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

Thursday, 28 October, 2021 | 5:30 pm | Zoom Meeting

**CAB Members Present:**

Kwame Agbeke

José Alvarez

Jennifer Beightley

Allyson Colaco

Stephen Guardipee

Brad Harvey

Jarret Hurms

Dennis Lazarus

Barbara Lom, *Chair*

Katrina Moyon

Sri Nagarajan

Gigi Shamsy Raye  
Raquel Rivera

Lecia Shockley

Dr. Shante Williams  
Bryn Wilson

**CAB Members Not Attending:**

Dr. Myah Davis

Ingrid James

Keenya Justice

Dr. Magdalena Krajewska

**WFAE Staff present:**

Jeff Bundy, Dana Ervin, Ju-Don Marshall,  
 *Executive Director of Holly and Paul Freestone Chief Content Officer &   
Branding and Engagement Health Care Reporting Executive Vice President  
 Fellow*

Greg Collard, Caitlin Forrest (new), Sarah Mobley Smith,  
 *News Director Development Officer Senior Editor, Race &   
 Equity Team*

Michelle Datey, Renee Rallos,  
 *Corporate Development Community Relations  
Account Manager Manager*

**Guests:**  
Diana Quarry,  
 *BOD Liaison*

**Meeting began at 5:33 p.m. over Zoom**

***Renee established that we did not yet have quorum.***

**Agenda**

1. Welcome Barbara Lom
2. Approval of the Minutes Barbara Lom
3. Content Update Ju-Don Marshall  
    and Greg Collard
4. “The Price We Pay” Presentation Dana Miller Ervin
5. CAB Member Feedback Barbara Lom
6. Leadership 2022 Barbara Lom
7. Inspiration Challenge for December Drive Allyson Colaco
8. Questions All

**Meeting Notes:**

*Quorum established at the start of the meeting.*

**Welcome – Barbara Lom**

**Approval of the Minutes – Barbara Lom**

*No comments heard.*

Motion By: José Alvarez

Second By: Stephen Guardipee

July 15, 2021 meeting minutes were approved without objection or abstention.

**Content Update – Ju-Don Marshall**

*General Station Updates:*

* Fundraising:
  + Working on a pop-up of speakers to serve as a smaller version of the Charlotte Podcast Festival
  + Race & Equity Team fundraising initiative of $1.2M for four (4) team members over next 3 years
* Targeting listening session with CAB; maybe January agenda
  + Want to know how we are doing.
  + Strategic planning team with CAB
* Shared by email on August 5, 2021 and an article on ratings -- [full article](https://americancommunityradio.medium.com/public-radio-stations-are-losing-media-shelf-space-prx-hosts-talent-show-at-prpd-968214731b91):  
  *We found that only four stations in Top 30 had more weekly listeners in June 2021 than June 2016. WFAE, Charlotte had the biggest percentage gain, up 36%.”*
* Staff Updates, shared by emails since last meeting:
  + **Tanya DeGrace**, CFO, left in September 2021; we are grateful for her leadership
    - **Doug Handy** joined as Interim CFO
  + **David Boraks** has been selected as one of 25 National Press Foundation reporting fellows from around the world. The fellowship's focus is on "Exploring Biomass and Climate Change."
  + **Robert Koch**: accepted position at Queens University of Charlotte. His last day was WFAE will be Friday, October 22.
  + **Caitlin Forrest**, new Development Officer, joined the team on October 11.

**Content Update – Greg Collard**

NEW Special Reporting: “[Price We Pay](https://www.wfae.org/the-price-we-pay)” -- thesis around spending twice as much on medical care than developing countries:

* Has been a big success, and a lot of work
* Audience responses: people across industries and life stages find reporting to be timely, poignant, and resonate in the community
* Stories are broad and “in the weeds” -- healthcare costs, generic drugs, and beyond.

