

WHRO COMMUNITY ADVISORY GROUP
June 25, 2013

The members of the WHRO Community Advisory Board met on Tuesday, June 25, 2013 at 6:00 pm in the WHRO Executive Conference Room. The following community members and WHRO staff attended:

COMMUNITY MEMBERS PRESENT: In-person - Billie Einselen, Lee Rich, Lance Shavers, Todd Solomon.
Webinar - Joe Heyman

WHRO STAFF PRESENT: Mark Burnett, Director of Production; Dwight Davis, Director of WHRO FM Programming; Danny Epperson, Senior Producer; Annie Gilstrap, Manager of Educational Technology; Lisa Godley, Producer; Kelly Jackson, Director of the Center for Regional Citizenship; 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.

American Graduate Updates – Annie Gilstrap

American Graduate: Let's Make it Happen is a public media initiative to improve 21st century learning and increase high school graduation rates to prepare more students for college and careers. Local stations are at the center of the community-based work providing quality content, forums, and classroom resources to build local capacity for long-term success.

Local American Graduate efforts have included digital storytelling training for teachers and students. Digital storytelling gives students a voice and is an exciting way to engage young people in learning through technology. According to the revised Bloom's Taxonomy, digital storytelling addresses 18 of the 20 expectations for what learning should look like in the 21st Century. The process of digital storytelling also supports the National Education Technology Standards for Students.

As a result of WHRO's professional development for teachers, Norfolk Public School teachers created their own lesson plans. The lesson plans have been imported into WHRO's eMediaVA for wider distribution. WHRO has also delivered training directly to students. For the past two summers, WHRO has led digital storytelling training for underserved youth enrolled in Camp Inspire, a free curriculum-driven, teen leadership program sponsored by the Norfolk Department of Recreation, Parks & Open Space (RPOS) in partnership with Teens With a Purpose (TWP).

Program Previews/Updates – Heather Mazzoni/Dwight Davis

Program Changes – WHRO TV:

NEED TO KNOW – Production ceases June 28, 2013. PBS is launching a new program to take its place. ***Charlie Rose Weekend*** to launch in July and air Friday evenings at 8:30 PM to replace *Need to Know*.

CHARLIE ROSE WEEKEND to feature Charlie Rose's focus on events and conversations shaping the week and the week ahead. Drawing on conversations from his nightly PBS program and new insightful perspectives from around the world, *Charlie Rose Weekend* will capture the defining moments in politics, science, business, culture, media and sports in a fresh, engaged, and smart presentation.

Program Updates – WHRO TV:

EATING ALABAMA - A fun, upbeat meditation on community and sustainability, *Eating Alabama* follows filmmaker Andrew Beck Grace and his wife Rashmi as they set out to eat the way their grandparents did -- seasonally and locally. But they soon realize (after clocking over 700 miles from farm to farm on their first "grocery run") that everything about the food system has changed since their families stopped farming a generation ago. *Eating Alabama* airs Thursday, July 11th at 9 PM. Watched clip.

OUT IN AMERICA - An uplifting collection of unique and inspiring personal narratives told through the lens of the country's most prominent LGBT figures and pioneers, as well as many average, yet extraordinary, citizens from the gay community.

WHRO partnered with Old Dominion University's Gay Cultural Studies department to present a free screening and discussion of the film on Thursday, May 30th at ODU's University Theatre. Showed photograph of the screening event.

PEG AND CAT – PBS recently announced a new children's program! Peg & Cat is a new pre-school series that follows the spirited Peg and her sidekick Cat as they embark on adventures, solve problems and learn foundational math concepts and skills! Produced by The Fred Rogers Company and 9 ate 7 Productions, Peg & Cat debuts October 7th on WHRO TV and WHRO KIDS. Watched clip.

WHAT IF – Last December PBS reached out to local stations hoping to capture the military perspective around their experiences with and exposure to PBS programming and the ways in which it made a tangible difference in their lives. WHRO was able to put them in touch with David Klaverkamp, who Kelly Jackson, director of WHRO's center for regional citizenship, had met at a local event. Watched David's "What if" testimonial.

Summer Sizzle – Watched clip of programming coming in the next few months.

Program Changes/Updates – WHRV 89.5 FM

TALK OF THE NATION – TOTN ending its run at the end of June. **HERE AND NOW** has been selected as the replacement program. Listened to clip. *Talk of the Nation Science Friday* will continue and is being rebranded as Science Friday.

Program Changes/Updates – WHRO 90.3 FM

Music of the War of 1812 - Special program aired to compliment observances of the Battle of Craney Island.

