

WHRO COMMUNITY ADVISORY GROUP

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

**COMMUNITY ADVISORY BOARD MEETING**

Chairman Lance Shavers welcomed everyone and called the meeting to order at 6:17 PM.

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

Lance Shavers (Chairman)  
Ruth Cookson  
Betty Wade Coyle  
Cindy Cutler  
Brenda Garret  
Marcella Germonata  
Jonathan Nye  
Shane Pribesh  
Mary Joe Wilfong

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

Barbara Hamm Lee, Host & Executive Producer of *Another View*  
Shannon Bowman, Social Media Producer  
Morgan Chase, Producer/Writer  
Lisa Godley, Producer  
Heather Mazzone, Vice President of Content  
Nancy Rogan, Director of Community Engagement  
Edward Joyce, Volunteer

**Chairman comments:**

- Last meeting minutes were passed without objection.
- Goal is to start shift of actions from WHRO staff to the CAB action committees.

**WHRO items of interest:**

**Shannon Bowman, The Scene:**

- Completing last of eight videos granted by PBS.
- Moving to a video per month, selecting a new artist from each of the seven cities in rotation.

### **Barbara Hamm Lee, Another View and Skills On Line:**

- Skills On Line - launched earlier in the month - offers a wide range of courses individuals can take entirely online. Courses are designed to help individuals attain the information they need to succeed.
  - Asked for members of the CAB to review the web-site/course curriculum and provide feedback.
  - Four Eastern Virginia community colleges are active participants.
    - Targeting Richmond and NORVA community colleges next with the goal of becoming a statewide program.
  - SkillsOnline is a revenue provider for WHRO.
  - Aligns with statewide initiative/program directed by the Governor of Virginia under Executive Order 23.
  - WHRO has a grant from CPB to develop first 5 of 21 Workplace Readiness modules to include with SkillsOnline.
    - Workplace modules are self-taught or may utilize employer facilitators to conduct training.
      - Targeted for employers to provide training to employees without having to send personnel away for training.
    - Grant funded \$300,000 out of \$1.5 million needed.
    - Modules to be given away to employers and schools.
    - Web-site enhancements are ongoing.
    - WHRO education department, under Brian Callahan, is the lead.
- Veterans Programs,
  - Thanks to CAB for inputs to Veterans Program.
    - Two guests for Another View episode on involuntary separations were directly referred by the CAB.
  - Viewed latest Veterans Program video to the CAB.
    - Video available on-line at WHRO web page.  
[http://veterans.whro.org/station\\_media/michael-crockett-involuntary-separation/](http://veterans.whro.org/station_media/michael-crockett-involuntary-separation/)
    - Six videos complete.
    - Two more in work.

### **Programming Highlights – Heather Mazzoni:**

#### TV

- Downton Abbey returns on the 4<sup>th</sup> of January and Call the Midwife will be returning with a new season in the spring.
- February will see a refresh of Brit comedies including a new series, Moone Boy, starting on the 13<sup>th</sup> of Feb

#### Radio

- Tiny Desk Concert, a NPR program, seeks out unsigned artists to submit samples of their music. Now WHRO is starting its own Tiny Desk Concert competition.
  - Contest runs through January 19<sup>th</sup>, full details are available at the following link:  
[http://whro.org/index.php?option=com\\_content&view=article&id=11271:npr-s-tiny-desk-throws-big-contest-seeking-unknown-bands](http://whro.org/index.php?option=com_content&view=article&id=11271:npr-s-tiny-desk-throws-big-contest-seeking-unknown-bands)

- Local People's Choice Award: 5 videos will be chosen from a local panel made up of folks from WHRV, AltRadio, The Scene, WHROFM and Defenestration. These five videos will be posted on Facebook and the grand prize winner will be picked by the community. The winner will have an exclusive video created by the production department at WHRO of you or your band performing your song from the video at a desk here at WHRO. The video will be released on The Scene and WHRO.org and promoted through our stations.
- Classical Countdown of listeners' top 20 compositions will be aired starting on Monday the 20<sup>th</sup> of April or after the spring radio membership drive.

**Nancy Rogan , American Graduate:**

- American Graduate: Let's Make it Happen is working towards a 90% graduation rate by 2020
- Highlighted monthly articles in Dimensions magazine.
- Creating a new WHRO American Graduate website
- Searching for nominations for an American Graduate Champion.
  - Definition - An American Graduate Champion commits their time, skills and resources to make sure that young people succeed. He or she is an individual who plays an active role in improving educational outcomes for students. A champion is a parent who is active in the lives of young people or a volunteer who creates a positive environment daily for youth in their community.  
<http://www.americangraduate.org/become-champion/>
  - Link will be forwarded to all members when the new WHRO American Graduate site is activated.

**Open floor/ members discussion:**

- CAB mission. Marcella Germonata in her review of the CAB mission statement wondered if the board had a strategic representation and asked how the board best can represent WHRO.
  - Barbara Hamm Lee clarified that the board members are the eyes and ears of the WHRO and that the board is provided info on programming and initiatives so that the board members are aware and can speak about WHRO throughout the community.
  - Ruth Cookson recommended that the membership committee work on a plan for diversity in seeking out new board members.
- STEM (Science, Technology, Engineering, Mathematics). Marcella Germonata recommended that WHRO consider programming targeted at expanding women's roles in STEM education and occupations.
- Race relations. Mary Joe Wilfong recommended programming on the state of race relations in Eastern Virginia in view of the recent unrest in NYC, Ferguson Missouri, and other cities.
  - Her son is a mixed race youth and is routinely stopped on the streets and in his school by security.
  - Ruth Cookson is a member of the Unitarian Church and has seen splits in the church community between members who are policemen and those who are considered "liberals". She suggested that WHRO host a town hall meeting as a venue for discussion.
    - How are predominately white or black churches approaching race issues?

- Marcella Germonata recommended looking into the work/ study initiated by local colleges last year.
- Veteran's issues.
  - Concern over the VA restrictions on the GI Bill for on-line (distance) courses which is causing many veteran students to not pursue degree programs that they truly desire.
  - Veteran community awareness. Ruth Cookson recommended highlighting local veterans traveling out to local high schools to make more students aware of the military and veteran's issues. High School students have also conducted research on local veterans and their stories.
- State political calendar. Jonathan Nye recommended that the CAB identify and remain aware of the Virginia Governor and Legislature policy calendars.
- Social Studies teachers' conference the 16<sup>th</sup> and 17<sup>th</sup> of October at the downtown Norfolk Marriott. (Ruth Cookson)
- CAB membership. Brenda Garrett recommended that members should submit short biographies to allow members to get to know one another better.
- Next CAB meeting date. Motion was made to move the next CAB meeting from the 17<sup>th</sup> of March to the 10<sup>th</sup>. The motion was seconded and approved without dissent.
- Committee discussed meeting in between meetings to review issues and stay connected on a more regular schedule. All agreed that this would be a good suggestion and should move forward.

**FY15 Meeting Dates:**

- March 10, 2015
- June 16, 2015

Next Meeting: March 10, 2015 at 6:00 p.m. at WHRO in Norfolk.

**The CAB meeting was adjourned, by the Chair, at 7:45 PM**

Respectfully submitted,  
Nancy Rogan