

## WHRO COMMUNITY ADVISORY GROUP

April 9, 2013

The members of the WHRO Community Advisory Board met on Tuesday, April 9, 2013 at 6:00 pm in the WHRO Executive Conference Room. The following community members and WHRO staff attended:

**COMMUNITY MEMBERS PRESENT:** Cassandra Newby-Alexander, Betty Wade Coyle, Andrea DeBruin-Parecki, Richard Massey, Shana Pribesh, Lee Riggins Rich, Bev Sell

**WHRO STAFF PRESENT:** Mark Burnett, Director of Production; Morgan Chase, Producer of *HearSay with Cathy Lewis*; Dwight Davis, Director of WHRO FM Programming; Linda Delgado, Director of TV Programming; Lisa Godley, Producer; Kelly Jackson, Director of the Center for Regional Citizenship; Cathy Lewis, Host of *HearSay with Cathy Lewis*; Heather Mazzoni, Content Officer; Doug Weiss, Vice President of Operations. **CHAIR:** Barbara Hamm Lee, Host & Executive Producer of *Another View*

### Welcome & Introductions – Barbara Hamm Lee

CAB members were welcomed and thanked for attending. Each attendee introduced themselves.

### Affinity Groups and Community Involvement – Heather Mazzoni

**Affinity Groups:** WHRO is creating online affinity groups to enhance viewer and listener engagement by providing targeted content that extends the audience experience and provides new and added audience benefits. The groups will provide a forum for interaction, offer various experiences based on what people enjoy, and try new ways to engage the public. WHRO will also seek community involvement through guest authored articles. The first affinity group will focus on cooking and food.

### Program Previews/Updates – Heather Mazzoni

Upcoming programs were previewed:

**CENTRAL PARK FIVE** – A new film from award-winning filmmaker Ken Burns, tells the story of the five black and Latino teenagers from Harlem who were wrongly convicted of raping a white woman in New York City's Central Park in 1989. Directed and produced by Burns, David McMahon and Sarah Burns, the film chronicles the Central Park Jogger case, for the first time from the perspective of the five teenagers whose lives were upended by this miscarriage of justice. **Airs on Tuesday, April 16<sup>th</sup> at 9 pm. On Thursday, April 11<sup>th</sup> at 7 pm** WHRO, in partnership with Hampton University, will host a free screening of the film at Hampton University Scripps Howard Auditorium.

**CONSTITUTION USA WITH PETER SAGAL** – Breathing new life into the traditional civics lesson, Peter Sagal (host of NPR's "Wait Wait... Don't Tell Me") travels across the country on a customized red, white and blue Harley-Davidson to find out where the U.S. Constitution lives, how it works and how it doesn't; how it unites us as a nation and how it has nearly torn us apart. Sagal introduces some major constitutional debates today and talks with ordinary Americans and leading constitutional experts about what the Constitution actually says and what it means, the dramatic historical events and crises that have defined it, and why all this matters. **Airs on Tuesdays, May 7 – 28 at 9 pm**

Program Updates were shared:

- PBS NewsHour – Cathy Lewis was featured in a March 28<sup>th</sup> PBS NewsHour segment on sequestration. The segment may be viewed at [http://www.pbs.org/newshour/bb/business/jan-june13/sequester\\_03-28.html](http://www.pbs.org/newshour/bb/business/jan-june13/sequester_03-28.html)

- Talk of the Nation – TOTN, heard weekdays from 2 – 3 pm on 89.5 FM, will be discontinued as of June 27<sup>th</sup>. NPR wants to redirect resources to support news coverage through the middle of the day, rather than call-in talk shows. Science Friday will still be available. There are currently 407 public media stations that carry TOTN. WHRV will explore other programs to replace TOTN. Two programs under consideration are The World and Take Away with John Hockenberry.
- Education Roundtable – WHRO will produce a one-hour local TV program to focus on critical issues affecting K-12 education. Five public school superintendents will share insight and commentary. The program will also be streamed live online. A date has not confirmed.

**Feedback from Community Members:**

**Response to Affinity Groups:** CAB members offered the following suggestions for the food/cooking focused Affinity Group:

- WHRO Articles with cooking videos
- Guest articles
- Don't totally focus on gourmet cooking. Also offer practical day-to-day tips, promote healthy eating, and involve different audiences, including children
- Special programs on healthy eating (i.e. Buy Fresh Buy Local, Edible Gardens, How to Cook with Fresh Fruits and Vegetables)
- Suggestions for other program topics include, Round-up Ready Seeds, "How to Make" shows (i.e. baby food, elderly food, butter, etc.)
- Focus on kids cooking - Way to connect with the middle generation PBS typically misses. Kids cooking programs could link to PBS Kids. Also an Iron Chef program with kids.
- Connect with local culinary schools, including public school culinary arts programs
- Involve related local networks for cross-promotion. Partner organizations could offer discounts and incentives. Could identify affinity group anchors who, for limited periods of time, would offer incentives to their respective networks to get them engaged (i.e. to reach kid friendly audiences, the Boys & Girls Clubs and the YMCA would be good anchors)
- Consider Affinity Groups around issues (i.e. coming back to the political center, diversity discussions)
- Need marketing campaign to let people know about Affinity Groups

**Response to Program Updates:**

- Upset that TOTN is going off air. No one can replace Neil Conan who knows the history of our government better than anyone. Like TOTN because it offers diverse regional perspectives on issues.

