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### WYSO COMMUNITY ADVISORY BOARD (CAB) MEETING MINUTES

July 28, 2020 8:15 AM [virtual meeting]

**CAB Attendees:**

<b>Name, Role</b>	<b>Background</b>	<b>Present?</b>
Judd Plattenburg, Chair	President, Oregon Printing, Dayton, OH (Montgomery County)	Y
Rusty Cousins, Vice Chair	Retired Civil Service, Wright Patterson Air Force Base, Clayton/Englewood, OH (Montgomery County)	Y
Demarus Crawford-White	Director Financial Aid, Central State University	Y
Kim Fish, Listener Feedback Chair	President, Kaleidoscope, Inc – Business Consulting Services & Community Volunteer, Springfield, OH (Clark County)	Y
Michelle Hayford, Center for Community Voices Chair	Director of the Theatre Program, University of Dayton, Dayton, OH (Montgomery County)	Y
Sierra Leone	Diversity Expert, Poet, Consultant, Fairborn, OH (Greene County)	Y
Elizabeth Sandhu	Assistant General Counsel, Crown Equipment, Troy, OH (Miami County)	N
Rodney Veal, Nominating Chair	Dancer/Choreographer/TV Host/Faculty at Sinclair Community College, Dayton, OH (Montgomery County)	Y
Bill Wendel, Secretary	Director of Consulting Services, Pentecom, LLC, Tipp City, OH (Miami County)	Y
Noreen Willhelm, Publicity Chair	Senior Fellow, Del Mar Encore Fellows Initiative, Dayton Foundation, Jefferson Township (Montgomery County)	Y
Joyce Barnes	Associate Professor of English, Sinclair Community College, Trotwood, OH (Montgomery County)	Y
Sara Caplan	Marketplace Information Specialist, Better Business Bureau, Kettering, OH (Montgomery County)	N
Patrick Gill	Executive Director, Dayton-Montgomery County Scholarship Program/Montgomery County Ohio College Promise, Dayton, OH (Montgomery County)	Y



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Shannon Neal	Vice President of Strategic Communication, Dayton Development Coalition, Dayton, OH (Montgomery County)	Y
Abigail Trittschuh	Choreographer, West Carrollton HS, Oakwood, OH (Montgomery County)	Y
Jen Papadakis	Partner/Owner, Head & Heart Strategic Social, Dayton, OH (Montgomery County)	Y

**WYSO Staff Attendees:**

Name	Title	Present?
Neenah Ellis	Executive Director, The Eichelberger Center for Community Voices	Y
Luke Dennis	WYSO General Manager and President, Miami Valley Public Media	Y
Juliet Fromholt	WYSO Director of Digital and Programming Strategy	Y
Art Boulet	WYSO Director of Finance and Administration	Y

**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.



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### **Minutes:**

Judd called the meeting to order. The minutes for the April 2020 meeting were distributed and approved via email. Judd introduced the new members: Joyce Barnes, Sara Caplan, Patrick Gill, Shannon Neal, Abigail Trittschuh, and Jen Papadakis.

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

Luke reminded members about the Mission and Vision.

Luke provided a WYSO update:

- WYSO separated from Antioch College a little over a year ago and it has been a positive experience so far.
- The staff has grown, and the station is financially strong.
- The newsroom, in particular, has grown and is producing more local news stories. Jason Saul has been hired as a full time News Director, Leila Goldstein has been added as a reporter, and Chris Welter has been hired as a full-time environmental reporter.
- Mike Frazier has been named as the official Morning Edition Host.
- The development and growth of The Eichelberger Center for Community Voices has been important both as a training center and as a source for programming content.
- Most of the staff is still working from home because of COVID-19. On air staff are working in the office.

### **Discussion:**

Luke introduced a group discussion about current events and its impact on WYSO. For example, since the last meeting, George Floyd was killed, and the country broke out in protests. There have been a lot of different reactions from the News Media. How is WYSO covering these things. Are we doing a good job, are we fair and accurate, are we fanning the flames? What is your honest take? Have your listening habits changed?

- In response to a question about listening habits, members responded with how their listening habits have changed (both in amount and format). Several members noted they are listening more, and many are using streaming services instead of a typical radio.
- Luke asked about WYSO news programming. Several members mentioned noticing improvement in both quantity and quality of local news stories.
- Juliet asked if people are using smart speakers (e.g., Amazon Echo Alexa). Some members responded that they were.
- Luke asked for opinions about coverage of Black Lives Matter on WYSO. Most responses were about the coverage from the national news media and not about local coverage. There were several comments regarding the perception that NPR tries too hard to not appear to have a liberal bias.



