WYSO COMMUNITY ADVISORY BOARD (CAB) MEETING MINUTES
July 27, 2022, 8:30 AM

CAB Attendees

<table>
<thead>
<tr>
<th>Name, Role</th>
<th>Background</th>
<th>Present?</th>
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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</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>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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<td>Sierra Leone</td>
<td>Diversity Expert, Poet, Consultant, Fairborn, OH (Greene County)</td>
<td>Y</td>
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<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>N</td>
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<tr>
<td>Noreen Willhelm</td>
<td>Senior Fellow, Del Mar Encore Fellows Initiative, Dayton Foundation, Jefferson Township (Montgomery County)</td>
<td>N</td>
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<tr>
<td>Judge Peter Silvain</td>
<td>Magistrate Judge, Southern District of Ohio</td>
<td>N</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>N</td>
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<tr>
<td>Abigail Tritschuh</td>
<td>Choreographer, West Carrollton HS, Oakwood, OH (Montgomery County)</td>
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Call to order, approval of January minutes

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

Introductions

CAB and staff members introduced themselves to the new members. New members Jake Elder and Ed Richard introduced themselves. Ed, one of the founders of WYSO, also provided a very interesting story about the founding of WYSO. Samantha Sommer, the new WYSO News Director, introduced herself.

Storytelling classes

Judd suggested that a lot of people and organizations have a need for story telling skills. He asked if, in addition to podcasting classes and other classes about the technical aspect of broadcasting, there is a need for skills related to telling stories. Neenah added with a summary of what was accomplished in the last year by the Eichelberger Center for Community Voices (120 stories were produced) as well as a look ahead to plans for the next year. She described the difference between what the Center does and what the news department does. She posted
a list of the stories and encouraged CAB members to review the list and provide feedback about the topics covered and not covered.

General WYSO updates from Luke

Luke reported that the downtown Arcade facility will be open in Jan 2023 and the schoolhouse building will be ready for occupancy in June 2024

Music Department Update

Juliet reported about upcoming changes in the music department. WYSO will launch an HD 2 all music channel that will simulcast existing WYSO music programs and then feature alternate music programming during times when WYSO broadcasts news and informational programming. This is expected to begin in January 2023. All of this will lead eventually to a new FM broadcast channel that is all music.

Discussion prompts – Topics for discussion and feedback.

1. What is the perception in the community of WYSO’s relationship with Dave Chappelle? What potential challenges should we prepare for? What should we be proactive about in terms of messaging?

   Noreen noted that there is some confusion about Chapelle’s role in Yellow Springs in general, but not necessarily about WYSO.

   Elizabeth suggested that messaging should be in conjunction with WYSO needs and there should not be any messaging specifically about and because of Chapelle.

   Other’s agreed and added that emphasizing that WYSO is community owned (and not influenced by any individual) is important.

   Rodney suggested getting in front of any controversy and being open now.

2. Local events: are you factoring current Covid transmission rates into your decision whether to buy tickets? Is a mask mandate or vaccination requirement at a local event attractive to you, or would that cause you to stay away?

   Rodney said he is considering Covid rates and the health and safety reputation of the event or facility when deciding to attend an event.

   In response to a question about requiring masks at the Ira Glass event, Jake suggested recommending masks might be enough (especially for a WYSO audience).

3. We’ve sold almost 1,000 tickets to Ira Glass, we have another 1,300 to go – promotion ideas?

   Luke requested that members email promotion ideas to him.
4. Once we fill open positions, our newsroom will have these beats represented: Environment, the business of food / food insecurity, education, politics, and business. As our newsroom grows, what other “beats” should we cover?

   Noreen and Kim suggested focusing on people in the economy more than focus on institutions.

   Bill suggested a focus on the changing demographics in our community including immigration. He also suggested a focus on LGBTQ issues.

   Elizabeth suggested a focus on healthcare including political implications (e.g., recent Supreme Court decision on abortion rights).

5. What questions or concerns do you have about local water quality and sustainability?

   Rodney suggested this topic is strongly tied to climate change (and climate migration) and deserves coverage.

   There was a discussion about the need for more coverage of PFAS (forever chemicals).

**Updates from members**

   Kim reported that the [Springfield Jazz and Bluesfest](https://www.springsjazzandbluesfest.com) is coming up on August 19-20. WYSO is the media sponsor.

   Judd reported that he is part of a group that has started the [Sugar Creek Photography Gallery](https://www.sugarcreekphotographygallery.com) in Bellbrook.

**Next meeting schedule**

Oct 26, 2022, location TBD.

**Meeting was adjourned at 10:00 am.**