[Climate Beat](https://www.wfae.org/climate-news) - David Boraks

* 37 stories and a newsletter -- has been picked-up by other stations
* Working on expanding from local to regional stories

Investigative Desk -- highlighted a few articles:

* Article ([LINK](https://www.wfae.org/crime-justice/2021-10-14/charlotte-feels-the-impact-as-shootings-into-occupied-properties-rises)) looked at whether current events are new events or a longer standing issue in Charlotte
* Article ([LINK](https://www.wfae.org/politics/2021-10-12/north-carolina-cities-counties-to-decide-whether-to-count-prisoners-in-voting-districts)) highlighted how prison populations can impact voter maps and “distribution of power”
* Article ([LINK](https://www.wfae.org/politics/2021-10-25/nc-republicans-keep-saying-lets-go-brandon-its-actually-a-dig-at-president-biden)) has been viewed ~17,000 times , which is quite high for online viewing

QUESTIONS:

* Sri: thank you for the update; would like to confirm that news is not only looking at local issues, but taking a broader, diverse consideration around the topic, specifically around generic drug use.
  + Greg confirmed that there is a broader look at the topics and that content is intended to not be skewed.
  + Any time you get into healthcare, there are so many sides and details that you have to figure out how to cover “everything” and be digestible.
* Sri: any plans to cover the cost of COVID rapid tests -- coverage has shown that costs are so much higher than other countries.
  + Greg thinks this is something that has been noted in stories, but they could delve into it more.
* Jarrett: Relating to the upcoming elections, and thinking about Huntersville, for example, is there a plan to cover these important races?
  + Greg agrees this is something that has not been covered as much as it probably should have been, though they have talked about coverage of some races.
* Jarrett: this may be getting ahead of ourselves, but the spring election cycle will be crowded with City Council, US Senate Primary, and School Board -- what are the plans for coverage of these elections?
  + Greg mentioned that the station is gearing up a lot, preparing a podcast for a statewide view of elections. Planning for a voters’ guide, too.
* Allyson: inquired about how best to use the website to find the information after hearing a story on the radio.
  + Ju-Don mentioned that the station is working to have reporters remind listeners where they can find the stories.
* Gigi: thank you for focusing on the climate issues -- mother of a rising meteorology student -- is there an outlook or objectives for this report? How are we working to help people feel empowered?
  + Greg: one objective is to make this feel digestible and pertinent to all members of our community. Have a series coming up with the wood pellet industry in conjunction with WUNC -- will focus on how this is impacting carbon eating forests.
  + FAQ City will cover climate change questions and concerns. Want stories that are relatable and relevant for listeners.
* Gigi: are there plans to expand this reporting?
  + Greg: other stations have picked up the stories; David also had a recent trip to SC which is growing the reach.
* Sri: from a content perspective to what extent are we covering masks and vaccines?
  + Greg: provided some coverage on vaccines for kids and boosters. Another story is covering firefighters who are not vaccinated or MEDIC workers who are or are not vaccinated (and therefore who can respond to calls).
* Sri: question about the Matthews group “Moms for Liberty” who are forcing schools to close down because of their politics and perspective on social issues.
  + Greg: have covered the contentiousness of certain groups at public meetings; definitely will look into the group.
  + Greg asked Sri if he has seen a prop plane flying “low and continuously” around Matthews neighborhood.
    - Sri has not seen this plane, yet.
* Katarina: love everything that is happening and is sure to enjoy anything new that has been written for future listening. Related to the election question, will there be coverage around redistricting?
  + Greg: yes, we will be covering the changes and then what comes next (lawsuits, approval, etc.); we will look nationally, too.
  + Jarrett shared in chat: For SC I listened to All Things Considered on Tues and it’s interesting hearing about the [malapportionment](https://www.npr.org/2021/10/26/1049381359/why-hasnt-south-carolina-redrawn-voter-maps)
* Bryn: love what Anne Doss Helms is covering, too. Would love to know how the stories that are posted on social media are selected.
  + Ju-Don: anything the newsroom produces is placed into the station’s Facebook feed. If you go to the WFAE story or feed, you should see all the stories there. It is the Facebook algorithm that keeps the stories from appearing on individuals’ timelines -- it is complicated, and infuriating.
  + Greg: when a story he thought has not been as popular, he will go through the analytics and will see that it definitely has not been “picked up”.
  + Jeff agreed that they are posting prolifically, but only certain items will make the feeds of every other user.
  + Jarrett added that Anne Doss Holms has a great Facebook page, too!
* Dennis: would it be helpful to have a CAB session about how social media is used by the station.
  + Past CAB meeting has social media links, too.

