



Emerging Leaders Board Meeting Minutes

Wednesday, February 12, 2025 6:00 PM

Chair

Date

Members present: Yu Chen, Monique Gatling-Way, Christina Irizarry Santiago, Lauren Greene, Drew Lusher, Sarah McCrea, Tameika Serrano, Amanda Shortt, Shawana Ward, Shawana Ward, John Wiley

Staff present: Kelsey Backe, Maurice Jones, James Roach

Meeting was called to order at 6:05PM

- John opened the meeting with an ice breaker, inviting the Board to share one piece of media that had a significant personal impact and why.
- Upcoming Events
 - John provided an update on the February Story Exchange event:
 - The event has officially sold out!
 - The event will include 12 storytellers, sharing 5-7 minute stories. There will be blocks of 4 with a 7 minute intermission in-between each block.
 - The show will start at 7PM and is anticipated to wrap around 8:45PM.
 - ELBOWs will be manning the WHRO table, encouraging guests to sign up for the newsletter, become members of the station, and buy merch.
 - Kelsey shared the anticipated locations for future Story Exchange Events:
 - April – The American Theater in Hampton
 - June – Zeiders American Dream Theater in Virginia Beach
 - Play Your Heart Out
 - Pushing event to Sunday, August 17th from 2PM – 5PM to extend programming into the summer months
 - Partnering with the Chrysler Museum during their “Wonder Weekend” in August – all activities and performances are related to the verb “to play”
 - Committee will be finalizing application for artists and working with the station to finalize the call.
- Tam reviewed the Emerging Leaders Guidelines with the Board.
 - She shared the 2-page guidelines and allowed time for everyone to review individually and ask questions.
 - Members were reminded that they must be a member of the station and commit to serving on at least one committee.
 - Members were asked to sign and return the guidelines for the record.
 - Amanda to follow up with those that were not in attendance for signed guidelines.
- WHRO Station Updates
 - Maurice Jones announced the hiring of Denise Watson as an editor and plans to continue expanding the newsroom.



- All are encouraged to download and use the WHRO app, which includes news, streaming, podcasts, and more.
- A Roku App is currently in beta testing and will be shared when live.
- The DEIB reports will be shared with the ELB on a regular basis
- The station will be hosting multiple events in March, including screenings of premieres and Out of the Box concerts.
- The Great Computer Challenge will take place in April and May and needs volunteers. Please help if you are able!
- If there are opportunities to share WHRO content in the community, please share with Kelsey!
- The Virginia Humanities Grant has been receiving applications and will be closing April 30th.
- The Marketing team has been developing a “retro channel” called Time Machine video – they’re excited about it and open to suggestions on how to market it!
- New Business
 - Members were reminded to provide (or update) their bios and headshots for the WHRO website. Shawana has taken lead on ensuring all has been submitted by March 5, 2025.
 - The ELB will be presenting to the Board of Directors during their meeting on March 11th at noon. A committee was assembled to develop the presentation:
 - Lead: Tam
 - Members: Christina, Serena, and Sarah
- The members shared personal and professional updates for the group.

Adjournment 7:20 PM - Next Meeting Wednesday, March 12, 2025

Upcoming meetings

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| ● March 12, 2025 | ● August 13, 2025 TBD |
| ● April 9, 2025 | ● September 10, 2025 |
| ● May 14, 2025 | ● October 8, 2025 |
| ● June 11, 2025 | ● November 12, 2025 |
| ● July 9, 2025 TBD | ● December 10, 2025 |