

**WHRO COMMUNITY ADVISORY BOARD**  
**May 2, 2012**

The members of the WHRO Community Advisory Board met on May 2, 2012 at 5:30pm in the executive conference room. The following board members and staff attended:

**COMMUNITY ADVISORY BOARD MEMBERS**

Chair: Barbara Hamm Lee, Creative Services Officer, Host and Executive Producer of Another View

**WHRO STAFF**

Dwight Davis, Director of WHRO-FM

Linda Delgado, Director of Television Programming

Danny Epperson, Public Affairs Producer/Writer

Lisa Godley, Associate Producer

Kelly Jackson, Director of WHRO Center for Regional Citizenship

Cathy Lewis, Host and Executive Producer of HearSay with Cathy Lewis

Heather Mazzoni, Content Officer

Anthony McSpadden, Director of WHRV-FM

Doug Weiss, Vice President of Operations

Barbara Hamm Lee opened the meeting, introducing Doug Weiss, WHRO Vice President of Operations.

Mr. Weiss welcomed the group and shared brief reflections on public media and the important role that the community advisory board plays in our industry.

After introductions, there was a presentation of upcoming programming and several sneak preview clips were shared. That was followed by an overview of the American Graduate: Let's Make it Happen initiative. Thereafter, the following topics were put forward:

Loss of state funding and creation of new revenue streams – CAB members suggested that WHRO be more specific in describing the impact of budget cuts to the community.

Follow-up to national broadcasts – Follow-up national broadcasts with complementary local programming to provide regional perspective on the issues

Traffic – Cover local traffic issues such as tailgating, emergency vehicle protocol, school bus safety, etc. Also, expand traffic reporting beyond drive time and include weekends. Community may fund expanded traffic reports because WHRO (aka Sondra Woodward) offers the best coverage. The automated traffic signs only have seven options for alerting drivers.

Child abuse – Frontline programs are great!

Earth Day – Focus on green buildings.

History programs – More is better.

Women's issues – STEM programs, female leaders, etc. WHRO should partner with higher education, YWCA and other organizations focused on women's issues to push out programming and generate local impact.

Travel – More travel programs. NC airs more travel programs.

Education - Education reform issues, WHRO's relationship with local school divisions, expanding that relationship to higher education, WHRO to facilitate more collaboration among institutions of higher education

Volunteerism – WHRO serve as clearinghouse for volunteers, coordinate fragmented recruiting efforts, inform community of nonprofit organizations' needs for volunteers, be umbrella

Survey of interests – WHRO to survey community about their interests

CAB Ambassadors – Use CAB members as Ambassadors in the community. CAB members want to know how they can support WHRO in the community.

Meeting location – Hold some of the CAB meetings on the Peninsula.

Barbara Hamm Lee closed the meeting by promising quarterly CAB meetings and asking for help in recruiting new members.