**Special Guest - Dana Ervin**

* “Price We Pay”: Grant funding around three questions:
  + Research if it is true that Americans are sicker?
  + If it is true, then why?
* Why do we spend more on healthcare?
* Each story was a chapter
  + Part 1:
    - Yes we are sicker and dying younger
    - Looked at how geography and upbringing impact your longevity, too
    - Also left Charlotte to see that education levels impacts health
  + Part 2:
    - We pay more because the prices are so high.
    - In NC, hospitals charge private payers more than 200% of Medicare
    - Thought about covering insurance companies but realized that administrative costs are only born in part by insurance companies.
      * 25-33% of bills cover administrative costs
      * We spend so much because we have inefficient systems
      * Every doctor must negotiate with every insurance company
      * Gigi shared in chat: “Another leg to the story: the technology integrators. The firms tackling the healthcare industry that's easily 50 years behind other industries and trying to make the systems talk to each other.”
    - Focus on P/E firms who buy up medical practices and figure out how to make money (goal - 3x investment in 3-8 years)?
  + Part 3: Solutions
    - Focused on an underinsured individual in Davidson -- thought that the story would come out after Congress had passed new legislation; that has not happened yet. It is hard to expand coverage right now.
    - “Future of Medicine” (airing Tuesday, November 2): thought this would be really fun and uplifting, focusing on genetic coding, etc. Had a conversation with Deloitte’s “Future of Medicine” leader -- future, according to him, is data and wearables.
* Future coverage:
  + Allyson: medical genetics and bioethics can definitely be a future coverage topic
  + Gigi: technology and data is playing a new role in medicine
  + Sri: coverage is spot on around the future of care all-encompassing around technology, data, and personal care
  + Sri: another possible focus could be on vaccines (education and awareness)
  + Bryn: did we miss the episode about the future outlook of lowering costs of healthcare.
  + Barbara: what stories missed the cut?
    - German Minister of Health -- tried to get him for the drug story; only got to him last week and hopes to have another conversation
    - Advertisement in *The Charlotte Observer*, (American Life Sciences Council), applauding a representative for his views on pharma -- turns out it is a dark money group!

**CAB Member Feedback - Barbara Lom**

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

* Raquel: a few CAB meetings ago, discussed how the Latino community was not as engaged with WFAE. Has there been an uptick in Latino engagement?
  + Greg: the answer is yes, it has increased. The biggest increase has been in Black listenership, which is up from 12% to 30%. Latino listenership has seen a bump, but not as much as would like to see.
* José: seconded notion about the coverage and what it means to the community. Continues to offer assistance however possible, connecting with Ju-Don offline. Joe shared that Latino listenership increased about the last Sheriff ‘s race, but then dropped. Would like to see the uptick be more permanent.
  + Greg: Maria is working on a piece around education with Anne Doss Holms
* Lecia: questioned why the pledge drive continued on the morning of 9/11
  + Jeff: started in the morning but stopped in the afternoon. Nothing 9/11 related was missed or covered up; time was taken away only for non-9/11 information. Fundraising results were low and will consider not fundraising on the day for future September campaigns.
* Stephen: Instagram involvement seems to have grown with multiple stories during the day. Also saw that *Axios Charlotte* (formerly *Charlotte Agenda*) linked through to a WFAE article recently.
  + Greg noted that the digital department has grown and allows for more capacity.
* Additional Feedback:
* *Ju-Don: jmarshall@wfae.org*
* *Send story suggestions to news@wfae.org*
* *Send Charlotte Talks ideas to charlottetalks@wfae.org*

**Leadership 2022 - Barbara Lom**

* Thank you to all members who served on the membership committee.
  + Stephen - Chair
  + Jarret - Vice Chair
  + Allyson - Secretary
* Special thanks to Barbara Lom for her role as CAB Chair for the last year.

**Inspiration Challenge - Allyson Colaco**

Introduction of the idea for an *Inspiration Challenge* during the December 2021 campaign drive (dates: December 13-17, 2021)*.*

* Need collective commitment of $1,000 or more from CAB, in an upcoming campaign.
* Offer a challenge to inspire other listeners to call in and match the challenge.
* This would be an opportunity to promote the group and its support of the station on air during the fundraising challenge.

Collectively the CAB agreed to support this effort and Jeff will follow-up with an email to the group to offer up participation.

**Questions - ALL**

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

**Community Advisory Board 2021 Meeting Dates**

* Thurs., January 27, 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 7:21 pm.