

WHRO COMMUNITY ADVISORY GROUP
September 17, 2013

The members of the WHRO Community Advisory Board met on Tuesday, September 17, 2013 at 6:00 pm in the WHRO Executive Conference Room. The following community members and WHRO staff attended:

COMMUNITY ADVISORY BOARD MEMBERS PRESENT: In-person – Adam Bellin, Betty Wade Coyle, Marcella Germanotta, Maxie Lee, Marshall McClure, Errol Plata, Lee Rich, Lance Shavers, Todd Solomon. Webinar – Earl DeMott, Joe Heyman, Dr. Cassandra Newby-Alexander

WHRO STAFF PRESENT: Mark Burnett, Director of Production; Morgan Chase, Producer/Writer; Danny Epperson, Senior Producer; Lisa Godley, Producer; Kelly Jackson, Director of Community Engagement; Tom Morehouse, Chief Financial Officer; Dina Richards, Online Media Officer; Doug Weiss, Chief Operations Officer;
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.

PBS Fall Highlights – Barbara Hamm Lee

Review of handout highlighting PBS Primetime Programs for fall 2013. Programs include: Last Tango in Halifax; PBS Newshour Weekend; MASTERPIECE: MYSTERY! “Foyle’s War, Series VII”; Latino Americans; GREAT PERFORMANCES: “The Hollow Crown”; Genealogy Roadshow; PBS Indies Showcase; INDEPENDENT LENS: Don’t Stop Believin’: Everyman’s Journey & The Waiting Room; POV: Brooklyn Castle & 56 Up; MASTERPIECE CLASSIC: “The Paradise”; FRONTLINE: League of Denial: The NFL’s Concussion Crisis; SUPERHEROES A NEVER-ENDING BATTLE; Exploration Wednesdays; PBS Arts Fall Festival; THE AFRICAN AMERICANS: MANY RIVERS TO CROSS; AMERICAN EXPERIENCE: WAR OF THE WORLDS; AMERICAN EXPERIENCE: JFK; NOVA John F. Kennedy; Mark Twain Prize: Carol Burnett; HOW SHERLOCK CHANGED THE WORLD; Downton Abbey Season 4.

American Graduate Updates – Kelly Jackson

Based on national recommendations identified in the [Building a Grad Nation Report 2013](#), American Graduate Hub Stations across the country, with support from the Corporation for Public Broadcasting (CPB), are convening broad groups of community stakeholders in a Town Hall setting. The Town Halls will engage key community stakeholders with the goal of identifying the challenges student face beyond the classroom and moving toward further developing community-based solutions that support students’ success in school. Prior to the Town Hall, HUB stations are hosting Community Conversations with the stakeholder groups to identify challenges, solutions and supports for improving youth outcomes. WHRO Community Town Hall activities will take place in early 2014.

The African Americans: Many Rivers to Cross – Kelly Jackson

In support of the upcoming PBS series [THE AFRICAN AMERICANS: MANY RIVERS TO CROSS](#), fifteen public media stations in sites across the country have been selected to create local companion productions and professional development workshops for educators focused on the production. The workshop will include an overview of the series and website and hands-on lesson plan demonstration led by education professionals from WNET Thirteen New York Public Media. WHRO’s local partners include Casemate Museum/Fort Monroe, Colonial Williamsburg Foundation, Hampton History Museum, Hidden Heritage Education, National Park Service – Colonial National Historical Park, Norfolk State University, and The Sankofa Project.

New Website for Another View – Barbara Hamm Lee

[Another View has a new website](#) that is more user friendly and interactive. All past programs are available for streaming and a new “search” feature enables program searches by topic. Another View airs every Friday from noon – 1 pm on 89.5 FM.

CAB Feedback:

- Another View should establish a Linked-In account

Demonstration of New Media Player – Dina Richards

WHRO’s new media player offers all digital content in one location and makes it accessible on multiple platforms. The media player offers features that include: 24/7 streaming of all eight of our radio stations; all locally-produced radio programs on demand and when available, episode playlists and podcasts subscriptions; more than 300 national and local PBS programs on demand, with more than 32,000 video clips and full-length episodes, including archived WHRO-TV programs and documentaries.

