

Community Advisory Board Meeting
WHRO
16 June 2015

Meeting was called to order by Chairman Lance Shavers at 6:12PM.

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

Lance Shavers (Chairman)
Betty Wade Coyle
Cathy Cutler
Jonathan Nye
Robert Shapiro
Mary Joe Wilfong

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

Danny Epperson, Sr. Producer, Radio & TV
Edward Joyce, Volunteer
Barbara Hamm-Lee, Host & Executive Producer of Another View
Heather Mazoni, Vice President of Content
Nancy Rogan, Director of Community Engagement
Doug Weiss, Chief Operating Officer

March minutes were adopted without dissent

Social Media – Nancy Rogan provided updates:

The Scene –

- Last video of first series complete. Next twelve videos funded and production is beginning. Plan is to have three videos from each of the local cities.
- Played latest

Robert Shapiro asked whether The Scene videos will ever be aired on broadcast WHRO Channels? Heather said perhaps.

Robert hoped The Scene would continue for a long time since it showcases so many local stories. Doug Weiss let everyone know that there is not a set period for The Scene video production but as in all programming it will be superseded when it has run its course.

Workforce Development, Skills On Line and Another View – Barbara Hamm-Lee provided updates:

Workforce Development –

- New SkillsOnLine portal will be going live in the next week or two.
- 21 Work Force modules are planned with 5 being funded.

- 1st module to be released at the end of this month.
- Next four should be completed by the end of September.
- Organizations that use modules for groups of students will be required to record and report demographic data to WHRO.
- First module topics will include:
 - Digital Citizenship
 - Applied Math
 - Locating Info on the Internet
- Six organizations including ACT to fulfill accreditation if students take tests to show proficiency.
-

Another View radio show –

- Show will reach its fifth anniversary on Friday the 2nd of July.
- Plan is for lighter topic shows during the remainder of summer with deeper topics to be tackled during the fall.
 - Nominated for Virginia Broadcaster Awards, Best Public Affairs Category, for the show Justice or Just Us.

Radio and Television Programming was briefed by Heather Mazzoni:

General –

- WHRO/WHRV has been nominated for 10 Virginia Broadcaster Awards
- WHRO/WHRV has won more VAB awards in the last five years than any other broadcaster.
- PBS has moved up from 15th largest viewership of broadcast channels to 5th.

Radio –

- WHRV, Bob Edwards show going off air to be replaced with the show With Good Reason.
- WHRO, new program, interstitial, Composers Notebook will be joining programming.

Television –

- Mondays, starting on the 6th of July, WHRO will be rebroadcasting prime time shows from 3:30-5:30 PM.
- Doug asked the CAB to become more involved in programming decisions, perhaps by establishing a Focus Group.
 - One of the shows looking to be replaced is Car Talk which costs the station \$30,000 per year.
- Heather played a preview video of upcoming season programming to include:
 - Poldark and Mercy Street.
 - First Peoples documentary to be broadcast on June 20th
 - Frontline, Growing Up Trans.

Community Outreach initiatives briefed by Nancy Rogan:

American Graduate (AG) –

- Looking to promote more AG Champions.
- Working with Granby High School students and teachers to author articles for the AG Blog page.

Veterans Coming Home –

- Initiating a veterans writing workshop project for D-day at William and Mary.
- On September 17th will hold a Veterans Event to include:
 - o Showing of 6 WHRO veterans videos.
 - o Panel and audience discussion of local veterans' issues and initiatives.

Open floor/member discussion:

Chairman Lance Shavers –

- Since September there has been a shift of focus:
 - o Initiated committees.
 - o Continued engagement and expansion of the committees' role.
 - Focus on membership including development of a recruiting process.

Nancy Rogan –

- Would like to see the establishment of a youth (Millennial) age board or addition of youth members to the CAB.
 - o Betty Wade Coyle recommended that we might want to pitch membership to the local high schools. Membership could be seen as an honor for students and a great community involvement activity that could be added to college application letters.

Robert Shapiro –

- Recommended that CAB members might wish to attend the next WHRO board meeting next Tuesday at noon.
 - o Nancy will send out calendar invite.

Next meeting: September 15, 2015 at 6:00 PM at WHRO in Norfolk.

The CAB meeting was adjourned by the Chairman at 7:30 PM