# WYSO Community Advisory Board (CAB) Meeting Minutes

April 27, 2022, 8:33 AM

## CAB Attendees

<table>
<thead>
<tr>
<th>Name, Role</th>
<th>Background</th>
<th>Present?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Judd Plattenburg, Chair</td>
<td>President, Oregon Printing, Dayton, OH (Montgomery County)</td>
<td>Y</td>
</tr>
<tr>
<td>Demarus Crawford-White</td>
<td>Director Financial Aid, Central State University</td>
<td>Y</td>
</tr>
<tr>
<td>Kim Fish</td>
<td>President, Kaleidoscope, Inc – Business Consulting Services &amp; Community Volunteer, Springfield, OH (Clark County)</td>
<td>Y</td>
</tr>
<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>
</tr>
<tr>
<td>Sierra Leone</td>
<td>Diversity Expert, Poet, Consultant, Fairborn, OH (Greene County)</td>
<td>N</td>
</tr>
<tr>
<td>Elizabeth Sandhu</td>
<td>Assistant General Counsel, Crown Equipment, Troy, OH (Miami County)</td>
<td>Y</td>
</tr>
<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>
</tr>
<tr>
<td>Bill Wendel, Secretary</td>
<td>Director of Consulting Services, Pentecom, LLC, Tipp City, OH (Miami County)</td>
<td>Y</td>
</tr>
<tr>
<td>Noreen Willhelm</td>
<td>Senior Fellow, Del Mar Encore Fellows Initiative, Dayton Foundation, Jefferson Township (Montgomery County)</td>
<td>Y</td>
</tr>
<tr>
<td>Judge Peter Silvain</td>
<td>Magistrate Judge, Southern District of Ohio</td>
<td>Y</td>
</tr>
<tr>
<td>Sara Caplan</td>
<td>Marketplace Information Specialist, Better Business Bureau, Kettering, OH (Montgomery County)</td>
<td>N</td>
</tr>
<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>
</tr>
<tr>
<td>Shannon Neal</td>
<td>Vice President of Strategic Communication, Dayton Development Coalition, Dayton, OH (Montgomery County)</td>
<td>Y</td>
</tr>
<tr>
<td>Abigail Trittschuh</td>
<td>Choreographer, West Carrollton HS, Oakwood, OH (Montgomery County)</td>
<td>Y</td>
</tr>
</tbody>
</table>
Call to order, approval of January minutes

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

Introductions

Members re-introduced themselves and briefly described what they do and what they are passionate about. Kim moved to approve both candidates, Elizabeth seconded, and the motion carried.

Driveway moments

Members shared moments of interest related to WYSO listening.

New Member Considerations

Luke recommended the approval of two new members: Angie McMurry and Jake Elder. Their resumes and questionnaire responses were distributed prior to the meeting.

General WYSO updates from Luke

Luke expressed sadness for the recent passing of long-time WYSO host “Shakin” Dave Hussong.

The prospective new WYSO News Director accepted a job offer earlier today. Luke will be able to make a more detailed official announcement soon.

Luke also announced that there will be a national search for an Assistant Director for the Eichelberger Center for Community Voices.
WYSO is one of the four anchor stations for the new public radio Ohio Newsroom (along with stations in Cleveland, Columbus, and Cincinnati). This new organization will have the ability to do more in-depth journalism across the state. There will eventually result in daily feature stories from the Ohio Newsroom.

There is a lot of current focus on facilities improvements. Complete funding is nearly secured for the schoolhouse facility. A one-million-dollar grant application to the State of Ohio has been submitted. The new build is expected to be ready for use in 18 months. The satellite location in downtown Dayton will be ready for use soon. It will include a 15-foot neon WYSO sign on the building (corner of Fourth and Main).

The WYSO Governing Board would like all Community Advisory Board members to attend a social event hosted by the Governing Board on June 9th.

**First reactions to WYSO’s next Strategic Plan**

Luke introduced the WYSO Strategic Plan that has four key outcomes:

- WYSO reflects the diversity of and is useful to its current and future members, listeners, and business partners. Equity in all we do and create is a top priority.
- WYSO has a culture in which every team member feels valued, has the resources to do their best work, and regularly collaborates across all areas of the organization.
- WYSO is relevant to the ways that people consume and use media.
- WYSO is a premiere community gathering space and educational resource / hub.

He also noted the new mission statement: The mission of WYSO is to serve the Miami Valley and beyond with information and inspiration that improves lives and builds community.

**Discussion prompts** – Topics for discussion and feedback.

“The Race Project”

- Elizabeth: it is good that there is a safe space for this kind of discussion. And good that they are brief. One criticism: there are too many people from Yellow Springs featured in the segments. Neenah later explained that this series grew out of a project in Yellow Springs, to explain why many of the initial segments featured folks from Yellow Springs.
- Judd: It is bold to bring up the subject that is often not talked about openly and honestly.
- Luke asked if it is too safe (should specifically prejudiced people be involved)? Rodney: that would likely be sensational and anxiety inducing.
- Several members commented positively about the episodes that feature younger voices.
● Luke: Should there be more editorial acknowledgement of key moments when there is a potential for learning or some other way to add context?
   ○ Rodney: That may not be possible in these short segments but including references to additional resources could be helpful.
   ○ Michelle: There could be an opportunity for follow-on to each segment with expert responses or commentary.
   ○ Rodney: Perhaps there could be a quarterly in-person event featuring the recent discussions with follow up.
   ○ There was further discussion about expanding on each short segment through additional web content or other means of providing context.

● Kim spoke positively about the conversational structure and tone of the segments.

● Luke: Are there other types of people that should be invited to participate? Suggestions included: branching out beyond black and white, more intergenerational conversations, elderly folks who can speak to changes over time, etc.

● Neenah noted that part of the intent of this program was to provide a model for civil conversations regarding potentially difficult subjects.

What local political stories (Greater Dayton, statewide) are we not covering that we should be? Responses included:

● Right wing extremism in local elections, especially school boards.

● More coverage of the Democratic challengers to Mike Turner.

● Coverage of the pipeline of party candidates (or lack of).

● More coverage of anti-LGBT (and similar regressive) legislation out of the Ohio Legislature.

What kind of news coverage of Wright Patterson Air Force Base do you all want? Responses included:

● Coverage so far sounds too much like press releases.

Comments regarding WYSO digital content: Responses included:

● Government computers have restrictions that prevent loading all content on the web page.
● More use of Instagram.

● The website needs better location branding. There was discussion about what is better: Dayton? Dayton Region? Miami Valley? Southwest Ohio?

Luke encouraged members to provide responses via email to the additional discussion topics that were distributed prior to the meeting.

Next meeting schedule
July 27, 2022, location TBD

Meeting was adjourned at 10:06 am.