* which features conversations about race locally, state-wide, and nationally. They are also hoping to find new local, fun topics to temper the heaviness of some content. One example involves an examination of how rights of passage are changing for younger generations.
 - D. Nancy Rogan thanked HearSay for its support of *American Graduate*.
 - E. Sibel Galindez discussed the *Race: Let's Talk About It* event surrounding song that she hosted along with *Another View* and her fellow actor and singer Teddy Holmes. The inspiration for the event came from a Terry Gross interview. She told the producers that the City of Virginia Beach wants to address the issue of blackface further. Peg Volk mentioned that another *Race: Let's Talk About It* event could convene at the Do Drop Inn.
 - F. John Miller and Chris O'Brien inquired about the progress regarding WHRO's Journalism Dept. Nancy Rogan reported that consultants are coming to the studio this spring to shape that initiative.

- G. Charlotte Zito mentioned to the producers that she would like to hear more about college admissions in the wake of the national scandal. Jonah confirmed that HearSay plans to address is on March 13. Butch Bracknell recommended the book *Opportunity Hoarders*.
- H. Lacey Kuller mentioned the local controversies surrounding solar farms and offshore wind farms. She also suggested that there are local problems regarding dog fighting on the Eastern Shore. She also reminded the producers that Norfolk just lost its recycling contract and she wonders what the city will do now.
- I. Butch Bracknell mentioned the recent Green Book documentary as a source of inspiration for looking at the “Green Book” history of Hampton Roads. He also discussed the 100 year anniversary of the Attucks Theater. He offered to help as a liason to the Norfolk Nato Festival, providing an inside look at what NATO does and the importance of the alliance.
- J. Cindy Cutler recommended doing a medical marijuana show, as a new law passed legalizing it in Virginia.
- K. Richard Dyer mentioned smart traffic systems and practical things that people can do to prevent climate change. Uday offered to provide more insight as his firm works on traffic systems.
- L. Tom Isenhour expressed concern over the bike lanes in Norfolk. How much are they being used? How can we promote them?
- M. Uday discussed mitigation measures and resiliency planning around flooding and the new Virginia Beach stormwater master plan which emphasizes living with water. Lacey followed up by discussing rain gardens and how Tim Kaine and Mark Warner are currently recruiting organizations to take the helm in planning for climate change.
- N. Kevin Martingayle suggested examining due process and free speech in schools, particularly as a way to remember the landmark ruling of Tinker v. Des Moines fifty years ago. He also let everyone know about the National Lifesaving Championships being hosted here in Virginia Beach this summer..

V. Content: Nancy Rogan shared a handout with “events of interest.”

VI. Marketing: Amy Houck introduced herself as the new Director of Marketing at WHRO. She was formerly a VP of an advertising firm in Norfolk. She wants to create a social media influencer initiative that will promote educational services. Facebook likes and follows are way up for WHRO, and Instagram is increasingly popular with the younger demographics. Kevin Martingayle contends that Twitter is the best platform for serious, political dialogue and professional communities.

VII. Committee Reports: John Miller asked committee chairs to share updates.

- A. Cindy Cutler asked that members let the Membership Committee know by 4/1 if they plan to leave CAB. She will be leaving the board this year, so we will have at least one seat to fill.
- B. Kevin Martingayle distributed organization pins which are a great way to start WHRO conversations in the community.
- C. Cindy Caskey said stay tuned for more information about community outreach.

The meeting concluded at 7:30 pm.

