WYSO COMMUNITY ADVISORY BOARD (CAB) MEETING MINUTES
January 26, 2022 8:31 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>Y</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</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>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>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 Trittschuh</td>
<td>Choreographer, West Carrollton HS, Oakwood, OH (Montgomery 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 2021 meeting were distributed and approved.

Driveway moments

Members shared moments of interest related to WYSO listening.

Remembering Rusty Cousins

Luke shared memories and accolades about Rusty Cousins, a former Community Advisory Board (CAB) member and officer who passed away recently. Other CAB and WYSO staff members also shared their thoughts.

Welcome to new member, Judge Peter Silvain

Luke announced Judge Silvain as a potential new member of the CAB. Luke will distribute his resume to the CAB via email later today. Bill made a motion to conduct the vote to approve his membership via email. Judd seconded and the motion carried.

WYSO updates from Luke

Luke reported that the station is continuing to follow CDC guidelines and is handling COVID protocols well.

He is pleased with the programming; good things are happening with the music and news content. There are now seven members of the WYSO news team. There is an open position for News Director (the job posting is here: https://www.wyso.org/job-posting-news-director).
Luke announced that a satellite location for WYSO in the Dayton Arcade has been fully funded. It will be open as soon as this summer. It will allow for a lot of opportunities for events and programming in Dayton.

Shannon reported (via the Dayton Region Priority Development and Advocacy Committee (PDAC)) that the plans to get grant funding from the State of Ohio for the new Yellow Springs facility in the schoolhouse has been given high priority. Luke also had a positive phone call with Gov. Mike DeWine about the project. Dave Chappelle’s offer to fund part of the project is also still in place. The building will probably not be ready by April 2023 (when the current lease ends), but Antioch College has expressed their willingness to extend the lease.

Luke reported that, as of last month, WYSO has paid Antioch College in full for the broadcast license.

**Homework assignment: Interview someone you know well who doesn't listen to WYSO.**

Luke noted that we often don’t do enough to reach out to non-listeners. He asked CAB members to reach out to friends, colleagues, and neighbors to ask them about where they get their news and music. Are they aware of WYSO? Why aren’t they WYSO listeners? Luke asked members to respond with results and notes via email within the next two weeks.

**Discussion prompts**

A discussion of the following questions was led by Jackie:

**Membership focused:**

1. Have you, or anyone you know, ever donated to a nonprofit using any form of mobile payment like Apple Pay, Google Pay, Paypal, etc? If yes, is that your preferred method of payment?

2. If you received a piece of mail (letter, postcard, etc.) from WYSO, or any other nonprofit, with a QR code and instructions to scan it and donate online, would you do that? (You would also be offered the option of mailing your donation back.) Would that QR code option make you more or less likely to donate, and why?

3. If given the option to manage your WYSO sustaining membership thru a self-service option, would you use it? (This self-service option would allow you to make changes to your contact info, donation amount, and payment method after creating a user account with WYSO.)

4. Have you, or anyone you know, made a charitable donation via text? If yes, how often? Is it your preferred way to give?
5. If you've donated to any other non-profit organizations in the past few months, where did you have an especially easy/efficient donation experience?

6. If you are a sustaining member of WYSO, do you pay via bank account or credit card? If card, would you ever consider switching to bank account? If no, why not?

A discussion of the following topics was led by Luke:

**News**

What types of local stories do you see other outlets covering that you think WYSO should also be covering?

**Listening habits**

In what ways, if any, do you engage with WYSO digitally? [Put another way: are you exclusively an FM broadcast listener?]

**Building an audience in Springfield**

We recently completed a Youth Radio training with Springfield teens. As we prepare to air that series, thoughts on how to engage new listeners in Springfield through these stories?

**Updates from members**

Rodney reported that the Human Race Theater has a new executive director, and he is excited about working with her. A Dayton Contemporary Dance Company performer is being recognized nationally as an up-and-coming star and she will be performing at a special event in Cincinnati in May. Rodney has an installation that will be featured at the Harmon Museum in Lebanon.

Kim reported that the first Springfield Jazz and Blues Festival will be August 19 and 20. It will be outdoors with two stages in downtown Springfield.

**Next meeting schedule**

April 27, 2022, location TBD

**Meeting was adjourned at 10:05 am.**