**WFAE Community Advisory Board (CAB) - Meeting Minutes**

Thursday, 27 January 2022 | 5:30 pm | Zoom Meeting

**CAB Members present:**

Kwame Agbeke Brad Harvey Dr. Barbara Lom

José Alvarez Jarrett Hurms Katarina Moyon

Jennifer Beightley Ingrid Travis James Gigi Shamsy Raye

Allyson Colaco Keenya Justice Lecia Shockley

Dr. Myah Davis Dr. Magdalena Krajewska Dr. Shante Williams

Stephen Guardipee Dennis Lazarus Bryn Wilson

**CAB Members Not Attending:**

Sri Nagarajan

Raquel Rivera

**WFAE Staff present:**

Jeff Bundy Dante Miller, Sarah Mobley Smith,

*Executive Director of Community Engagement Editor Senior Editor, Race   
Branding and Engagement  & Equity Team*

Jenn Lang, Renee Rallos, Maria Ramirez Uribe,

*Senior Editor, Digital News Community Relations Manager Race & Equity*

*and Product Reporter*

Ju-Don Marshall, London Scott,  
 *Chief Content Officer & Assistant to Ju-Don Marshall*

*Executive Vice President*

**Guests:**

Fiona Morgan,

Branchhead Consulting

Diana Quarry,  
 *BOD Liaison*

**Meeting began at 5:32 p.m. over Zoom**

***Renee established that we did have quorum.***

**Agenda**

1. Welcome                                Stephen Guardipee
2. Approval of the Minutes                     Stephen Guardipee
3. Recruitment                                Stephen Guardipee
4. Race & Equity Listening Session       Ju-Don Marshall, Dante Miller & Fiona Morgan
5. Content Update                            Ju-Don Marshall
6. Station Update                            Joe O’Connor
7. CAB Member Feedback                     Stephen Guardipee
8. Questions                                All

**Meeting Notes:**

*Quorum established at the start of the meeting.*

**Welcome – Stephen Guardipee**

**Approval of the Minutes – Stephen Guardipee**

*No comments heard.*

Motion By: Dennis Lazarus

Second By: José Alvarez

October 2021 meeting minutes were approved without objection or abstention.

**Recruitment – Stephen Guardipee**

* Have had a few large member classes over the last few years; working to recruit at the same level for this year.
* See email from Renee (sent January 18, 2022) for 2022 process.
* Email Renee if you are interested in volunteering with the recruitment process.
* Jarrett encouraged all members (new and tenured) to join the recruitment process as it is a great way to get involved with other CAB Members.
* Gigi asked about time commitment:
  + Stephen shared that the screening process can take up to 3 hours; interviews are scheduled around the committee's schedule and last ~30 minutes. CAB Members interview ~2 applicants.

**Content Update – Ju-Don Marshall**

Team Introductions:

\*\***London Scott** works closely with Ju-Don Marshall – new to the team. Welcome London!\*\*

*Overarching goal of reporting: Building a community and working to make reporting reflective of the feedback the station receives.*

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| --- | --- | --- |
| **Name** | **Role** | **Notes** |
| Sarah Mobley Smith | Senior Editor for Race and Equity Team | [Bio Link](https://www.wfae.org/people/sarah-mobley-smith) |
| Dante Miller | Community Engagement Editor | Joined WFAE ~1.5 years ago; with this team for ~7 months  [Bio Link](https://www.wfae.org/people/dante-miller) |
| Jennifer Lang | Director, Digital News and Product | 21 years with WFAE  [Bio Link](https://www.wfae.org/people/jennifer-lang) |
| Fiona Morgan | Consultant | Works to make journalism more sustainable through community research. Working with Dante and Race and Equity team to intentionally co-author reporting with the community and avoid an echo chamber. |
| Maria Ramirez Uribe | Race & Equity Reporter | Joined WFAE ~1.5 years ago; with this team for ~7 months  [Bio Link](https://www.wfae.org/people/maria-ramirez-uribe) |

Working to engage as many people as possible, especially those who feel they have not been engaged by local news. To have a sustainable future of high-quality news that serves all our needs, we must examine our community.

