WYSO COMMUNITY ADVISORY BOARD (CAB) MEETING MINUTES
January 27, 2021 8:15 AM [virtual meeting]

**CAB Attendees:**

<table>
<thead>
<tr>
<th>Name, Role</th>
<th>Background</th>
<th>Present?</th>
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</thead>
<tbody>
<tr>
<td>Judd Plattenburg, Chair</td>
<td>President, Oregon Printing, Dayton, OH (Montgomery County)</td>
<td>Y</td>
</tr>
<tr>
<td>Rusty Cousins, Vice Chair</td>
<td>Retired Civil Service, Wright Patterson Air Force Base, Clayton/Englewood, OH (Montgomery County)</td>
<td>N</td>
</tr>
<tr>
<td>Demarus Crawford-White</td>
<td>Director Financial Aid, Central State University</td>
<td>Y</td>
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<tr>
<td>Kim Fish, Listener Feedback Chair</td>
<td>President, Kaleidoscope, Inc – Business Consulting Services &amp; Community Volunteer, Springfield, OH (Clark County)</td>
<td>Y</td>
</tr>
<tr>
<td>Michelle Hayford, Center for Community Voices Chair</td>
<td>Director of the Theatre Program, University of Dayton, Dayton, OH (Montgomery County)</td>
<td>Y</td>
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<tr>
<td>Sierra Leone</td>
<td>Diversity Expert, Poet, Consultant, Fairborn, OH (Greene County)</td>
<td>Y</td>
</tr>
<tr>
<td>Elizabeth Sandhu</td>
<td>Assistant General Counsel, Crown Equipment, Troy, OH (Miami County)</td>
<td>Y</td>
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<tr>
<td>Rodney Veal, Nominating Chair</td>
<td>Dancer/Choreographer/TV Host/Faculty at Sinclair Community College, Dayton, OH (Montgomery County)</td>
<td>Y</td>
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<tr>
<td>Bill Wendel, Secretary</td>
<td>Director of Consulting Services, Pentecom, LLC, Tipp City, OH (Miami County)</td>
<td>Y</td>
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<tr>
<td>Noreen Willhelm, Publicity Chair</td>
<td>Senior Fellow, Del Mar Encore Fellows Initiative, Dayton Foundation, Jefferson Township (Montgomery County)</td>
<td>Y</td>
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<tr>
<td>Joyce Barnes</td>
<td>Associate Professor of English, Sinclair Community College, Trotwood, OH (Montgomery County)</td>
<td>Y</td>
</tr>
<tr>
<td>Sara Caplan</td>
<td>Marketplace Information Specialist, Better Business Bureau, Kettering, OH (Montgomery County)</td>
<td>N</td>
</tr>
<tr>
<td>Patrick Gill</td>
<td>Executive Director, Dayton-Montgomery County Scholarship Program/Montgomery County Ohio College Promise, Dayton, OH (Montgomery County)</td>
<td>N</td>
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<tr>
<td>Shannon Neal</td>
<td>Vice President of Strategic Communication, Dayton Development Coalition, Dayton, OH (Montgomery County)</td>
<td>Y</td>
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</tbody>
</table>
Abigail Trittschu | Choreographer, West Carrollton HS, Oakwood, OH (Montgomery County) | N
Jen Papadakis | Partner/Owner, Head & Heart Strategic Social, Dayton, OH (Montgomery County) | Y

**WYSO Staff Attendees:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Neenah Ellis</td>
<td>Executive Director, The Eichelberger Center for Community Voices</td>
<td>Y</td>
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<tr>
<td>Luke Dennis</td>
<td>WYSO General Manager and President, Miami Valley Public Media</td>
<td>Y</td>
</tr>
<tr>
<td>Juliet Fromholt</td>
<td>WYSO Director of Digital and Programming Strategy</td>
<td>Y</td>
</tr>
<tr>
<td>Katie Main</td>
<td>WYSO, Business Support Account Manager</td>
<td>Y</td>
</tr>
<tr>
<td>Art Boulet</td>
<td>WYSO Director of Finance and Administration</td>
<td>Y</td>
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**WYSO Mission, Vision, and Values:**

**Mission:** The mission of WYSO is to give voice to our community, our nation and our world with independent news, music and storytelling.

**Vision:** To be the greatest small station in the country as measured by the number of local stories told and by the vitality of our budget. We aspire to produce over 300 stories through our Community Voices program every year; and to have 90% of our revenues come from local listeners and businesses.

**Values:** We will achieve our mission and vision by operating from our core beliefs:

- We believe in education and the curiosity that drives it. An effective and inclusive way to tell local stories is to grow our Community Voices model, which trains community members to make radio in collaboration with WYSO staff.
- We believe in collaboration. WYSO engages in partnerships across our region. This builds our capacity to deliver more and better local programs.
- We believe in editorial independence. Our funding model of local listener and business support ensures that WYSO will remain an independent voice.
- We believe in diversity. WYSO is a home for voices that are often excluded from mainstream media. Our programs and our staff must reflect the diversity of our community.

**Minutes:**

Judd called the meeting to order. The minutes for the October 2020 meeting were distributed and approved.

**WYSO Mission, Vision and Values & WYSO Update**

**Driveway Moments – Judd**

- Members shared moments of interest related to WYSO listening.

**Every member re-introduce themselves, describe their job, and share one wish for 2021**

- Each CAB member and WYSO staff member in attendance re-introduced themselves.

