

## COMMUNITY ADVISORY BOARD MEETING MINUTES

March 11, 2025

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### Attendees:

Jim Deppe, Rowena Finn, Denise Fisher, DoVeanna Fulton, Marcella Germanotta, Meghan Higgins, Thomas Isenhour, Benjamin Lynerd, Felicia Mebane, Debbie Myers, Chris O'Brien, Season Roberts, Paulette Shaw Temple, Peg Snowden, Margie Wiley, Linda Pulley

### Staff Present:

Kelsey Backe, Chuck Doud, Amy Houck, James Roach

### Volunteer:

Rich Hoehlein

### Welcome

### Facilitator: Ro Finn

- Ro Finn opened the meeting at 6:03 PM with a St. Patrick's Day trivia quiz as an icebreaker.
- **Approval of Minutes:** Season Roberts moved to approve the previous meeting minutes. Minutes were approved.
- **Introduction of New Staff Liaison:**
  - Kelsey Backe introduced herself as the new staff liaison

### 2024-2025 CAB Discussion

#### 1. Volunteer Opportunities (Presented by Kelsey Backe)

Kelsey reviewed the following upcoming volunteer opportunities:

- **Greater Computer Challenge:** March 25th and May 3rd
- **Spelling Bee:** March 29th
- **Premieres:** March 14th and 27th
- **Pledge Drive:** Throughout March

#### 2. Committee Assignments (Presented by Season Roberts)

Season outlined the three committees and invited members to choose one to join:

- **Nominating Committee**
- **Outreach/Events Committee**
- **Communications Committee**

#### 3. New CAB Event Discussion

The group discussed hosting a new event to highlight the work of the WHRO newsroom, emphasizing the role of local news and the importance of ethics. An event committee was formed to meet with the news team and plan the event for the fall.

- **Event Committee Members:** Ro Finn, Jim Deppe, Debbie Myers, Linda Pulley, Felicia Mebane, Chris O'Brien, Ben Lynerd, Meghan Harris
- **Community Topic Discussion**

### Presenter: Chuck Doud

- Chuck introduced himself and described his role at WHRO. He emphasized the station's commitment to hyper-local programming, giving the example of "Another View" broadcasting live from Edenton, NC.
- The CAB brainstormed ideas for hyper-local content, including:

- **MacArthur Mall:** Featuring artists as successful current residents
- **Community Care Initiatives:** Highlighting organizations like Rotary Groups and community-based services
- **Truitt House in Suffolk:** As a community-minded space
- **Communicable Disease Survivors:** Sharing personal stories
- CAB members were encouraged to continue submitting content ideas directly to Chuck or other production team members.

## **WHRO News Update**

- **Content Submissions:** Kelsey reminded members that anyone can share information with the newsroom through **News@whro.org**.
- **Content Praise:** A CAB member complimented WHRO's coverage of the closing of the Armed Forces Brewery.

## **WHRO Station Updates**

**Presenter:** Amy Houck

- Amy addressed questions about the station's mission in the current political climate. She assured members that WHRO's dedication to community and its mission remains steadfast.
- Amy provided a brief history of the station, and Kelsey will follow up with CAB members to share additional information for their roles as community ambassadors.

## **Content Report**

**Presenter:** Kelsey Backe

- Kelsey introduced Community Relations Team members James Roach and volunteer Rich Hoehlein.
- An overview was provided of upcoming PBS and local TV shows, radio programs, and community events.
- Kelsey discussed the new station initiative, **Virginia Humanities at WHRO**, and the launch of the streaming app **WHRO+**.

**Adjournment:** The meeting was adjourned at 7:32 PM.