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WYSO COMMUNITY ADVISORY BOARD (CAB) MEETING MINUTES

October 27, 2021 8:32 AM

CAB Attendees

Name, Role	Background	Present?
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)	N
Demarus Crawford-White	Director Financial Aid, Central State University	N
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)	N
Sierra Leone	Diversity Expert, Poet, Consultant, Fairborn, OH (Greene County)	Y
Elizabeth Sandhu	Assistant General Counsel, Crown Equipment, Troy, OH (Miami County)	Y
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
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
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)	N



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Jen Papadakis	Partner/Owner, Head & Heart Strategic Social, Dayton, OH (Montgomery County)	Y
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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
Jackie Winfree	Membership Director	Y
Juliet Fromholt	WYSO Director of Digital and Programming Strategy	Y
Katie Main	WYSO, Business Support Account Manager	Y
Rochelle Savoy	WYSO, Business Support and Events Coordinator	Y
Art Boulet	WYSO Director of Finance and Administration	Y

Minutes

Judd called the meeting to order. The minutes for the July 2021 meeting were distributed and approved.

Driveway Moments

Members shared moments of interest related to WYSO listening.

The evolution of the CAB “Task Teams”

Luke said that in the past, CAB task teams were more necessary. But now with the current WYSO governing and organizational structure, there is no longer a need for most task teams. The CAB is going to focus instead on “advising” and the meetings will be more about discussions and input in reaction to current needs and topics.

The Publicity, Listener Feedback, and Next Up task teams will be disbanded. But the Community Voices and Nominating committees will remain in place.

Ad hoc committees or task teams will be formed on an as needed basis.

Fall Membership Drive

Luke asked for feedback about the membership drive.

- Elizabeth noted that using participation metrics as opposed to dollar goals is a good thing.
- Kim said that the challenge goals (i.e., x calls per hour) and challenge grants are good. But because there is one every hour there isn't a sense of urgency. Noreen asked if the



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challenge grants are successful. Luke said group challenge grants (from organizations or group of friends) tend to be more effective than individual challenge grants.

- Elizabeth suggested including an area on the web donation form indicating why the person is making the donation to provide some data points for improving future drives.
- Luke suggested trying to recruit groups for challenge grants in the future.
- Judd suggested challenge grants for different hobbies, interests, demographics, etc. that people can connect to (e.g., “a challenge to long distance runners”).
- Luke asked about pre-recorded pledge requests (local and national). There was positive feedback about these, especially the spots that use humor.
- There was a discussion about getting Dayton-area celebrities to record pledge drive messages. Jennifer suggested getting well known Dayton-area people to post about making their pledges on social media.
- Luke asked if anyone had any ideas about why there were low participation numbers in the recent drive. There is a feeling that news fatigue is a factor. Rodney noted that the lack of in-person activities may have an impact on WYSO’s visibility in the community. Elizabeth also said there is donation fatigue because non-profits have been struggling due to Covid and people have been flooded with requests from multiple organizations. Kim noted that there is a perception that WYSO is in a good place financially (adding staff, recent independence) that leave the impression that the need for donations is not as critical at this time.

Refreshed Mission, Vision and Values statements

Luke reported that there is more attention focused on diversity as WYSO begins work on an updated strategic plan. A refreshed mission, vision, and value will help that effort. He said the new text will have more active language and be aspirational (it will not include specific goals like 300 stories per year).

Luke said there was concern expressed by the WYSO Board that the mission/vision/values should not appear partisan.

There were a number of positive comments to the new mission/vision/values.

Kim and Elizabeth expressed concerns with the first value listed. Kim agreed with the sentiment, but felt the language is a too politically liberal and it should not be listed as the first value. It was suggested changing it to “Equity and inclusion” instead of just Equity. Sierra asked for clarifications. Elizabeth said her concern is about the phrase “WYSO has a role to play” to imply that WYSO will be pushing an agenda. Patrick suggested adding “Though music, news, and programming WYSO has a role to play...”

Bill suggested that music programming should be more prominently featured in the list of values.



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Bill suggested that the Vision statement feels limiting. The draft statement is only an aspect of WYSO's vision. It covers only one aspect of what WYSO should be aspiring to be. Noreen agreed that vision statements should be aspirational. Sierra suggested that a vision should be big and bold. Judd said the draft statement feels like more of a value than a vision statement. Sierra said she liked part of the current vision statement ("...to be the greatest small station in the country..."). Others agreed with similar comments.

Luke appreciated the feedback and clarified that the vision statement is intended to be revolutionary in the sense that WYSO wants to serve the entire community instead of just the typical public radio audience.

The text of the draft new mission, vision, and values statements are as follows:

Mission:

The mission of WYSO is to serve the Miami Valley with information and inspiration that improves lives and builds community.

Vision:

Our vision is for our programs, staff, boards and volunteers to be fully reflective of the communities we serve and strive to serve.

Values:

Our values:

- Equity. WYSO has a role to play in undoing centuries of inequality in all its forms. Our news, music and storytelling further conversations about inequality and highlight solutions emerging to tackle it.
- Trustworthy journalism that is fact-based, researched, transparent, intellectually curious, pushes beyond the obvious answers, local, fair, and, when it's called for, embraces the search for solutions. We believe an educated citizenry is essential to the functioning of our democracy.
- Relationships are WYSO's superpower. We achieve our mission by building authentic relationships across the community and across the country. It is through relationships that we create content and amplify voices that have historically been excluded from mainstream media; maintain our organization, as we add staff, volunteers and board members; and position WYSO as a thought leader within our industry.
- Independence. WYSO is independent and belongs to this community. Independent also describes the ways we approach journalism and the music we share. Our staff, boards and volunteers will not be unduly influenced by corporate interests or wealthy individuals.
- Education and lifelong learning. Our programming allows our listeners to learn new things every day. And through our Center for Community Voices we provide hands-on learning opportunities for local citizens in the art of audio storytelling.



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Optics around partnership with Dave Chappelle

Luke introduced this topic by noting that Dave Chappelle is receiving criticism about the homophobic and transphobic content of his latest program. Luke explained the nature of Mr. Chappelle's connection to WYSO: he is a supporter and is fronting the capital for the new building.

Elizabeth said that WYSO should do nothing. This moment will pass. Others agreed.

Shannon suggested that WYSO should plan for a way to respond if a situation does arise in the future that requires a response. And to try to define what would trigger that need to respond.

Sierra noted a connection between this discussion and the previous discussion about the WYSO value statement. It is important to review what are WYSO's values and what is important.

New meeting schedule

- January 26, 2022, location TBD

Community Updates

- x

Meeting was adjourned at 10:00 am.