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

**DATE Thursday, 4/24/25 | 6:00 pm | WFAE Uptown**

**Meeting began at 6:01 pm**

**Quorum was established.**

**Agenda**

*As shared via email prior to meeting; adjustments reflected in minutes*.

1. Welcome – Christine Wyche

2. Approval of the Minutes – Christine Wyche

3. Station Update – Renee Rallos

4. Audience Measurement & Ratings – Eric Teel

5. CAB Feedback – Christine Wyche

6. Recruitment Update – Christine Wyche

a. Second term update

7. Succession – Christine Wyche

8. Appreciation – Renee Rallos

9. Questions

**Attendance**

**CAB Members Present:**

Christine Wyche Stephen Guardipee

Dawn Adams Miller Courtney Williams

Lecia Shockley Allyson Colaco

Jarrett Hurms Sarah Colón

Cindy Stone Jeet Pawar

Magdalena Krajewska Kwami Agbeke

José Alvarez Ingrid Travis James

Loretta Evivie Bryn Wilson

Brad Harvey

**CAB Members Not Attending:**

Jeremiah Nelson Dennis Lazarus

Blake Morgan Barbara Lom

Katarina Moyon Justin Taylor

Gigi Shamsy Raye

**WFAE Staff Present:**

Renee Rallos, Executive Operations Manager

Eric Teel, Program Director

2. **Approval of the Minutes – Christine Wyche**

* Moved and seconded. Minutes approved.

3. **Station Update – Renee Rallos**

**Legislative**

* Congressional meeting – MTG called for elimination of CPB. Reports – WH memo to congress – recission memo – cut off $ now. Only needs simple majority to approve. Delivery 4/28, 45 days for congress to act; table and die, vote to approve, etc.
* Executive Order 14149 – “Restoring freedom of speech and ending federal censorship” - halt activities perceived as censorship and mandates a review of past government actions related to free speech.
* Executive Order 14151 – “Ending radical and wasteful government DEI programs and preferencing” – mandates the termination of all DEI-related programs within the federal government
* We are reviewing website, job postings/descriptions, handbook with SAG-AFTRA, potential less focus on EEO reporting, Immigration works, HB1 visa – 1 employee.
* FCC investigation – It’s believed that the FCC investigation went to NPR, PBS and 13 station to determine whether stations “are broadcasting underwriting announcements that cross the line into prohibited commercial advertisements.”
* Three members from Senate commerce, science and transportation committee citing the investigation and FCC complaints against ABC, CBS, and NBC sent FCC letter stating that investigation is politically motivated. Urge cease and respect First Amendment.
* If FCC reviewed WFAE, we should be in the clear.
* PBS closed DEI office. NPR has not officially disbanded DEI initiatives. CPB has rolled back its diversity statement and community representation policies. Several stations have removed diversity statements from websites.
* WFAE - One company has asked to “step back” from supporting Race and Equity programming. Supporting WFAE vs. Race and Equity.
* Impact to fundraising and revenue!

**Financial considerations**

* Fundraiser was very successful.
  + 1594 gifts, goal was $300k. Total raised $397k.
  + 348 new members, 304 rejoin, 485 renewals, 457 additional gifts
  + Motivators: threat to CPB, threat on public service we provide, financial strain, DOGE hearings. Raised over 42k on that day.
* Many non-profits are facing shortfalls: financial volatility and waning consumer confidence, corporate giving constrained, budget pressure, etc.
* We have CPB funding for FY2025. And Congress approved funding for FY26 with a Continuing Resolution. Recission memo could claw back FY26. $400k direct, $400k indirect. That money covers things like license rights – ASCAP, BMI, etc., satellite distribution and emergency alerts.
* We need to hold down discretionary costs – the largest is people and programming. Collective bargaining issues.

**Community Engagement & Partnerships**

* 241 comm orgs and partners. 90 – 95% are women & BIPOC
* Survey
  + 500 survey responses
  + Facts, more culture, immigration, access to info and events, concerned about common issues.
* Climate Summit
  + 200 people attended
  + App state students
  + Local group possibly replacing native group funding
  + Participation: Charlotte Talks, Zack Turner, Ely Portillo, Jenn Lang and Nick de la Canal.
* NPR CEO
  + Katherine Maher – 4/17
  + 130 donors and invited guests attended
  + Stressed importance of public media and critical role NPR plays
  + 3,000 journalists across the public media system, largest local media ops in the country. NPR uses member station content.
  + Tommy Tomlinson did interview and might be able to use it for SouthBound.
* Other:
  + Chocolate Tasting - 5/8
  + Charlotte Talks - 6/13 – Friday News Roundup in building – if want to come, let Renee know and she’ll add you to the list.
  + EQUALibrium Awards Gala - 6/5.

