

WHRO COMMUNITY ADVISORY GROUP
December 11, 2012

The members of the WHRO Community Advisory Board met on Tuesday, December 11, 2012 at 6:00 pm in the WHRO Executive Conference Room. The following community members and WHRO staff attended:

COMMUNITY MEMBERS PRESENT: Betty Wade Coyle, Billie Einselen, Joe Heyman, Errol Plata, Shana Pribesh, Lee Rich, Donna Speller Turner, Brian Wells

WHRO STAFF PRESENT: Mark Burnett, Director of Production; Morgan Chase, Producer of *HearSay with Cathy Lewis*; Dwight Davis, Director of WHRO FM Programming; Danny Epperson, Producer; Lisa Godley, Producer; Kelly Jackson, Director of the Center for Regional Citizenship; Cathy Lewis, Host of *HearSay with Cathy Lewis*. **CHAIR:** Barbara Hamm Lee, Host & Executive Producer of *Another View*

Welcome & Introductions

Barbara Hamm Lee welcomed and thanked everyone for attending. Each attendee introduced themselves.

Local Program & Outreach Updates (see attached)

WHRO TV & WHRV FM: 2nd District Congressional Debate; WHRO featured on PBS NewsHour segment, "Battleground Dispatches" ; 48 HOURS Film Festival; HearSay with Cathy Lewis; Another View; American Graduate, "Solutions to the Dropout Crisis"

WHRO FM: Preview of Virginia Opera production, "Die Fledermaus with Dr. Glenn Winters; Broadcast of Virginia Opera production, "The Pearl Fishers"; Broadcast of Virginia Symphony concert

Outreach: Half the Sky Screening; Children's Festival; The William & Mary McGlothlin Leadership Forum Partnership; The Abolitionists Screening, 1-24-13

CAB Feedback/Discussion

American Graduate: All members confirmed awareness of the American Graduate initiative (flyer attached)

Program Interests:

- Add BBC America to WHRO World
- Excited for season three of Downtown Abbey
- More travel shows. Rerun Rick Steve's Sunday afternoon program. NC and Richmond offer more travel programs than WHRO

Outreach Interests:

- Student outreach around broadcasts of opera. Provide opportunities for underserved students to listen to opera and have it explained. WHRO FM offers an hour-long preview prior to broadcasts of the Virginia Opera. Currently, there is no funding for WHRO to host student events. There was mention of no cost opportunities for students to attend performance rehearsals;
- WHRO to promote community events. Specific mention of a national speaker coming for Feb 2013 event on military green efforts. Reported that WHRO does not offer free PSAs, but local programs do accept information on community events and will share as appropriate and as time allows. Underwriting opportunities are also available;

- Mechanism for WHRO/Higher Education collaboration around important local issues. Hampton Roads not maximizing collective knowledge. WHRO to work with higher education toward a single focal purpose, like sea-level rise. WHRO to focus on and communicate about specific critical issues. An American Graduate like series on an issue like sea-level rise. HearSay with Cathy Lewis works with higher education on issues of economic competitiveness. HearSay always welcomes information on thought leaders as potential guests.

Topics of Interest:

- Sea-level Rise: Look at issue from different perspectives (i.e. leaders, building codes, emergency responders, etc.). Difficult to get elected officials to discuss comprehensive measures to address issue. HearSay talks with leaders about issue and is seeing movement on local level. There is currently no state agency comprehensively dealing with issue;
- STEM in general. STEM Academy at Fort Monroe specifically;
- Planning for the future of Fort Monroe;
- Local history: Dust Bowl (national) scale program on local history. Ken Burns has been approached about production opportunities in Hampton Roads, especially around the military;
- 150th Anniversary of Civil War and Emancipation Proclamation.

Meeting Locations and Formats

Discussion of increasing CAB membership and diversity. Ideas included: alternating meetings between the Peninsula and Southside; meeting participation through webinar; current members recruiting new members. Discussion highlights:

- Members like face-to-face meetings. Offering both webinar and face-to-face options is ideal. Members also offered to secure Peninsula locations for meetings;
- Each CAB member to recruit a new member for next meeting. Ideally someone who is a consumer of WHRO programs, but is not necessarily like-minded in order to increase diversity.

Upcoming Meeting Dates

- Tuesday, April 9, 2013, 6 – 7 pm
- Tuesday, June 11, 2013, 6 – 7 pm