

WHRO COMMUNITY ADVISORY GROUP

MINUTES of the
PUBLIC MEETING of the
WHRO Community Advisory Board (CAB)
Tuesday, September 16, 2014
WHRO Studios
5200 Hampton Boulevard
Norfolk, VA 23508

COMMUNITY ADVISORY BOARD MEETING

Chairwoman Barbara Hamm Lee welcomed everyone and called the meeting to order at 6:15.

Introductions were made by the following present members of the Community Advisory Board:

Cindy Caskey
Ruth Cookson
Betty Wade Coyle
Cindy Cutler
Charles Gates
Denise Goode
Valeria Jessup
Chris Scanlon
Robert Shapiro
Lance Shavers
Mary Joe Wilfong

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

CHAIR: Barbara Hamm Lee, Host & Executive Producer of *Another View*
Shannon Bowman, Social Media Producer
Morgan Chase, Producer/Writer
Dwight Davis, WHRO 90.3 FM Program Director
Danny Epperson, Sr. Producer, Radio & TV
Jeff Fine, Director of Production & Media Services
Lisa Godley, Producer
Edward Joyce, Volunteer
Heather Mazzoni, Vice President of Content
Nancy Rogan, Director of Community Engagement
Doug Weiss, Chief Operations Officer

CAB Guidelines Vote

Barbara Hamm Lee made a motion for the CAB to accept and implement the CAB Guidelines dated June of 2014: Motion was seconded and CAB Guidelines were unanimously approved by all CAB members present.

Highlights of CAB Guidelines – Doug Weiss

- CAB members shall run the board and WHRO will provide support.
- CAB must have at least one annual meeting.
- Chair and Vice-Chair are to be elected for one year terms.
- Chair, in consultation with the members, shall: set meeting schedule, meeting agendas and preside over CAB business.
- CAB is capped at 21 individuals.
- CAB is required to submit an annual report with all CAB activities, reviews and recommendations to the WHRO Educational Advisory Committee (EAC) of the Governing Board.
 - o WHRO is owned by 19 regional school districts which have established a Governing Board of 35 members who are charged with the fiscal oversight of WHRO.
- Membership Committee of the CAB is responsible for adding and removing members of the CAB.
 - o Identified a previous problem with CAB members falling from the rolls due to failure to meet the guideline requirement to attend at least three of the four annually required meetings.

Floor opened to questions on the CAB Guidelines:

Jonathan Nye, member of general public in attendance, requested clarification on the interaction/workflow between WHRO and the CAB?

The CAB is designed to act as an extra set of eyes and ears for the community and to provide recommendations and concerns to WHRO. The WHRO staff will look into these recommendations and concerns and reply to the CAB.

Chair and Vice-Chair nominations and elections-Nancy Rogan

Nominations for Chair conducted with Robert Shapiro nominating Lance Shavers. No other nominations were presented. A vote was conducted and Lance Shavers was unanimously elected as the CAB Chair.

Nominations for Vice-Chair were conducted with Denise Goode nominating herself. No other nominations were presented. A vote was conducted and Denise Goode was unanimously elected as the CAB Vice-Chair.

WHRO Community Engagement Updates – Nancy Rogan

American Graduate Initiative:

- Has received grants totaling \$310,000.
- Community Planning board has been established and will meet over the next two years with the goal of targeting graduation barriers and providing solutions to overcome those barriers.
- September 27th will be American Graduate Day. WHRO will provide seven hours of local and national programming on initiatives improving graduation rates.

Veterans Coming Home Initiative:

- A video clip was shown highlighting the pro-bono work of the Lewis Puller Jr. Veterans Clinic which provides legal assistance to military veterans in the submission of their Veterans Administration claims.
- Eight more episodes are planned covering veterans issues such as: homelessness, education, family support, etc.

Two recommendations were made by CAB members:

- Betty Wade Coyle recommended that a copy of the video be forwarded to The Honorable Toddy Puller, the widow of Lewis Puller Jr., at district36@senate.virginia.gov
- A recommendation was also made to include a link on the Youtube page directing viewers to www.whro.org/veterans. Shannon Bowman, Social Media Producer, will have link active by the 17th of September.