Question to the CAB Members:

**What do you love about Charlotte?**

* **Ju-Don**: Charlotte is a progressive place that is aware of its challenges and invites all people to the table to chart solutions.
* **Stephen**: life-long Panthers fan; moved here for Law School and enjoyed the city, and football.
* **Dennis**: liked the friendliness of people, even when they are strangers.
* **Jarrett**: ability to get involved in the community and the overall atmosphere of Charlotte and the state of North Carolina.
* **Renee**: Echoing all that has been said, plus love my house!
* **José**: It is a big town or a small city; the perfect size and still has culture
* **Dante**: Echoing Jose with the culture of Charlotte and the familiarity of the city, has sports teams, and there are young people in the area.
* **Diana**: a city of transplants – allowed to feel welcome more quickly.
* **Brad**: The weather (not 6-below in the morning like Ohio); attracted for many years, glad to make it here.
* **Sarah**: the weather (coming from Maryland/Virginia area).
* **Gigi**: the trees; the Levine Scholar program.
* **Kwame**: growing city that has good, progressive business opportunities.
* **Maria**: growing city with lots of potential for both the city and for personal growth.
* **Jennifer**: easy to leave (mountains, ocean, airport, too!).
* **Jenn**: access to get other places; benefits of culture, sports team, and has neighborhood charm, too. WFAE was top of the list, too!
* **Katarina**: moved here 20 years ago from Arizona (liked weather for opposite reason as above); loved the trees, too.
* **Ingrid**: all of the above! Plus, could see the stars in the sky. Appreciates that there is an NBA team, too. We still get everything.
* **Lecia**: Been here for 35 years; loved growing up with Charlotte. Works to be accessible and affordable around “all the extras.”
* **Barbara**: In Charlotte for 22 years; loves that Davidson is a small college town, so close to Charlotte and can move around (outside Charlotte) easily, too.
* **Magdalena**: WFAE was definitely a first friend, too. Green canopy and walkability. Ease to travel, too. Strong non-profit community.
* **Allyson:** big town, small city vibes; knows there is room for improvement, and has leadership (past, present, and future) who seem invested in pushing change forward.
* **Myah**: the diversity and the many different restaurants! Being from Dallas, TX we were kind of land locked and far from other places outside of TX. It’s been great to be close to many vacation spots and have given us the opportunity to explore the east coast.
* **Shante**: Charlotte is her hometown, love where you are born!
* **London**: love all the culinary options.
* **Bryn**: ease and quality of life.
* **Jeff:** the kindest around you allows you to be a kind person.
* **Keenya**: moved here from NYC over 20 years ago; it's a city that provides a lot of opportunity. If Charlotte were a business, it would be a start-up.
* **Fiona**: Charlotte shares things with Durham; the trees are lovely, and it does allow you to be a nice person.

**Common themes/buckets:**

* Balance of city/culture
* Access to beach, mountains, airport
* Environment: trees and open space
* People: transplants, welcoming, and do not feel like outsiders

Local media is here to tell the story of the place and leads to the impulse to support media and storytelling comes from feeling connected.

**Who do you bring into the room with you when discussing WFAE?**

* **Dante**: grassroots organizations are undervalued/appreciated.
* **Bryn**: ambassador to bring a broader point of view into conversations. On town’s DEI task force – tries to bring greater exposure to more perspectives.
* **Gigi**: ingrained in the financial services – hear leaders commenting on the importance of education.
* **José**: we can look to WFAE to bring to light stories that need to be shared – we can help WFAE know who is available to tell the stories.
* **Lecia**: those in power do not necessarily have the experience – is that the perspective we are trying to provide?
* **Ju-Don**: we do ask for feedback on who should be included in stories (source tracker) – will share tracker at future meeting.
* **Dennis**: It depends on the role you are looking to play…whose voice is needed?
* **Sarah**: sometimes those who are living in the situation become the experts – we need to know what individuals want and need.
* **Keenya**: Perhaps listen to those who you think are the stakeholders in a situations and then ask the assumed stakeholders who else you should speak to.
* **Kwame**: considering the subject of the affordable housing issue in Charlotte; more opportunities to engage other views and voices.
* **Gigi**: there is also an opportunity to engage NextGen voices – look ahead!
* **Sarah**: try to bring people to the table who inspire her, even if their backgrounds are unconventional or unexpected.
* **Brad**: the definition and impact of journalism has changed so much – how do we get in front of people and what do they want to hear? How does journalism define itself? We need to speak for facts; how do you speak truths?
* **Dante**: important to talk with young people and seniors about where news comes from and how to build trust. Transparency is so key.
* **Katarina**: coming from South Carolina, there is not enough access to news/information. Ju-Don reaffirmed that efforts are made to expand to SC.

Even the best quality media has left people out at points in history. That harm is something that is encountered/expressed in outreach.

