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**WYSO COMMUNITY ADVISORY BOARD (CAB) MEETING MINUTES**

**January 22, 2020 8:15 AM @ WYSO**

**CAB Attendees:**

| <b>Name, Role</b>                                   | <b>Background</b>   | <b>Present?</b> |
|---|---|-----------------|
| 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)                               | Y               |
| Kim Fish, Listener Feedback Chair                   | President, Kaleidoscope, Inc – Business Consulting Services & Community Volunteer, Springfield, OH (Clark County) | N               |
| 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:**

| <b>Name</b>  | <b>Title</b>          | <b>Present?</b> |
|--------------|-----------------------|-----------------|
| Neenah Ellis | President MVPM        | N               |
| Luke Dennis  | WYSO General Manager  | Y               |
| Art Boulet   | WYSO Business Manager | Y               |

**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.



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**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, 90% of which comes 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. Rusty moved to approve the October 2019 meeting minutes, Rodney seconded, and the motion carried. Members present introduced themselves.

### **WYSO Mission, Vision and Values**

- Luke reminded members about using the Google Drive that has been setup for the CAB. He will post the Mission and Values documents there.
- He noted that it is important to remind ourselves about the Mission, Vision, and Values of WYSO as we go about our business.
- He read the Mission and noted examples of how WYSO makes efforts to fulfill it.
- Luke read the Vision statement, noting that it is meant to be aspirational. About 70% of current budget is raised locally. WYSO produces about 200 local community stories a year (with a goal of 300).
- He read the Values statements and indicated examples of how they are fulfilled.

**Driveway Moments.** Judd introduced Driveway Moments and asked members to contribute. There was a specific discussion about WYSO's coverage of the impeachment hearings, and agreement with the approach WYSO decided to take (to air the live proceedings online only).

**CAB Bylaws.** Luke reported that Miami Valley Public Media (MVPM) Board of Directors has approved the final edits to the Bylaws and the document is posted to the Google Drive. Judd encouraged members to read the Bylaws. Noreen pointed out that the Bylaws note how amendments are proposed but not how they are approved. Luke will take that comment back to the Board.



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### **WYSO Update**

- Luke reported that things are going well despite Neenah's absence while on her sabbatical.
- The Center for Community Voices is growing. Two additional employees are focusing exclusively on that, in addition to Neenah serving as the Director.
- Two new employees have been hired in the newsroom; a News Director (Jason Saul) and a full-time reporter (Leila Goldstein). Later in the meeting, Jason joined and introduced himself and shared his enthusiasm regarding prospects for the expanding newsroom. He encouraged members to reach out to him if they have news ideas or feedback.

### **WYSO Financial Update**

- Art reported that things look good financially. For the year to date, WYSO is in the black by approximately \$120,000 which is expected to carry through to the Spring fund drive.
- The balance sheet looks great and there are enough funds in the bank (approximately \$350,000, his goal is to have at least \$150,000).
- The Board of Directors has approved financial policies that includes a process for what to do with reserve fund investments (including use of an endowment fund).
- The 2019 funding from the Corporation from Public Broadcasting was not received last year (as expected because of the transition to independence), but that payment is expected this year (along with the 2020 funding).

### **Task Team Reports:**

- Nominating, Rodney Veal, Chair (Luke)
  - Rodney reported that there are up to nine open spots on the CAB and the task team has begun the process of reaching out to potential new members. Rodney and Luke provided some details about a few prospects that they have begun conversations with. Members were encouraged to provide additional potential nominees to Rodney and Luke.
- Publicity, Noreen Willhelm, Chair (Juliet)
  - Noreen reported on a recent meeting that included Chuck Vella (former CAB member and public relations professional). They want to work on non-traditional publicity focusing on the strengths of music and storytelling. There will also be a focus on increasing listenership, donors, and underwriting in outlying counties (Miami and Warren Counties). The next meeting is Feb 12 at the Dayton Foundation.
- Next Up, Cindy DeVelvis, Chair (Katie)
  - Cindy reported about activities to try to reach out to younger listeners (18-35). There have been great responses to individual events, but less participation from



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younger people in the actual organization. She and Katie Mane are working on increasing that participation. They are considering a rebranding the group to include a new name. Luke encouraged her to work with the Publicity Task Team regarding rebranding. She provided details about recent events hosted by the Next Up Task Team.

- Listener Feedback, Kim Fish, Chair (Neenah)
  - Bill reported that the Task Team has met three times. The first meeting focused on WYSO programming and programming history. The second focused on understanding Nielsen ratings. And the third focused on the near-term future of programming and the three WYSO focuses: news, music, and Community Voices. Activities will resume after Neenah returns when there will be a focus on using listener feedback in the context of the background provided in the first three meetings.
- Center for Community Voices, Michelle, Chair (Neenah)
  - Michelle reported that the Task team worked to provide Neenah feedback to the draft of the business plan for the Eichelberger Center for Community Voices. They continue to work on the draft of this document. They also discussed plans for the Center for the year.

Luke reminded members that any CAB member can participate in any Task Team. Judd noted that the meat of CAB meetings going forward are expected to be reports from and discussions about Task Teams activities.

#### **Any Other Business (AOB) / Community Updates**

- Luke reported that the Spring Fund Drive will be March 10-15.
- Elizabeth suggested that WYSO do something to commemorate the anniversary of its independence (coming up on April 1<sup>st</sup>).
- Michelle suggested adding new and diverse voices to the WYSO station ID announcements.
- Sierra reported that TEDx Dayton sold out in less than 3 days (the event is Feb 29 at Dayton Metro Library). She reported that Poetry Out Loud (the state High School Poetry contest) will be held at Troy High School (6 pm on Feb 6). And Sinclair is hosting the Jack Bennet Young Writers Workshop event on March 14.
- One Book Many Communities will hold their culminating event on April 22 (5 to 8 pm) at Edison Community College where Vick Mickunas will interview the author Jess Montgomery.
- Elizabeth reported that TechFest will Feb 15-16 at Sinclair. There are lot of hands-on STEM related activities for families. More information can be found here:  
<http://www.ascd Dayton.org/TechFest/>



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- Noreen reported that a Readiness Summit aimed at preschool to 3rd grade teachers and administrators will be held on March 6<sup>th</sup> at Sinclair. Judd encouraged everyone who spoke about events to share the details with him via email so he can include in communications to the CAB.

New meeting schedule:

- April 22, 2020, Barrystaff Community Room
- July 22, 2020, WYSO Studios
- October 21, TBD

Adjourn. 10:24