Programming Highlights – Heather Mazzoni

OVEE:

- A new streaming system that allows local stations, including WHRO, to pull down and invite viewers to participate in interactive content.
- Targeted to non-traditional television viewers who normally stream content via the internet.
- First program will be Dr. Mad Blood to be streamed on Halloween at 10:30.
- WHRO will send out invites to all CAB members.
- OVEE is a social TV experience from Independent Television Service (ITVS) serving public media and other partners with free streaming video from PBS Video, YouTube, and Ustream. It connects audiences anytime to watch together and interact with content. Its features include:
 - o Easy five-minute setup
 - o Live chat, polls, emoticators
 - o Facebook and Twitter sharing
 - o One-click screening metrics reports
 - o Branding and call-to-action opportunities
 - o Up to 1,000 participants per screening
- www.ovee.itvs.org

The Scene:

- WHRO has teamed up with PBS Digital to launch a new web series called "The Scene". The goal is to make an impact in our community by producing video series that will capture and give prominence to underground, unknown or just under-appreciated artists in Hampton Roads. Along with our companion website, each episode will tell a unique and positive story about local artists and their craft. Digital storytellers are documenting specific stories covering a variety of art themes such as street-art, tattoo, sculptures, music, painters, photographers, performance artists, improv performers, and more. We've created The Scene series so that local artists can tell their own stories as an insider's perspective about art in our community. They will share what they want locals and visitors to know about how the art scene is a big part of what Hampton Roads really is. We have already interviewed over a dozen local artists from Hampton Roads and started putting together their stories that they are excited to share with you and the community. We narrowed our first series down to eight webisodes based on their story ideas and art, video clips and passion for the project. Each webisode, once produced, will be shared via WHRO and The Scene, and also through the PBS Digital Studios YouTube Channel. The series will premiere in September 2014 with the release of a new video each week.
- First video, featuring B. C. Wilson and Skye Zentz, was shown.
- Shannon Bowman and Kenny Hopkins are the primary drivers for The Scene.
- CAB members were solicited to recommend any local artists.
- www.thescene.whro.org

Workplace Readiness – Doug Weiss

WHRO is concentrating on creating a curriculum, in Virginia, for Workforce Career Readiness and Development.

- Addresses specifically the under and unemployed.
- 21 modules will be developed, 5 already funded. Modules will be given away for free to all skilled work force training centers, schools, employers, etc.
- Goal is for all high school graduates to have a workforce certification at graduation.
- Correlated to Virginia Standards Of Learning (SOL) requirement.

Radio Highlights

89.5 WHRV – Barbara Hamm Lee highlighted that this Friday’s show, *Justice...or Just Us?*, will focus on the incarceration rate of the African American community.

www.anotherviewradio.org

90.3 WHRO – Dwight Davis reminded members that a little Mozart or Beethoven can give them respite from all the world’s problems and provide hope in humanity.

Call for Committees – Lance Shaver

Call for committee membership was made by Lance Shavers, CAB Chairman, with the following committee memberships established:

Membership Committee

Ruth Cookson
Cindy Cutler
Betty Wade Coyle

Social Committee

Cindy Caskey
Deborah Thorpe
Mary Joe Wilfong

Outreach Committee

Robert Shapiro
Denise Goode
Cindy Cutler
Valeria Jessup

Feedback Community Advisory Board Members – Lance Shavers, CAB Chair:

Lance Shavers, CAB Chair, identified that a major topic of military personnel has begun to revolve around the military drawdown and the inherent involuntary separations which are creating anxiety for military members and their families.

Denise Goode identified that regional food banks have seen an increase of more than an additional 100,000 families than they assisted just a few years ago and that support for programs like food banks and other initiatives like the “Backpack” program (discretely provides enough food for children in need to take home) should be highlighted.

Charles Gates highlighted Elisabeth Richardson, an 18 year old high school student in Portsmouth, who has started a community garden and food bank at her church.

Cindy Cutler invited all members to attend a free screening of the documentary *Gen Silent* on the 8th of October. Refreshments at 5:30 with the film starting at 6:10. The film addresses Gay, Lesbian, Bisexual and Transgender adults who fought the first battles for equality and now face fear of discrimination, bullying and abuse at the hand of caregivers. A panel discussion will follow the film.

FY15 Meeting Dates:

- December 16, 2014
- March 17, 2015
- June 16, 2015

Next Meeting: December 16, 2014 at 6:00 p.m. at WHRO in Norfolk.

The CAB meeting was adjourned, by the Chair, at 7:42 p.m.

Respectfully submitted,
Nancy Rogan