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WYSO COMMUNITY ADVISORY BOARD (CAB) MEETING MINUTES

April 22, 2020 8:15 AM @ WYSO

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)	Y
Demarus Crawford-White	Director Financial Aid, Central State University	N
Cindy DeVelvis, Next Up Chair	Digital Communication Strategist, AES United States, Dayton, OH (Montgomery County)	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)	Y
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

WYSO Staff Attendees:

Name	Title	Present?
Neenah Ellis	MVPM President	Y
Luke Dennis	WYSO General Manager	Y
Art Boulet	WYSO Business Manager	N

WYSO Mission, Vision, and Values:

Mission: The mission of WYSO is to give voice to our community, our nation and our world with independent news, music and storytelling.

Vision: To be the greatest small station in the country as measured by the number of local stories told and by the vitality of our budget. We aspire to produce over 300 stories through our



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Community Voices program every year; and to have 90% of our revenues come from local listeners and businesses.

Values: We will achieve our mission and vision by operating from our core beliefs:

- We believe in education and the curiosity that drives it. An effective and inclusive way to tell local stories is to grow our Community Voices model, which trains community members to make radio in collaboration with WYSO staff.
- We believe in collaboration. WYSO engages in partnerships across our region. This builds our capacity to deliver more and better local programs.
- We believe in editorial independence. Our funding model of local listener and business support ensures that WYSO will remain an independent voice.
- We believe in diversity. WYSO is a home for voices that are often excluded from mainstream media. Our programs and our staff must reflect the diversity of our community.

Minutes:

Judd called the meeting to order. The minutes for the October 2019 meeting minutes were not distributed, but they are posted to Google Drive. Judd will distribute them via email and ask for electronic approval. Members present introduced themselves.

WYSO Mission, Vision and Values

Neenah reminded members about the Mission and Vision.

Moderated Discussion

Judd noted a revision of the normal agenda in light of the Coronavirus and its impact on the community. Instead Luke moderated a discussion to gather feedback about how WYSO is adjusting.

- How much WYSO listening are you doing? More, less the same?
 - Listening time in general is reduced, more folks are paying more attention to the Facebook posts.
 - Use of other social media was discussed. Using Instagram, if done effectively, is seen as a better approach than investing time in Twitter.
- Have you switched from car to home listening? Do you have a radio?
 - Some people do not even own a radio.
 - Others listen via the WYSO App, the web site, or other streaming device, like Sonos.
- Have you noticed differences in WYSO news coverage? (More coverage? More people? More newscasts?)
 - There was feedback that the news coverage has been more substantive recently.
 - Additional news spots have been added to the schedule, including at 9 AM and noon.



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- Have you heard any of the Alone Together stories? Ideas about more?
 - Members have heard the stories. The general consensus is that they haven't been memorable or had an impact.
 - Kim suggested tweaking the format to make the stories based on themes (e.g., tell us about a recipe you tried and failed, tell us about something you found in your home while cleaning/reorganizing, tell us about how your business is adapting, etc.).
 - The conversation extended to suggest focusing on organizations and business and what they are doing to manage and what the community can do to support those in need.
- What about promotion of WYSO fundraising?
 - The tone and method for solicitation has to be done carefully so as not to infringe on other funding needs for organizations providing basic necessities (e.g., food banks).
 - Michelle suggested an even more subtle approach with an indirect ask associated with a message about getting through this together.
- Do you get your local news information from sources in addition to or other than WYSO and what are they?
 - There are some, but not a lot, watching local TV news and reading local newspapers.
 - A few have subscriptions (digital or physical) to national newspapers.
- What ideas for programming do you have for WYSO in the near future? News OR entertainment.
 - There is a concern that there is so much focus on Coronavirus coverage (from all media sources) that we are missing other news that is happening.
 - There is also a need to cover different angles of the crisis, like how does the supply chain work for a local grocery store, how are the local school districts adapting to distance learning, etc.
- Have you been listening to WYSO entertainment programs more, less the same amount?
 - Most of the local programming is prerecorded from home (Niki Dakota's show is still live). There was some feeling that the live broadcasts do offer something that we are not getting now.
- What NPR programs or podcasts are you listening to?
 - A few podcasts were mentioned: Art Talk, Marketplace, Hidden Brain and Fresh Air.

New meeting schedule:

- July 22, 2020, WYSO Studios
- October 21, TBD



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Adjourn. 10:05