## WYSO Community Advisory Board (CAB) Meeting Minutes

**January 25, 2023, 8:30 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>Demarus Crawford-White</td>
<td>Director Financial Aid, Central State University (Montgomery County)</td>
<td>N</td>
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<tr>
<td>Kim Fish</td>
<td>President, Kaleidoscope, Inc – Business Consulting Services &amp; Community Volunteer, Springfield, OH (Clark County)</td>
<td>N</td>
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<tr>
<td>Michelle Hayford, Center for Community Voices Chair</td>
<td>Director of the Theatre Program, University of 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>
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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 Wilhelm</td>
<td>Community Volunteer, Retired (Montgomery County)</td>
<td>Y</td>
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<tr>
<td>Judge Peter Silvain</td>
<td>Magistrate Judge, Southern District of Ohio (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>Y</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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<tr>
<td>Jen Papadakis</td>
<td>Partner/Owner, Head &amp; Heart Strategic Social, Dayton, OH (Montgomery County)</td>
<td>N</td>
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<tr>
<td>Angie McMurry</td>
<td>Director of Programs, Ohio Academy of Science (Miami County)</td>
<td>Y</td>
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Call to order, approval of October minutes

Judd called the meeting to order. The minutes for the October 2022 meeting were distributed and approved.

Driveway Moments

Several members recounted memorable stories.

General WYSO updates

Luke read the WYSO mission and vision statements as reminders to CAB members. He reported that Sarah Caplan has stepped down from the CAB.

Luke reported:

- WYSO is turning 65 years old this year. He invited CAB members to participate by recording birthday wishes to be played on the air.
- The next WYSO volunteer appreciation event will be on Feb 21 at the Brightside in Dayton. All CAB members are invited.
- A nominating process has begun for the WYSO Governing Board. CAB members that are interested should let Luke know.
- He encouraged the CAB to collectively sponsor a challenge grant for the March 7-12 membership drive.

- There have been delays in both major facilities projects (the Arcade space and the Union Schoolhouse). There have been unforeseen budget increases at the heart of the delays that have driven the need to get new general contractors for both projects. The Union Schoolhouse project is expected to be completed in July 2024 and the Arcade project is expected to be completed in three months after construction begins.

**Business Support Referrals**

Karen Bledsoe reported that Sara Nilsson has joined the business support team as an account manager. They are more than halfway to their goal for the fiscal year (thanks in part to a record breaking December). They will be asking CAB members to assist with contact information to aid their efforts. They also need assistance to increase sponsorships for the upcoming live Moth event (April 27 at the Victoria).

**Center for Community Voices Staffing Transitions**

Neenah Ellis reported that as of July 1, Basim Blunt will be taking over as Executive Director of the Center for Community Voices. There will be a job posting for a new Community Voices Managing Editor.

**WYSO Newsroom Updates**

Samantha Sommer reported that two new reporters were hired in the 4th quarter of 2022: Ngozi Cole, covering business and economy, and Kathryn Mobley, covering schools and politics. An intern (Tazh Davis) started in December. There were over 2,500 pieces of local content on WYSO in the 3rd quarter. Several WYSO news stories were featured on National NPR broadcasts. The newsroom launched a daily newsletter in September that is getting positive responses. Engagement with the WYSO news content on the website is increasing (up 23% from Nov 2021 to Nov 2022). Social media engagements are also trending positively.

**Director of Development and Communications**

Katie Main has taken a new role of Director of Development and Communications. She is working on creating branding and processes for consistent approaches to content at WYSO. She asked for support from the CAB and said she is interested in starting a Marketing and Development Team to gather feedback.

**Music Survey**

Juliet Fromholt reported that she is currently gathering feedback via a music survey. Over 400 surveys have been returned, but she is hoping for more. She is very interested in getting

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feedback from more people who are not regular WYSO listeners. She asked CAB members to continue to share the survey (https://www.surveymonkey.com/r/DXXV6NS).

**Discussion prompts**

**Crime reporting**

Samantha Sommer initiated this conversation about crime stories. What are CAB member interests/thoughts on crime reporting in general? Is WYSO doing too little or too much? etc.

- Bill suggested that the type and quantity of crime stories covered by WYSO are the correct amount and type. Others agreed. The lack of sensationalism is appreciated.
- Samantha noted that when deciding about reporting on crime she considers the impact of the crime on people beyond just those directly involved. What is the impact on the larger community?
- Noreen agreed that the focus seems to be correctly on white collar crimes (corporate and political) and other crimes that are significant because of trends (i.e., not reporting on individual violent crimes). Judd agrees.

**Engaging listeners under 35**

Luke noted that he has been working in the nonprofit sector his whole career, and twenty years ago they were asking ourselves the same question: How do we attract younger audiences (under 35)? He initiated a conversation about this.

- Angela noted the significance of using YouTube to reach these younger potential listeners. It is a significant way young people consume information. She also noted it is helpful to make opportunities for young people to be on the air and to share that content via social media. She expressed caution about using TikTok. LinkedIn is also heavily used by young professionals.
- Michelle noted that NPR has a very engaging Instagram feed.
- Shannon suggested making efforts to engage in that “next layer down” in the org charts of the underwriting corporations that WYSO already has relationships with.
- Bill asked if there has been any thought to expanding the Center for Community Voices training beyond audio (podcasts) and into video and YouTube content training? Neenah responded that there have been no efforts to date, but she and Basim will consider the question.
- Jacob seconded Shannon with the value in engaging with middle and entry level folks in area companies.
- Patrick suggested that there is a potential opportunity to engage with younger people via social media that feature music content or through messaging connected to the new efforts to start the separate WYSO music station. Juliet responded that it will be easier to have a more engaging social media presence from the music channel. There is some difficulty now because WYSO has a diverse mission (news and music).
• Elizabeth suggested working through local university alumni associations for engaging with young professionals.
• Noreen suggested that finding volunteer opportunities for young people is a good way to initiate their awareness and involvement with WYSO.

Member Updates
• Bill announced that Tippapalooza music festival will be held in downtown Tipp City on Saturday Sept 2nd.
• Rodney announced several activities he is working on:
  o He has two podcasts that he is involved with. One is associated with the ThinkTV Art Show, called “Rodney Veal Inspired By…” The other podcast is in development and covers the topic of Ohio dance called “State of Dance.”
  o Rodney and his partner are the co-chairs of the upcoming Wright State Gala.
  o He is the chair of the Black Unity Conference at Sinclair Community College.
  o The Dayton Dance Initiative is preparing for a summer performance.
• Angela has an event at Edison State Community College and another one at Clark State Community College for middle school students in the area. She is also part of the annual meeting of the Ohio Academy of Science at Edison (April 15).
• Judd will have a photography exhibit at Yellow Springs Brewery from Feb 24 to March 3.

Next meeting schedule
April 26, 2023 at 8:30.

Meeting was adjourned at 10:09 am.