

## WFAE Community Advisory Board (CAB)

### Meeting Minutes

Thursday, May 23, 2019 ~ Dinner 5:30pm – Meeting 6:00-8:00 pm

**In Attendance:** Jeff Bundy (WFAE Staff), Gabriella Chapman (BOD Liaison), Keenya Justice (via telephone), John Lincoln, (Chairperson) Ju-Don Marshall (WFAE Staff), Renee Rallos (WFAE Staff), Cate Sherrie, Tish Stoker Signet, Cricket Weston

**Absent:** Mary Dombrowski, Sri Nagarajan, Joe O'Connor (WFAE Staff), Hema Parekh, Eric Sipe

Meeting began at 6pm, with a welcome by John Lincoln to our second, quarterly meeting of the year, and a review of this evening's agenda.

A motion was made by Tish to accept the minutes from our last meeting on 2.21.19. It was seconded by Cate.

#### Ju-Don/Jeff Updates:

Upcoming WFAE events include: Charlotte Squawks, Gala featuring Ted Koppel (6.6.19) and June Fundraising Pledge Drive

Wrap-up of the PodQuest Event (5.4.19 - Hosted by Joni Deutsch)

1. Approximately 100 attended, and there was lots of energy in room.
2. The variety of submissions was great and good for follow-up.
3. The five finalists were "trained" in various ways to understand the craft, legalities, etc., of podcasting.
4. Finalists received a one-year membership to the Association of Independents in Radio and a one-year subscription to Hindenburg editing software. The top three finalists received monetary awards.
5. The Fan Favorite was "Next Door Doctors."
6. The winner was "Working" podcast. Commonality and dignity of work + the art work and design for "Working" was great.
7. WFAE also learned a lot and is looking at reaching out to the submission group of over 360 to offer some webinar training.

Awards: (We have had several.)

1. Sarah Delia - Gracie Award (BIG national award) and a regional Murrow award for "She Says."
2. Tommy Tomlinson's "We should build a wall" commentary received first place from the Public Radio News Directors, Inc.
3. Joni Deutsch - Amplifier - regional Murrow Award
4. Marshall Terry - for piece on the Charlotte Symphony Orchestra – regional Murrow Award.
5. NPR recognized WFAE for digital growth (In the top 20 for downloads was *Charlotte Talks* and "She Says.")

## Other:

1. Jeff and Ju-Don looking at branding of the station. Go through a whole new organizational branding, with everything being on the table. (Even what we might call ourselves) Getting lots of input
2. Marketing for Morning Edition and All Things Considered - need to focus on specific programs and hosts (ex. Marshall Terry and Lisa Worf)
3. John: Rusty Jacobs (WUNC in Chapel Hill) seems to take more ownership of lead-ins, etc., using local folks rather than NPR hosts doing it. WFAE does some of it now.
4. ATC: Internally, we have an opportunity to promote or hire – Mark Rumsey leaving, after 22 years. His last day is 8/1/19
5. Alex Olgin and Jessa O'Connor are leaving.

## **Recruitment: John**

1. Selection Committee (Mary, Cate, Sri, John, Jeff and Ju-Don) screened about 50 candidates.
2. Divided them into 3 groups (Not a good fit now / Maybes / Powerful) Diversity, experience, demographics, etc., were considered.
3. Applications were separated into two groups, and the CAB members were in agreement on selections to interview.
4. Scheduled interviews CAB member + Staff (Jeff or Ju-Don - Renee as back up)
5. Select 6 to add to CAB / Want to onboard them well.
6. Tish asked: How does the WFAE Board of Directors recruit? Get Board input, review and move forward.
7. Target is to finish in June and have new members to come to August meeting.
8. Who is rolling off the CAB? Older members going off and will "self-select" their departure.
9. We will do another recruitment for new members early in 2020. We already have the process in place.

## **New Member Orientation (Onboarding Components): John + Members Input**

1. Jeff: How we raise money (We include that for the BOD orientation) Education about our funding model
2. Mary: How we gauge success or interest.
3. Jeff: Have Ju-Don and Jobie talk about their wheelhouse, plus acronyms dictionary, etc.
4. Jeff: Also make sure they know who to contact about what issue or information they need. Give them a list of key people in different areas.
5. Mary: Station history, key stories
6. Idea - 2021 - 40th (1981 to 2021) – Do an exhibit at the Levine Museum of the New South about WFAE.
7. Cate: What is the function of the CAB (Station Ambassadors and Input on Programming) + give examples
8. Tish: Go in a different direction - Let Staff know who the CAB members are, their expertise (John – have bios of new CAB members - and for staff to use CAB members as a resource) We'd need to formalize it a bit more, and do it as an action item for all members, once the new ones come on. (Let it be a strategic move.)
9. Mary: Give them the current "State of the WFAE Union."

### **Next re: Orientation of New CAB Members:**

1. We have the “What,” but need to figure out the “How” and “When,” and we need to do it in advance of the first meeting.
2. John: Have a workshop with more formalized presentation / orientation for new and existing members
3. Jeff: Do it during the day - luncheon + tour of station and meet folks, faces with names.
4. Mary: or maybe do some of it offsite.
5. Cricket: Send some information ahead of time / Notebook with pertinent information, name tag, perhaps a welcome gift
6. Need to poll new members as to their availability to meet.
7. Do an earlier meeting on 8/22, and invite certain staff members to stay back (maybe), then have the regular scheduled CAB meeting.
8. Jeff: Option 1: CAB meeting at lunch with CAB members and staff. Staff leaves and we have the regular meeting. Option 2: Start at 4pm (with same as above in #7) Option 3: A separate evening meeting. Option 4: The entire agenda on 8/22 meeting is all orientation (least favorable)
9. Renee: The trick is scheduling. Need to query old and new members
10. Mary: Do we ever have meetings on the weekend? Renee: It differs with other CABS. Most staff won't be there.
11. How so we let new members know they are accepted, and what they can anticipate next? John: Send email first, and then tell them to anticipate a call from a CAB member. The key is to make new members feel welcomed.

### **Assignments:**

1. Jeff : Write piece on how we are funded
2. Jeff: Broadcasting information
3. Ju-Don: Engagement and Demographics
4. Jobie + Renee: Broadcast information
5. Renee: Acronyms, Contact list, Station timeline, Stories from yesteryear and national award winning stories
6. Renee: List of awards since 2000
7. Ju-Don: Current station initiatives
8. John: Expectations of CAB members
9. Renee: Governing policies
10. All: CAB member brief bios (current) / Mary to do template for these and send to current CAB members

### **What of the above things can/should go into the New Members' notebook?**

1. Welcome Letter
2. List of all CAB members (current and new) + contact info. + brief bios
3. Governance document
4. Roles and Responsibilities of a CAB member
5. Donor Form
6. Upcoming events + Pledge Drives
7. Acronym list
8. WFAE Swag
9. Name tags
10. Public Radio Nerd Sticker

**Upcoming Volunteer Opportunities for current CAB members:**

1. *Charlotte Squawks* - John and Cate will be there as Ambassadors at 5/29 Preview Night
2. Gala with Ted Koppel (6/6) no need for volunteers
3. WFAEats - in August at Charlotte Museum of History

Meeting adjourned at 7:51:35

Respectfully Submitted:

*Cricket Weston*