**Topics of Interest brought up by CAB Members for Discussion:**

- HD Radios: How to obtain HD radios. *WHRO response:* HD radios are becoming obsolete. HD streams are migrating online and all radio streams are available on androids and smart phones.
- Technology: WHRO could help audiences adapt to changes in technologies through online tutorials and/or face-to-face instruction.
- Pledge: Like shorter campaigns. Would like to find a way to make regular TV programming available during pledge, maybe on other WHRO stations. Another idea would be to air regular programming at off times and run a bar across the bottom of the screen during pledge to let viewers know when they can watch or DVR the regularly scheduled program. Some of the specials are good, but don't care to watch all of them in lieu of regular programs.

- Website: Sometimes difficult to find information. Please streamline the online process for easier access to information. PBSKIds is a great example for how to build a website. Good organization is key. Images also help to make it visually intuitive. Would like an easy way to order DVDs of favorite programs or a way to pay to watch online. Would like to be able to watch older episodes of programs. Paid subscriptions to individual programs may be one way to go. Present vignettes to highlight upcoming programs.
- Green Transportation: Many communities are not walkable or bike-able. Need to encourage communities to become more walk/bike friendly. There is no bike rack at WHRO for people who ride their bike to the station. *WHRO note: Some of the most popular HearSay programs have been on biking. HearSay also did a show on walkable cities.*
- Investigative Reporting: There are local issues that beg for investigative reporting (i.e. social service organization scandals in Virginia Beach and Norfolk). Is there any way for WHRV to have an investigative reporter?
- 1619: The Making of America ( <http://1619makingofamerica.com/>): The Joseph Roberts Jenkins Center at Norfolk State University and the Hampton History Museum are hosting a conference focusing on 1619: The Making of America on September 26-27, 2013. The conference will take place at the Hampton Roads Convention Center on Thursday, September 26, 2013 and at Norfolk State University's New Student Center on Friday, September 27th. Each day will feature different scholarly and community leaders speaking on a variety of issues that faced Native Americans, Europeans and Africans in Virginia and beyond. 1619t was a transformative period in America and the hope is for it to become a national dialogue. Also hope that WHRO will help promote the conference.
- Fort Monroe: There is a scholars' roundtable in May. Fort Monroe is an on-going issue important to our region. *WHRO response: HearSay will produce a program on Fort Monroe within the next 90 days.*
- Green Aviation: WHRO reported that following the suggestion during the last CAB meeting, a HearSay program focused on green initiatives in the military. Another "green" program idea is green aviation
- Sea Level Rise: Sea-level rise continues to be an important issue for Hampton Roads, but rather than always focusing on the negative, it would be nice to share with the public some of the positive ways that the region is addressing the problem. It is not good for the region's economic development if the rest of the world gets the message that we are sinking.
- Community Screenings: WHRO has hosted two recent screenings at Hampton University. It would be nice to host screenings at other local colleges and universities. Norfolk State University would definitely be interested. *WHRO response: Last year, WHRO also hosted screenings at Old Dominion University and the College of William and Mary. The station will look for opportunities to partner with NSU in the future.*

### **WHRO Education Updates – Doug Weiss**

WHRO's Education Department offers a broad range of online content and development services to meet the needs of school divisions, educational publishers and learning specialists. More information is available at: <http://education.whro.org/>

A few highlights of the department's current activities include:

- Producing a one-hour TV special on education issues
- Producing a series of interstitials focused on key education issues

- Pursuing a Corporation for Public Broadcasting grant to produce a weekly hour-long radio program focused on education
- eMediaVA currently hosts 89,000 teacher accounts and houses 22,000 digital assets
- Expanding online courses (currently have 22 courses)
- Re-purposing courses to create online textbooks
- Developing a public media consortium to connect stations with a similar focus on education.

**Summary and Conclusion - Barbara Hamm Lee**

- WHRO will offer a webinar option for the June meeting
- Each CAB member has been asked to bring a potential new member to the next meeting

**Next CAB Meeting:**

- Tuesday, June 11, 2013, 6 – 7 pm