WHRO’s Media Player may be found at www.whro.org/mediaplayer.

CAB Feedback:

- Listen to radio more than watch TV (Stream while working – www.reciter.com)
- WHRO should do more to promote Media Player

Feedback - Community Advisory Board Members:

General Feedback:

- Want local spin on important topics
- Suggestion to produce local documentaries. *WHRO Response – Need funding to produce documentaries. On average, it costs \$1,000 per minute to produce TV. WHRO is taking action to empower local content producers. WHRO offers digital storytelling training for students and teachers and has launched an effort to develop StoryCorpsU in local school divisions. The StoryCorpsU College Readiness Curriculum is an interactive, standards-based, college-readiness program that uses StoryCorps content and interviewing techniques to enhance students’ skills in the areas of speaking, listening, writing, and critical thinking, while also fostering their self-awareness, social awareness and school connectedness.*

Topics of Interest:

- Beekeeping
- Fort Monroe
- Sea-level Rise/Wetlands Restoration: ODU hosted conference on sea-level rise; Lynnhaven River Project & Chesapeake Bay Foundation Programs. Hampton Roads Green Building Council Announcements will be sent to WHRO producers for topic ideas
- Human Trafficking: AAUW hosted program.
- Foster Care/Elder Abuse: International adoptions recently in the news for abuse
- STEM Education for Girls: Steam Academy
- Healthcare/Health Insurance: How to sign-up for ACA
- Mental Health: Effects from recent shootings, workplace violence, PTSD (involve local organizations that provide services, like EVMS)
- Technology Skills: Programs for seniors to increase technology skills. Green Building Alliance could provide support for computer lab/workshop.
- Leadership skills: How to be better employees
- Surviving the Economy: Veterans using GI bill to survive. Interested in correlation between GI bill income and new construction at TCC
- Service-Learning: Look at benefits of service-learning at universities and other nonprofits. Dean at EVMS did service-learning

Ideas for Increasing Community Participation:

- Promote CAB at WHRO events
- Promote CAB among donors
- Promote on Facebook (initiate conversation)
- Ask community leaders to share what they like about public media
- Online survey – allow CAB members to review first, don't make answers mandatory, provide space for comments, enter survey participants in drawing
- Attend other nonprofit events to see what is going on and who is involved (i.e. CNU hosted event on sea-level rise)

Update on WHRO Education Services – Doug Weiss

WHRO's Education Department comprises ½ of WHRO staff and a significant portion of activities that are not on-air. WHRO Education supports eMediaVA , a state-wide digital distribution platform with high quality digital content available for free to every K-12 teacher and student in the Commonwealth. Featuring the best purpose-built content from leading educational, cultural and scientific organizations, eMediaVA currently offers more than 30,000 learning objects with more being added daily, all of which are correlated to the Virginia Standards of Learning. Over 100,000 teachers have eMediaVA accounts and over 10 million learning objects are accessed each year.

eMediaVA won the 2013 annual Governor's Technology Awards for "Innovative Use of Technology in Education." Winners are determined by a distinguished panel of government information technology (IT) experts. For 16 years, the Governor's Technology Awards program has recognized public sector IT projects that have improved government service delivery and efficiency.

Summary and Conclusion - Doug Weiss/Barbara Hamm Lee

Doug – CABs have been an important component of public media for many years. Public media has a long standing commitment to be responsive to the interests of people both in particular localities and throughout the United States. Our services are offered for the public and are made possible by the public. WHRO appreciates CAB members sharing their time and feedback. As an essential part of our organization, CAB helps to guide us and to correct our course when we go in the wrong direction.

Barbara – Please complete the CAB member information form. Having more information about our members will help us to provide better service. We also hope that you will recommend new members in our continued efforts to broaden and diversify CAB participation.

CAB Meeting Schedule for 2013 - 2014:

CAB meetings are 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