*General Station Updates:*

* Talking about relocation of offices; lease is up in 2024.
* DEI remains high on the list of priorities with staff and board.
  + Consultant is working to assess WFAE internally to put forward initiatives.
* Hiring around AJP grant for:
  + Chief Revenue Officer;
  + Events liaison who can help drive events; and
  + Chief People Officer to ensure there is the right career pathing.
* Resilience Despite a Pandemic – we need to rebuild in and around the pandemic offered the opportunity to create special projects (archived on website, linked below).
  + [Rebuilding Charlotte](https://www.wfae.org/rebuilding-charlotte)
  + [The High Cost of COVID-19](https://www.wfae.org/the-high-cost-of-covid-19)
  + [Still Here](https://www.wfae.org/podcast/still-here) Series
* [Charlotte Podcast](https://charlottepodcastfestival.com/) – nearly 700 signed up (364 from NC) and included 20 individuals from other countries
  + WFAE cannot tell all stories; podcasts allow for more stories to be told
* [Climate Beat with David Boraks](https://www.wfae.org/climate-news) – has a great reach for stories
  + 69 article to date (46 required with grant)
  + Articles are getting a lot of citations in trade newsletters
* [Inside Politics Podcast](https://www.wfae.org/podcast/inside-politics)
  + Launching March 2022
* [Race & Equity Team](https://www.wfae.org/race-and-equity-team)
  + Newsletter and public launch in March 2022
  + Stories leading up to launch looking at the Latino community in Charlotte and equity across North Carolina
  + Public Conversation on March 8 (with the Mayor)
* Sign-up for newsletters ([linked here and below](https://www.wfae.org/sign-up-for-our-newsletters))
* Questions:
  + José – are people interested in the [Equilibrium](https://www.wfae.org/equalibrium-an-exploration-of-race-and-equity-in-charlotte) newsletter?
    - ~170 people have signed up
  + Keenya – what is the Chetty Study?

• Ju-Don – It was a Harvard study from 2014 that said Charlotte had the worst economic mobility among the largest 50 metro areas in the United States.

**CAB  Member Feedback – Stephen Guardipee**

*This is the one mandated item we need to have for every CAB meeting.*

* **José**: you [WFAE] guys rock!
* **Katrina**: love the program and looking forward to all Ju-Don reported on. Question about updating the CAB Website – is more needed to update that site?
  + Jenn Lang: waiting to get everyone’s information.
* **Bryn**: there have been a lot of good outreach efforts that make WFAE a community. Really liked the Charlotte Walks initiative, for example. This community building leaves people feeling they can trust WFAE.
  + Renee: Walk closes January 31 – you can backlog the distance for January.
* **Ju-Don**: looking at what communities we serve, and what we would like to serve. Please send ideas along.
* **Allyson**: keeping established reporters such as David Boraks, Steve Harrison, and Ann Doss Helms has been key to reinforcing the prowess of WFAE reporters.
  + Ju-Don: reporters across the country are hearing about WFAE and the station’s work. Particularly excited about building a pathway for local people to be a part of WFAE.
* **Keenya**: Noticed that there is money around gaming in the NC budget – would be interested in WFAE covering the gaming industry.
  + Jenn: Gaming came up in news conversation – it is being looked at for upcoming coverage. Started around NASCAR as a driver from the gaming industry is moving to the track.
* **Allyson**: can we expect more coverage around upcoming local elections?
  + Jenn: recent update from Steve Harrison around cases for redistricting and new dates. Dash Coleman is spearheading all elections so that coverage can work around dates (registration, voting, etc.). Working on candidate profiles for voter guides.

**Questions - ALL**

*Most questions covered during the Content Update and the CAB Member Feedback segments.*

**Community Advisory Board 2021 Meeting Dates**

* Thurs., April 28, 2022 at 5:30 pm via Zoom

**MEETING FOLLOW-UP for members:**

* Follow WFAE on social media:
  + [Facebook (@WFAE)](https://www.facebook.com/WFAE/)
  + [Instagram (@WFAE)](https://www.instagram.com/wfae/?hl=en)
  + [Twitter (@WFAE)](https://twitter.com/WFAE)
* Station / Story Engagement:
  + Send story suggestions to [news@wfae.org](mailto:news@wfae.org)
  + Send Charlotte Talks ideas to charlottetalks@wfae.org
* Sign-up for WFAE newsletters ([link](https://www.wfae.org/sign-up-for-our-newsletters))

**REMINDERS:**

* [CAB Google Drive](https://tinyurl.com/w6nzfqm)

Meeting concluded at 7:31 pm.