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- Luke asked how WYSO compares to other local news coverage and where else members get other news.
  - Rodney commented that local news is sometimes reporting on COVID-19 related topics (like high school athletics) without mentioning the obvious COVID-19 relationship. He also commented about the existence of two Sinclair Broadcasting stations in the Dayton market and the right-wing slant of their programming.
  - Shannon noted personal experience with local reporters who have not been informed about basic background information about the story they are working on – she does not see that lack of preparation from WYSO reporters.
  - Kim noted that there is a lack of good K-12 education reporting in the local media.
  - Bill noted that he would like to see more coverage of Ohio state government. Rodney and Noreen agreed, and Noreen added that she thinks the Ohio Public Radio News Bureau reports are thin. Luke agreed that those reports are usually short and not in depth.
- Luke asked how WYSO's presence on social media is perceived.
  - Sierra noted that she finds herself reading more and getting WYSO news from social media posts. She finds the written stories to be clearer and more of a final take on an issue (allowing for quicker consumption). She noted that when she hears about a news event, she typically looks to WYSO for confirmation of validity.
  - Patrick reported that he gets his news by looking for it (rather than via social media or getting it passively by watching or listening to reporting live).
  - Jennifer said she primarily uses Instagram (of the social media platforms) and often uses it to get to news stories, rather than going directly to the source (hard copy or website).
  - Sierra and Bill commented about using Twitter and Facebook (specifically the WYSO Facebook content) as news sources. Noreen stated that she also uses Twitter for news. She also noted that she uses Reddit and has noticed several recent posts from WYSO reporter Jason Saul.
  - Several people noted that they use Instagram but primarily for entertainment and not for news.
  - A couple people noted that they sometimes have a difficult time getting WYSO's content to be more prominent in their Facebook feed. Michelle shared some instructions about how to elevate the priority of the WYSO feed.

#### **Reports from Task Teams:**

- Listener Feedback, Kim Fish, Chair



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- Kim presented the recently updated task team charter. The task team is charged with working with staff to provide feedback regarding on air and online WYSO programming. She noted that the task team is looking for one or two new members.
- Publicity, Noreen Wilhelm, Chair
  - Noreen reported that, pre-COVID-19, the task team was focused on WYSO events. The focus has changed to focus on ideas to increase WYSO listenership in geographic areas where listening is lower (e.g., southern and northern parts of the broadcast areas). Noreen shared the charter which focused on building connections with listeners and increasing visibility of WYSO. The task team name has been changed to Publicity and Marketing.
- Nominating, Rodney Veal, Chair
  - Rodney reported that the nominating committee is connected to all the other tasks teams (and the CAB overall). It's critical that the CAB board remain diverse and he needs the help of the rest of the CAB to recommend new members.
- Center for Community Voices, Michelle Hayford, Chair
  - Michelle reported that the task team has not yet met to revise/develop their charter. Neenah added that The Center is evolving and becoming more of a focus and higher priority at WYSO. The nature of The Center is to make stories with the community, and they are continually being asked by different individuals and community groups to help get stories developed on various topics.
- NextUp
  - Luke reported that this Task Team needs a new Chair. He reported that he is working on a possible rebranding to 'WYSO Nerds' and to get quarterly events scheduled. The first event idea is a virtual meetup to discuss the importance of connection during the quarantine.
  - He presented a proposed description for the rebranding:
    - WYSO Nerds are passionate public radio listeners. We wear the Nerd badge proudly because we believe that independent media is vitally important to our region. We value hearing diverse voices and points of view through storytelling. We celebrate local arts, culture, and independent businesses because they're the heart of our community. If you're looking to connect with other Nerds who share your love of public radio, you have found the right group. Whether you're a younger listener or young-at-heart, we want to hang out and exchange ideas in smart conversation.
  - There is one committed volunteer who is a CAB member (Demarus Crawford-White) and others that are not CAB members (Kevin Grego and Matt Ouren). Katie Main is the WYSO staff liaison.



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- Interestingly, Matt has relocated to Knoxville, TN since his job is now remote and he has family there. However, he loves WYSO and is still an avid listener and would love to be a part of the group and help plan virtual events that could reach farther than the Miami Valley.
- Luke offered to circulate descriptions of all the Task Teams to everyone, including our new members, and to provide the new folks access to the Google Docs shared drive.

**New meeting schedule:**

- October 21, 2020 TBD
- January 20, 2021 TBD

**Adjourn. 10:15**