# WYSO Community Advisory Board (CAB) Meeting Minutes

**July 28, 2021 8:32 AM**

## CAB Attendees

<table>
<thead>
<tr>
<th>Name, Role</th>
<th>Background</th>
<th>Present?</th>
</tr>
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<tbody>
<tr>
<td>Judd Plattenburg, Chair</td>
<td>President, Oregon Printing, Dayton, OH (Montgomery County)</td>
<td>Y</td>
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<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>
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<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>
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<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>N</td>
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<tr>
<td>Sierra Leone</td>
<td>Diversity Expert, Poet, Consultant, Fairborn, OH (Greene County)</td>
<td>N</td>
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<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>Sara Caplan</td>
<td>Marketplace Information Specialist, Better Business Bureau, Kettering, OH (Montgomery County)</td>
<td>N</td>
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<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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<tr>
<td>Abigail Tritschuh</td>
<td>Choreographer, West Carrollton HS, Oakwood, OH (Montgomery County)</td>
<td>N</td>
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Minutes

Judd called the meeting to order. The minutes for the April 2021 meeting were distributed and approved.

Member introductions

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

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.

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

Neenah reminded members about the Mission, Vision, and Values.

**Driveway Moments**

Members shared moments of interest related to WYSO listening.

**WYSO Report**

Luke provided an update on WYSO:

● Luke asked members for opinions about when it is a good idea to break into regular programming for live or breaking news events. He specifically asked about the decision to not air the Congressional Insurrection Hearing this week. Several members expressed that the hearings should have been aired. Others stated that it wasn’t necessary because the hearings were streamed on the website. It is a difficult balance because the station is committed to both music and news. It is important to frequently announce to listeners that breaking news is available on the website. It is important to explain why programming decisions are made.

● Luke mentioned that there is a possibility that WYSO will launch a separate station so that one can focus on news and the other can focus on music. There was a consensus from members that this would be a welcome idea.

● A new reporter has been added to the news department, Alejandro Figueroa. He is focused on food and food insecurity related issues. The number of locally produced news casts has been expanded to 13 per day.

● Jason Saul has been promoted and in addition to managing the news room, he has gained general programming responsibilities.

● Juliet Fromholt has been promoted to Music Director.

● WYSO will be moving to a new building. The current building is owned by Antioch College and leased to WYSO. It is old and has a host of maintenance issues. The new facility will be more prominently located and designed to host community events. Among options considered were to build, lease, or even move from Yellow Springs. Dave Chappelle contacted Luke and said he wanted to help WYSO stay in Yellow Springs. He proposed a plan where he would buy and renovate a building (the Union School House) and then lease it to WYSO. WYSO will have some capital costs (broadcast equipment, furniture, etc.). WYSO will occupy the first two floors (with the exception of a bookstore).
and Chappelle’s production company will occupy the third floor. Members provided input and suggestions. The hope is to move by the spring of 2023.

Reports from Task Teams

- Listener Feedback, Kim Fish, Chair
  - Kim reported that the task team is waiting for the results of an NPR report with potential questions for listeners. That will be used as input for activities going forward.
- Nominating, Rodney Veal, Chair
  - Rodney reported that Joyce Barnes is stepping down from CAB. He is continuing to pursue new CAB candidates.
- Publicity and Marketing, Noreen Wilhelm, Chair
  - Nothing to report.
- NextUp, Katie Main, Staff Liaison
  - Katie is on vacation.
- Center for Community Voices, Michelle Hayford, Chair
  - Neenah reported that there is a meeting scheduled in a couple weeks.

New meeting schedule

- October 27, 2021, location TBD

Community Updates

- Bill announced that Tippapalooza 2021 will be on Sept. 4th.
- Rodney reported that he is giving a speech to the National Leadership Institute at the Dayton Arcade on August 20th about Dayton resiliency.

Meeting was adjourned at 10:02 am.