



## Purpose & Mission

The **WHRO Next Gen Collective** is a group of community-minded professionals, ages 21–40, who help connect WHRO Public Media with the next generation of listeners, viewers, creators, and civic participants.

Members serve as **ambassadors, advisors, and creative partners**, helping WHRO bridge generational and community gaps through storytelling, outreach, advocacy, and innovative programming. The Collective ensures public media remains relevant, trusted, and reflective of the diverse communities it serves.

## Role of the Collective

The WHRO Next Gen Collective is an **active creative advisory and community engagement group, not a governing board**.

Members help WHRO:

- Act as ambassadors for WHRO in their networks and communities
- Introduce younger audiences to public media
- Provide insight into emerging community needs and perspectives
- Highlight regional artists and emerging talent
- Create experiential entry points into WHRO programming
- Cultivate future members and donors
- Expand WHRO's visibility in the cultural life of Hampton Roads and the greater region
- Help shape programming and engagement opportunities that reflect the future of the region

## Membership

To maintain the Collective's focus on the next generation of public media audiences and supporters:

- Members are between the ages of **21 and 40**.
- Members are selected based on their connection to and interest in the Hampton Roads community, public media, arts, culture, storytelling, education, civic engagement, or related fields.
- Members are encouraged to bring different professional, cultural, and community perspectives to the Collective.

- Members serve a **three-year term**, running January–December.
- Members may be invited to participate in a new-member orientation or meet-and-greet.

## Commitments & Expectations

Upon acceptance to the WHRO Next Gen Collective, members agree to:

- Actively support and participate in Collective initiatives beyond regular meetings.
- Attend **at least 8 out of 10 scheduled meetings annually**.  
*Failure to meet attendance expectations may result in release from the Collective.*
- Volunteer a minimum of **10 hours per year** supporting WHRO events or programs.
- Serve as a positive and informed **ambassador** for WHRO Public Media.
- Share WHRO initiatives within personal and professional networks.
- Offer thoughtful insight on how WHRO can remain relevant to younger audiences.
- Identify and recommend potential future members.
- Maintain current **WHRO membership**.
- Commit to a **three-year term**.

## Meeting Rhythm & Collective Experience

The Next Gen Collective meets **every other month as a full group** and has multiple events each year in months when we do not meet. These meetings are held at the Norfolk WHRO Station, but a Zoom option is provided as needed.

Meetings are designed to be engaging, collaborative, and meaningful while balancing members' professional commitments.

Meetings may include:

- Updates from WHRO leadership on station initiatives
- Highlights of upcoming Collective initiatives and partnerships
- Conversations with local artists, storytellers, media professionals, or community leaders
- Opportunities for members to connect and collaborate
- Professional development related to storytelling, media, arts, and community engagement
- Discussion and feedback on WHRO programming and community engagement opportunities

Additional meetings or working sessions may be scheduled when needed for specific Collective initiatives.

# Leadership Circle

The Collective will use a **Leadership Circle** to guide coordination, strategy, and the group's work.

The Leadership Circle may include:

## Chair

- Facilitates Collective meetings.
- Serves as the primary liaison between the Collective and WHRO leadership.
- Helps guide the strategic direction of the Collective.
- Works with WHRO staff to develop meeting agendas and priorities.

## Vice Chair

- Supports the Chair in coordinating the work of the Collective.
- Helps guide programming and event planning.
- Coordinates with artists, collaborators, and Creative Teams as needed.
- Serves as Chair in the Chair's absence.

## Community Partnerships Lead

- Connects with other young professional boards and community groups.
- Builds relationships with arts organizations, cultural institutions, and creative collectives.
- Identifies opportunities for collaboration throughout Hampton Roads and the greater region.

## Communications & Visibility Lead

- Works with WHRO staff on Collective messaging.
- Helps amplify Collective events, initiatives, and featured talent through appropriate digital and community channels.

## Membership & Engagement Lead

- Supports recruitment and outreach for new members.
- Helps ensure Collective members remain connected and active.
- Assists with new-member engagement and orientation.

**Leadership roles may be adjusted as the needs of the Collective evolve.**

# Leadership Terms & Selection

- Leadership Circle members serve **two-year terms**.
- Leadership positions are selected by the Collective with support from the WHRO staff liaison.
- Leadership transitions should be planned in advance to ensure continuity.
- If a leadership position becomes vacant during a term, the Collective may select a member to complete the remainder of the term.

The Leadership Circle works collaboratively rather than functioning as a traditional governing board.

## Creative Teams

Rather than maintaining permanent committees, the Collective will organize around **flexible Creative Teams**.

Creative Teams allow members to participate according to their interests, skills, and availability. Teams may be created, combined, or concluded as the needs of WHRO and the community change.

Members are encouraged to participate on at least one Creative Team when possible.

### Creative Programming Team

**Focus:** Storytelling and arts programming

Supports initiatives that highlight regional voices and creative talent. Examples include:

- The Story Exchange
- Play Your Heart Out and other artist showcases

### Community Partnerships Team

**Focus:** Strengthening relationships across the region

Helps ensure WHRO is visible and engaged in the cultural life of the community.

Examples include:

- Collaboration with other young professional groups
- Partnerships with arts organizations
- Cultural organization engagement
- Downtown and regional engagement opportunities

### Public Media Engagement Team

**Focus:** Connecting younger audiences with WHRO programming

Helps turn WHRO content into opportunities for community connection and conversation.

Examples include:

- Documentary screenings
- Podcast listening events
- Public media discussions
- Behind-the-scenes station events
- Program-related community experiences

## **Audience & Membership Growth Team**

**Focus:** Cultivating the next generation of WHRO supporters

Supports efforts to build awareness, engagement, and relationships with younger audiences.

Examples include:

- Friend-raising events
- Outreach to emerging audiences
- Membership awareness
- Audience feedback and insights
- Identifying opportunities to introduce new audiences to WHRO

# **WHRO Staff Liaison**

The WHRO staff liaison serves as the primary connection between the Next Gen Collective and WHRO Public Media.

The staff liaison will:

- Provide information about relevant WHRO initiatives and opportunities.
- Support Collective meetings and communications.
- Help Creative Teams coordinate with appropriate WHRO departments.
- Provide guidance on station policies, resources, branding, and production needs.
- Ensure the Collective's activities remain aligned with WHRO's mission and priorities.

The Collective assists in developing ideas and recommendations while coordinating with WHRO staff for implementation.

# **Relationship to WHRO Public Media**

The Next Gen Collective is intended to strengthen WHRO's connection to the community and provide a meaningful avenue for younger professionals to participate in public media.

Members do not represent WHRO in an official capacity unless specifically authorized to do so. When participating as WHRO ambassadors, members are expected to represent the station positively, accurately, and respectfully.

The Collective does not have authority over WHRO programming, finances, personnel, editorial decisions, or other station operations. Its role is to **advise, engage, create, connect, and advocate**.

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## Member Agreement

By accepting membership in the WHRO Next Gen Collective, I acknowledge that I have read and understand these guidelines and agree to participate as an active member of the Collective.

**Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_