

Community Advisory Board Meeting
WHRO
15 September 2015

Meeting was called to order by WHRO Staff Nancy Rogan at 6:06.

Lance Shavers was thanked by staff for his dedication as Chair for the 2014-2015 year.

Guest Dick Roberts, potential CAB member introduced himself.

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

Cindy Caskey	Marcella Germinata
Cindy Cutler	Robert Shapiro
Betty Wade Coyle	Lance Shavers
Valeria Jessup	Mary Joe Wilfong

Introductions were made by WHRO staff members present:

Doug Weiss, Chief Operating Officer
Heather Mazzone, Vice President of Content
Nancy Rogan, Director of Community Engagement
Lisa Godley, Producer
Shannon Bowman, Social Media Producer
Morgan Chase, Producer
Danny Epperson, Producer

June minutes were adopted without dissent.

Nancy Rogan shared the CAB guidelines for the 2015-2016 year are available at each members' seat and to please sign the Guidelines Agreement page and turn in at the end of the meeting.

Elections

Nancy Rogan requested recommendations from the Nominations Committee for Chair and Vice-Chair. Betty Wade Coyle offered the committee recommended Lance Shavers as Chair and Mary Joe Wilfong as Vice-chair.

A request was made for nominations from the floor. It was pointed out that the Board was also accepting self-nominations. As there were no nominations to oppose the recommendations, Lance Shavers and Mary Joe Wilfong were voted in as Chair and Vice-Chair.

The meeting was turned over to the new chair.

Social Media - Shannon Bowman provided updates:

The Scene: will be working on new episodes of the Scene for TV15 Friday nights at 8:30 starting October 9th.

Initiatives: Lisa Godley provided updates

Another View radio show – New Initiative starting is “Race, Let’s Talk About It” a monthly radio show to include a web series. The goal is to get people talking and focus on solutions.

Veterans:

- Veterans Voices Town Hall: October 24, 2015 for a FREE Veterans Town Hall screening of six short videos from our Veterans Coming Home Award Winning Series. The screening will be taped live and aired on WHRO TV 15. Lunch will be served.
- Wall of Faces: Vietnam Veterans Memorial Fund has launched an initiative to locate pictures for all the names on the Vietnam Veterans Memorial Wall. WHRO is joining a national initiative to help locate the photos that are missing from Virginia's veterans. At this time there are 552.

A discussion re: publicity of this project. Staff provided information regarding there will be comprehensive marketing with radio, TV, web, Facebook and through partnerships.

Content: Heather Mazzoni provided updates

Radio Highlights:

- Invisibilia (The invisible forces that control human behavior – ideas, beliefs, assumptions, etc.) Thursdays, starting Sept 24, 1 PM
- WHRO/WHRV – Celebrating their 25th Anniversary! as having two radio stations. Vianne Webb was instrumental in raising funding and helping to make that happen.

TV highlights:

- PBS Fall Arts Festival: Premieres Friday, October 9, 9PM. Local: The Scene, 6 part series will debut Friday, October 9, 8:30 PM (PBS Fall Arts Festival)
- Mercy Street. Sundays, January 2016. Filmed in Richmond. First Masterpiece Theater in years filmed in the United States.
- Music & Might: An International Military Spectacular. Monday, November 9, 9 PM WHRO was able to work with VAF for the second year to produce the video. Will be available nationally to other Public media stations.
- I'll Have What Phil's Having. Mondays, September 28-November 2, 10. Phil is the man behind the show "Everybody Loves Raymond." This show follows with Phil Rosenthal around the world he tries new things, explores and shares good food and laughs.

Events:

- Indian Summers Screening. Thursday, September 17, 7 PM here at WHRO. CAB members will receive link tomorrow to register.

Skills On, Work Readiness Modules, Line Doug Weiss provided updates

A new SkillsOnline

- New portal has been launched. It offers easy navigation to locate specific courses from the home page.
- 3,500 courses available with 300 courses that lead to certain workforce certificates. Actual certification testing is done by credentialing agencies
- Course pricing starts at \$75 and increases depending on the intensity of the class. Many are around \$125.

Work Readiness Modules

- WHRO is continuing to develop Work Readiness Modules. Module development is based on findings of the Weldon Cooper Report at UVA which identifies 21 skills that employers identified as crucial for employees.
- They are aligned with certification requirements employed across the Commonwealth.
- Integrate them with eMediaVA, our online learning resource that reaches 147,000 Virginia Teachers, in every K-12 school in Virginia.

- They will be available for free through SkillsOnline.org and every library, career & community center and WIB in the Commonwealth at no cost.
- Give them to every community college and post-secondary institution in the Commonwealth at no cost.
- 19 owner school districts liked the modules; they requested WHRO to create one specifically for middle school youth on Internet Safety.

American Graduate: Nancy Rogan provided updates

WHRO American Graduate Public Media Liaisons

- WHRO is launching a new collaboration with Granby High School students. Students from each grade were chosen as WHRO American Graduate Public Media Liaisons. Their role will be to tell their personal journey to graduation to inspire others, share the importance of high school experience, help others stay in school, and help the community understand the struggles high school students face.

There was a request for clarification on financial impact on dropouts and if there is local information. Staff provided an infographic posted on the American Graduate website on the financial impact to Hampton Roads.

Open floor/member discussion:

Chairman Lance Shavers –

- Requested nominations for the following committee leaders:
 - Membership
 - Outreach
 - Social

Nancy Rogan –

- June is last CAB meeting for this FY.
- Reiterated that the CAB is authorized a maximum number of 20 members.
 - Looking for diversity in membership.
- CAB membership will be a focus of the next CAB meeting.

Robert Shapiro –

- Highlighted the upcoming and second annual PassPORT to Norfolk's Sister Cities event to be held at the Sheraton Norfolk Waterside beginning at 6 PM on the 15th of April. Sponsored by the Norfolk Sister City Association: (An event flyer was provided to all in attendance.)
 - Celebrity chef cuisine.
 - International entertainment.
 - Exotic bazaar.
- Delegation from Toulon will be arriving in April.
- Initiating a young global citizens group, 7th graders.
- Norfolk Sister City Association is looking into partnering with Horizons Hampton Roads and NATO.
- Morgan Chase (WHRO) would like to do a radio segment on Norfolk's Sister Cities.

Next meeting: June 16, 2015 at 6:00 PM at WHRO in Norfolk.

The CAB meeting was adjourned by the Chairman at 7:23 PM