Upcoming:

- Special programming for the Fourth of July and Bastille Day
- **Oklahoma** - broadcast from Chicago Lyric Opera
- Metropolitan Opera National Council Auditions Winners Concert
- Wagner & Verdi operas from La Opera and San Francisco Opera to observe those composers' birthday bicentennials
- Special program celebrating the opening of the Mariinsky II Opera House in St. Petersburg, Russia
- Virginia Symphony and Virginia Opera broadcasts return in the fall
- Beginning of broadcast series of Virginia Arts Festival chamber concerts

Local Program Announcements

At the 76th Annual Virginia Association of Broadcasters Awards, WHRO won eight awards; the most in the Commonwealth. Awards are based on projects first aired between January 1 and December 31, 2012:

- Best Documentary or Public Affairs Program: WHRV-FM 1st Place, HearSay: A Better Grasp on Gangs (<http://www.hearsay.org/post/A-Better-Grasp-on-Gangs.aspx>)
- Best Human Interest Series: WHRO-TV, 1st Place, *Solutions to the Dropout Epidemic* (http://americangraduate.whro.org/index.php?option=com_content&view=article&id=73:solutions-to-the-dropout-epidemic&catid=17:videos&Itemid=4); WHRV-FM 2nd Place, HearSay: About Face (<http://www.hearsay.org/post/About-Face.aspx>)
- Best Station Promotion/Contest: WHRV-FM, 1st Place, New Website WHRV/WHRO; WHRO-TV, 1st Place, Public Service: About You; WHRO-TV, 2nd Place, What has WHRO created in you?
- Outstanding Newscast: WHRV-FM, 1st Place, Local Newscast 12/11/12

Feedback from Community Members:

Response to Program Updates:

TOTN: *Talk of the Nation* was the best at explaining how government works using understandable language and presented in a way that supports civics education. This type of programming is especially critical at a time when schools are discontinuing civics programs. NPR hosts promote the value of and dependence on members, yet the decision to cancel TOTN disregarded listener input. A CAB member was informed by a TOTN spokesperson that it was Neil Conan's decision to leave, but Neil Conan has expressed a different perspective. CAB member is opposed to the pre-emptive decision and thinks that NPR should have sought more input from members. TOTN replacement program sounds like a sound bite program, devoid of the in-depth coverage typical of TOTN.

WHRO Response: Stations did not receive much advance notice of the cancelation and do not have strong influence on these types of decisions. Unfortunately, when bedrock programs are discontinued, it is felt most strongly at the local level. Disgruntled members express their displeasure by not supporting their local station, but local stations must still pay for national programs. TOTN national ratings were declining in some areas. WHRO no longer purchases rating information and does not base program decisions on ratings. CAB Members are encouraged to give the new program a chance and if it is not a good fit, the selection will be re-evaluated. FYI: Neal Conan was a guest on HearSay with Cathy Lewis on June 25, 2013. To listen to the program, go to <http://www.hearsay.org/2013/06/default.aspx>

Topics of Interest initiated by CAB Members for Discussion:

- Foster Care: The foster care system is in a shambles. While the goal is to return children to their biological parents, the system often returns kids too quickly, putting them at-risk for the same abuse for which they were removed. The system has misplaced priorities and should be examined.
- Elder Care: There are elder care facilities in our community that do not serve the best interests of their primary clients. There are cases of healthy seniors (both physically and mentally) being forced into elder care by family members and then being cut off completely from the outside world against their will.
- 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. 1619 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.

- Travel Programs: Pleased to have more travel programs on-air, especially Rick Steves
- TV Pledge: Don't like the interruption of regularly scheduled programs, especially if the pledge programming is not the best. It is tiresome to see the same pledge programs over and over. WHRO World is a nice alternative when can't find anything of interest on TV15. *WHRO Response: WHRO is airing its primetime schedule overnight so that viewers can record their favorite programs. PBS is also addressing concerns by looking for primetime programs that could be made into pledge programs and by producing new pledge programming that complements the primetime genre. It is difficult to get blockbuster specials like Les Miserables for pledge, but PBS is trying to create more polished packages for pledge. WHRO would like to increase the number of local pledge shows. For instance, in September, we will air "The Art of Glass," a documentary produced in partnership with the Chrysler Museum. Also, in July, WHRO is scheduled to launch a new website that will make all content available online and enable viewers to watch their regular programs online during pledge.*
- WHRO SWAG: WHRO occasionally sends unsolicited "thank you" gifts to members. Not all recipients are interested in receiving such gifts. *WHRO response: WHRO will, upon request, remove members from the list to receive gift mailings.*
- Sea-level Rise: The Hampton Roads Center for Civic Engagement (HRCCE) is raising funding and generating efforts to address sea level rise in Hampton Roads. Old Dominion University has a program, but it has a more technical focus. The HRCCE wants to more fully engage the general public and is trying to secure funding to hold a forum. This fall, the HRCCE is holding a contest for high school students that is designed to build civic engagement skills and is using sea-level rise as the topic.
- Fort Monroe: Fort Monroe continues to be mentioned as an important local issue.

WHRO Requests of CAB Members

Dimensions - WHRO's monthly member guide has a new format and look. We want to do a better job of presenting scheduling information in an easy-to-read, cogent format and want to offer more information about particular shows. CAB Members are encouraged to share feedback on the new format as well as ways to improve the publication.

Another View – Another View, heard every Friday from noon to 1 pm on WHRV 89.5 FM, is interested in producing a program on the African American perspective of the military. CAB Members are encouraged to share contact information for potential guests who are of African American heritage and who are either active duty or retired from the military.

Summary and Conclusion - Barbara Hamm Lee

WHRO continues efforts to increase CAB membership and participation. Attempts to maintain contact between meetings will hopefully keep members more engaged.

CAB Meeting Schedule for 2013 - 2014:

CAB meetings will continue to be held at WHRO on Hampton Boulevard with a webinar option available for members who prefer not to travel to the station (6 – 7:30 pm).

Meeting dates:

- Tuesday, September 17, 2013
- Tuesday, December 10, 2013
- Tuesday, March 18, 2014
- Tuesday, June 17, 2014