**WYSO update (Luke):**

- Fundraising has been successful so far this fiscal year (since July 1st).
- WYSO continues to expand the newsroom staff and just hired a new assignment reporter (Mawa Iqbal).
- The staff is working on a new strategic plan (due in the Summer). He will circulate the draft plan to the CAB and ask for feedback at our April meeting.
- The most recent Nielsen ratings are very good. WYSO now has 80,000 weekly listeners (an all-time high).
- The staff is actively engaged in a new program aimed at improving recognition of diversity at WYSO.
- On Valentine’s Day, Neenah will be interviewing Susan Stamberg (NPR veteran and former host of All Things Considered) via Zoom That interview will be accessible to donors of a certain level, Board members, and CAB members.

**Moderated Discussion of Listening Habits and Programs (Luke):**

- How much are you listening? Has it changed since the election ended?
  - Bill noted that he listens more to the mid-day music since the programming changes. And he listens to more of the on-demand music programs.
  - Judd noted that he is listening more to the news because he is interested in the new administration.
- How do you listen (home, car, phone, etc.)
  - Fewer members are listening in their cars (because we are not driving as much).
  - Members also reported more use of the WYSO app. Judd noted that the app is a great way to listen in the car if you drive out of the broadcast area.
  - Demarus reported that she listens through Amazon Alexa.
- If you follow WYSO on social media: feedback and suggestions for greater engagement
Jen encouraged CAB members to provide feedback on posts to boost visibility. She suggested commenting and tagging friends who may be interested in particular posts.

Noreen and Bill noted that they use Twitter more than Facebook but see fewer posts. Juliet said that WYSO posts to Facebook and Twitter equally, but the Miami Valley is a much more Facebook-centric community and we get less traction on Twitter.

- Reactions to September program changes (2 more hours of music during midday, moving Fresh Air to 7pm, Saturday night lineup)
  - Several people noted that they like the switch to more music during the day.
  - There were no negative comments about change to the schedule for Fresh Air.
  - Several people noted that they like World Café.

- Other than WYSO where do you get local news?
  - Several members reported using aggregated online news feeds, but that it doesn’t necessarily help with local news.
  - Several people reported subscribing to local and national newspapers and magazines.
  - Very few (possibly no) members rely on local radio and TV news other than WYSO.

- What ideas do you have for WYSO for news stories?
  - Luke encouraged members who have stories to suggest should contact him via email.
  - Joyce suggested covering students and issues related to mental health due to COVID and remote learning. Several members agreed.

- What podcasts are you listening to?
  - Judd listens to On Point, Fresh Air, and This American Life.
  - Rodney listens to Talk Art and Make Me Smart.
  - Joyce Listens to Hidden Brain and How I Built That.
  - Several members mentioned that they listen to The Daily and The Code Switch occasionally.

Reports from Task Teams:
- Listener Feedback, Kim Fish, Chair
Kim and Juliette reported that the group first focused on who to solicit feedback from, and it was decided to focus on youth and diversity. The Task Team next generated a list of organizations we could use to reach out to these demographic groups for gathering input. That list is posted to the Google Drive. Juliette asked all members to review that list and to suggest additions (via adding directly to the list or communicating suggestions to Kim or Juliette). The Next steps are to create a base list of questions (started by Luke and Juliette).

- Nominating, Rodney Veal, Chair
  - Rodney and Joyce encouraged CAB members to continue to forward information about potential members. The Task Team is also starting to consider ways of engaging with our existing membership. To that end, they want to:
    - Ensure that all members are aware of and use the Google Drive.
    - Create a Frequently Asked Questions list for CAB Members.
    - Ensure that mentors are assigned to new CAB Members to help them have a strong connection to the Board.
    - Send occasional listening assignments and ask for feedback.
    - Track engagement with task teams and quarterly meetings (i.e., is everyone assigned to a task team and engaged?).
    - Initiate some lunch and learn sessions to benefit CAB Members.
    - Host an in-person social event when it is safe to do so.

- Publicity and Marketing, Noreen Wilhelm, Chair
  - Noreen reported that the task team is working on providing feedback to the community outreach programs being planned by WYSO staff. They are also working on ideas for community outreach opportunities (e.g., are there groups that Luke or Neenah (or other staff) might be able to speak to?).

- NextUp, Katie Main, Staff Liaison
  - Katie reported that the group recently hoisted a virtual event (a screening of 9to5: The Story of A Movement). They are meeting again next week to plan the next event. Jen reported that the group is working on a rebrand of their Task Team.

- Center for Community Voices, Michelle Hayford, Chair
  - Michelle and Neenah reported that there is a file posted to the Google Drive that has details about all the Community Voices projects that are in development. They are also working out how Community Voices fits in with the larger WYSO (e.g., the news staff). The Pandemic and the inability to get together face-to-face to work has put a big strain on Community Voices, but they are coping. In particular Neenah noted that Dayton Youth Radio and The Race Project have both have been particularly challenged by the impact of the Pandemic. She encouraged CAB members to listen to these programs. She briefly introduced and summarized other upcoming projects. She asked for any and all feedback.
New meeting schedule:
- April 28, 2021 [virtual]
- July 28, 2021 TBD
- October 27, 2021 TBD

Community Updates
- Rodney reported that Levitt is planning to host live and in person concerts in the summer, but with later start to the season due to COVID restrictions.
- Judd reported his involvement in a book of essays recently published called Dayton Anthology. It contains an essay that he wrote.
- Shannon reported that the Dayton Development Coalition has an event later today where they will announce community highlights from the past year.

Adjourn. 9:56