

Community Advisory Board Meeting
WHRO
15 December 2015

Meeting was called to order by Chairman Lance Shavers at 6:00 PM.

The following members of the Community Advisory Board were present:

Lance Shavers (Chairman)	Carl Hobbs
Mary Joe Wilfong (Co-Chair)	Valeria Jessup
Michael Belucchi	Lacy Kuller
Susan Borland	Ricardo Melendes
Cindy Caskey	John Miller
Betty Wade Coyle	Jennifer Priest
Cathy Cutler	Jonathan Nye
Alicia deFonzo	Dick Roberts
Billie Einselen	Robert Shapiro

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

Morgan Chase, Producer/Writer
Danny Epperson, Sr. Producer, Radio & TV
Lisa Godley, Producer
Barbara Hamm-Lee, Host & Executive Producer of Another View
Edward Joyce, Volunteer
Nancy Rogan, Director of Community Engagement

Meeting began with a fifteen minute "Ice breaker" before board members introduced a fellow member.

The September CAB meeting minutes were adopted without dissent.

Social Media – Nancy Rogan provided updates:

Nancy provided a short intro of The Scene and Let's Eat and solicited any board members to write articles for Let's Eat.

Workforce Development, Skills On Line and Another View – Barbara Hamm-Lee provided updates:

Another View radio show –

- Show is in its fifth year as of this last July.
- Current series, "Race, Let's Talk About It" is ongoing:
 - o The first event in the series was broadcast live during the Another View program on the 6th of November and started with the topic of White Privilege.

- Followed up on the 19th of November with a town hall meeting at Virginia Wesleyan University which was also available as an on-line interactive stream.
- January 29th Another View begins the discussion on Race & Politics.
 - Followed up on the 4th of February 2016 at Fort Monroe Theater with a town hall meeting.
- April 1st Another View will initiate the discussion on Race and Religion.
 - Followed up on the 5th of April at Fort Monroe Theater with a town hall meeting on the subject.
- This Thursday evening, 17th of December, filming will be accomplished on individuals sharing personal examples of racism. This series will be posted on the WHRO homepage.

Workforce Development –

- 4500 current courses with 300+ that lead to certifications.
- 24 Work Force modules are planned with 5 that have been completed.
 - Two versions:
 - Blended (instructor led) which requires capture of student demographic data
 - Self paced.
 - Seeking funding for the remaining modules.
 - First five module are:
 - Applied Mathematics: Using mathematical reasoning to accomplish tasks; using practical math in the workplace
 - Reading for Information: Reading and understanding workplace documents; writing clearly, understanding directions, and communicating with fellow employees and customers
 - Locating information: Using print and digital tools to locate information; maintaining files; organizing information and data
 - Internet Use and Safety/Digital Citizenship: Using the Internet for work-related projects, identity theft, and online security; social media and internet use in the workplace
 - Understanding Health, Wellness, and Safety
- Six organizations including ACT to fulfill accreditation if students take tests to show proficiency.

Television Programming was briefed by Nancy Rogan:

- Downton Abbey final season begins Sunday January 3rd.
 - Pre-screenings set up for Norfolk (two events), Suffolk and Williamsburg.
 - December 16 – Paragon Theaters 7pm (11810 Fountain Way, Newport News, VA)
 - December 17 – Suffolk Center for Cultural Arts 7pm (110 West Finney Avenue, Suffolk, VA) - SOLD OUT
 - December 29th - Slover Library 7pm (235 E Plume Street, Norfolk, VA)

- Mercy Street, which was filmed in Richmond, will be screened on Wednesday evening, January 13, 6:30 at the Mariners Museum in Newport News.
- Other upcoming shows that were briefed were:
 - o In Defense of Food, airing on December 30th.
 - o Sherlock: The Abominable Bride, airing January 1st.

Community Outreach initiatives briefed by Nancy Rogan:

American Graduate (AG) –

- Department of Education released the 2014 graduation rates which have risen to 82.3% and closing in on the 2020 goal of 90%.

Veterans Coming Home –

- Highlighted the new Wall of Faces initiative to identify and tell the story of the 1,307 Virginians who are listed on the Vietnam Veterans Memorial in Washington D.C..
<http://whro.org/news-opinion/24561-wall-of-faces-project>

Open floor/member discussion:

Chairman Lance Shavers – Opened the floor for general discussion:

- Discussed possible programming on the recent increase on opioid and heroin overdoses of those in the local area, especially those in their late twenties and early thirties.
 - o Morgan Chase stated that Hearsay had just covered the topic on yesterday's show and that there are plans for future/continuing coverage.
- Betty Wade Cutler – mentioned that no one covers Virginia news on WHRV when Sondra is not on the air.
- Lance Shavers – light rail continues to be a really hot topic, especially in Virginia Beach.

Committee membership:

- Requested that individuals consider joining one of the three committees; Social, Outreach and Membership.
 - o A current member of each of the committees gave a brief overview of the committee responsibilities.
 - o Members felt that each committee should have a chairman and that this requirement should be formalized in the bylaws.

Next meeting: March 15, 2016 at 6:00 PM at WHRO in Norfolk.

The CAB meeting was adjourned by the Chairman at 7:35 PM