# WYSO Community Advisory Board (CAB) Meeting Minutes

**October 26, 2022, 8:30 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>
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<tr>
<td>Demarus Crawford-White</td>
<td>Director Financial Aid, Central State University</td>
<td>Y</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>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 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>Y</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>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>Y</td>
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Call to order, approval of January minutes

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

General WYSO updates

Luke reported on the following:

- The fall pledge drive was a success. WYSO met our goal for engagements (895 donations).
- There are eminent plans to add two new reporters for the newsroom.
- Katie Main has been promoted to Development and Communications Director.
- Construction work on the Dayton Arcade space is on schedule. The space will likely be functional by March. The design of the Schoolhouse facility has been approved and some construction has begun. Progress has been slowed because a new general contractor is in the process of being selected (via open bids).
- Juliet helped announce that today is National Public Radio Music Day.

Neenah provided an update about The Center for Community Voices.

- This is the start of the third year of operation and there are seven projects underway.
- There were 8-week training courses presented to two groups this fall.
Discussion prompts – Topics for discussion and feedback.

- Current and upcoming series include: The River Speaks, Dayton Youth Radio, Culture Couch, and Loud as the Rolling Sea.
- There will be a new series on Ohio History thanks to a grant from Ohio Humanities.

- **WYSO and Civic Engagement. What should public radio be doing to strengthen democracy?**
  - Peter opened the discussion talking about his involvement (along with other judges) with civic engagement. There are efforts to educate children and adults about government and the importance of voting.
    - There was a discussion about how to engage younger people through education.
    - What can WYSO do to encourage civic engagement by young people?
    - Shannon suggested using Dayton Youth Radio to try to make an impression on young people.
  - Kim suggested getting typical listeners to share their stories about why they vote. And WYSO should share stories about people who have become disenchanted with the system.
  - Sierra suggested focusing on the issues and trends that are impacting young people and how that relates to voting and civic engagement.
  - Peter added about the importance of participation. Young people need to understand that complaining without doing something about it is ineffective.
  - It was suggested not to try to reach young people via the schools. The schools are playing catchup on so many topics that they do not have the time and anything that would potentially be seen as coming from the school administration will be seen with skepticism.
  - Shannon suggested that WYSO spend some time educating people about the value professional journalism (as opposed to bloggers and other questionable online sources).
    - Noreen suggested using a series of on-air “minutes” to cover topics of civic engagement. They may be room for partnerships with other radio stations to promote civic engagement.
- Models for soliciting community feedback on big changes at WYSO. How can WYSO get feedback about changes and plans from listeners and people who are not yet listeners?
  - Kim suggested a kiosk (at the arcade location) to solicit input. Shannon there could be opportunities for engagement while the two new facilities are under construction (via construction tours).
  - Someone suggested engaging in a planned way at events where WTYSO has a presence.
Judd suggested that the CAB become part of the solution if we were asked to talk to folks in our communities (in a planned way).

- Neenah said she can send an easy set of instructions about how to use our phones to record an interview that can potentially be used on air.

- Juliette noted that she will be sending out a survey about the music programming soon and she asked all CAB members to share it far and wide.

- What is happening in your community that is going underreported?
  - Coverage of the potential “don’t say gay bill” in Ohio.
  - Unintended consequences of recently passed bills (teachers leaving the profession in Florida because of the don’t say gay bill, women losing seemingly unrelated health services due to the overturning of Roe).
  - Low student loan forgiveness participation, including the Public Service Loan Forgiveness program.

**Updates from members**

- Michelle reported about a grant won by UD; she will be working with the Montgomery County reentry office to focus on vocations. She suggested that there may be an opportunity to work with the Community Voices Reentry Stories series.

- Angie is working on a program to raise the awareness of writing skills needed for various careers aimed at young people.

**Next meeting schedule**

Jan 25, 2022, location TBD.

Meeting was adjourned at 10:01 am.