**Content (Ely updates)**

* What’s happening?
  + National policies – grant cuts, school policies, impact on immigrant communities, local protests, hard to connect all the individual activities.
  + We expanded our news coverage – partnership with other local stations, state government coverage. Adam Wagner and Mary Helen Moore – hired with two-year CPB grant. Tagged as NC Newsroom.
  + The roster of Charlotte Talks Friday news roundup has been expanded, with Julian Berger, James Farrell and Zack Turner added to the rotation.
  + 2 interns starting next month in newsroom.
* Morale
  + Mixed based on where people are in their public radio journey and how much they’ve experienced in this space. Constant churn of a largely negative news cycle takes a toll. The funding and vagueness of what this is isn’t helping. New faces, though, building familial relationships, helps with stress.
  + Get with others by including them in non-political events. Chocolate, Charlotte Shouts, etc. Hoping to negate negative branding.

**4. Audience measurement and rating update – Eric**

* Market
  + Nielsen defines major markets as the 16 largest cities in the US. Charlotte-Gastonia is #20 – 2.8 million
  + Charlotte is experiencing a net gain of about 10ish people a day.
* Where do ratings come from?
  + Nielson – bought Arbitron – audience measurement
  + Old way: Handwritten diary
  + New way: Personal People Meter, device you wear that auto-detects what you are hearing (not necessarily listening to) – numbers changed drastically, 1100 – 1200 people in each market per month.
* Ratings:
  + CUME – cumulative audience – total number of people that have listened to WFAE for at least three trackable minutes during the survey period. Nielson changed from 5 min to 3 min.
  + AQH – average quarter hours – average number of persons listening to a particular station for at least 3 minutes every quarter hour
  + Share – percentage of those listening to radio in a specific Metro area who are listening to a particular radio station.
  + TSL – time spent listening in a week
    - WFAE: 2:45 – 6:50 a week
  + Occasions – how many times did they listen
    - WFAE: 9.5 – 16/17 minutes
  + Time per occasion
    - WFAE: 13 – 20 minutes
* Did the change make a difference? Did it improve who’s listening and how?
  + 55% of listening occasions were created at 5 vs. 3 min.
  + AQH 6+ - last summer was weak – don’t know why – Increase from August to Feb – 7700.
  + Weekly CUME – similar to the above Feb – 160k, Mar 171k plus web stream
  + Share – 2.9% last summer, 6.6% in Feb.
  + #2 station in charlotte market, record highs, only 5 stations have higher than us.
* Most popular:
  + Morning Edition, All Things Considered, Charlotte Talks, Wait Wait, Weekend Edition.
  + Morning Edition is on air for 20 hours a week, Wait Wait on air for 2.
* Mapping of events that might have impacted numbers
  + Day of listening – 7 – 9 am 4 – 6 pm, Hard to generate audience after 7 pm, lose them to TV.
  + Saturday – Spike 8 – 11, not unique to WFAE, lifestyle takes over after that.
  + Sunday – church time, no listening
* We have done and need to do better
  + Historically, not in good shape as compared to 2016/2017, etc., 7 years ago there were 250k people. Social media chipping away at audience. Newer generations are not traditional FM consumers. Opportunity – Eric – job AQH going up. Blind spot getting folks that don’t listen, don’t know who we are or why important.
  + Marketing not programming. What would it take for us to provide value to you. Good crew working that. 94% of charlotte audience listen to something other than WFAE.
  + How do we do that? Inviting community to our events to get them to make a choice. About 10% of the 5% of the audience are donors.
  + Similar to a lot of NPR stations.

**5. CAB feedback**

* Ways to better educate:
  + Target audiences at Charlotte events where we have booths.
  + Different audience-specific content for each event.
  + What does that look like.
  + CAB can share stories on FB with link. Eyeballs from your community. What makes them curious to want to listen.
  + Listening options: pedestals around the city that when you press the button play 2 min current news story.
  + Instagram page – starting to work with this. Algorithm makes this difficult.
  + Average listener age – 64.5. 20 years from now donors will be based on what algorithm shows them. Substack good for vary narrow topics – have to seek it out.
  + Newsletters – share!
  + School systems – do multi-media in classrooms – subscription – difficult.
  + Low hanging fruit swag – handouts – stickers, leaflets, window cling, store.
  + Dotcards? Expensive.
  + Digital – video of interview – put on campus TVs. Cool stuff that we do, QR code to article.
  + Postcards – CAB to write to people that you know.

**6. Recruitment update**

* Meeting 5/6 first screening – CAB volunteers have been updated.
* Applications will be sent to them BEFORE this meeting.
* Closes 4/30. Decide on people to interview.
* Courtney – will serve second term as a CAB member.

**7. Saying goodbye**

* Succession—Ingrid will chair the rest of the year since Christine is relocating. We need to appoint a vice chair for the rest of the year. The membership committee will decide. If interested, let Renee know by 5/6.
* Jarrett is relocating to Philly and teaching full-time!
* Kwami, Stephen, Barbara, Magdalena and Lecia are rolling off. First formal CAB class appointed in 2019.
* Help Eric help us, contact him with questions/comments.

**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](mailto: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)
* [Slack channel](https://wfaecab.slack.com/archives/C07SV3BDQ1M)

**Meeting concluded at 8:04 pm.**