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WYSO COMMUNITY ADVISORY BOARD (CAB) MEETING

October 23, 2019 8:15 AM @ Barry Center

MINUTES

CAB Members Present:

Cate Berger	Rusty Cousins, Secretary	Cindy DeVelvis
Kim Fish	Bill Wendel	Noreen Willhelm
Judd Plattenburg, Chair	Elizabeth Sandhu, Vice	Rodney Veal

WYSO Staff Present:

Neenah Ellis	Luke Dennis	Art Boulet
President MVP	WYSO General Manager	WYSO Business Manager

WYSO Mission and Vision:

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, 90% of which comes from local listeners and businesses.

Minutes:

Call to order. 0820

- Driveway moments
- Introductions all around
- Approved of July minutes
- Membership Roster added to minutes -- Appendix 1

CAB Bylaws and Discussion – Neenah

- Bylaws added minutes – Appendix 2

WYSO Update – Luke

- Please check governance page for confirm of info.
- Miami Valley Public Media (MVP)
- Discussion on VENMO

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- Look for on-line fund-raising opportunities
- Amazon Smile account listed by MVPM (WYSO)
- The drive...what was good or not good
 - Newness explanations were really good
 - Fighting for independence
 - Music lost in messaging, tried to forward promote other programs
 - Careful to harmonize media message with pitching messages
- Numbers from drive
 - 185K new 185,354 achieved
 - 1233 donations - Short of 1500 goal (10% due Ira Glass \$1 promotion)
 - New members 331
- Heather Martin, new grant writer (part time position)
- Sarah Woodhall, Major Gift Manager (part time position)
- April Leslie leaving...advertising for new positions and New Director
- Expand Newsroom...launch Center for Community Voices
 - Need strong local newsroom
- Eichelberger Center for Community Voices
- Book talk November 10th Loft theater Neenah, tickets center stage

Neenah

- Community voices update, writing business plan for franchise training program
 - Discussion to license product
 - Dayton Youth Radio; County Lines; Veterans Voices (team being attached); Reentry Stories Project, (Peer to peer); George Drake, Podcast 5th and Ludlow;
 - Three new projects for Spring
 - Education and Peace initiative
 - Immigrant Project
 - Entrepreneur Project
 - Springfield features
 - Task team to start meeting soon
 - PODCAST Workshop in December 7, 9-11
 - Doing some training for WCSU
 - Culture shift in public radio to community engagement

Financial update - Art

- We are solvent

Five Task Teams: (see Chairperson to be a member)

Chairperson's Reports:

Nominating, Rodney Veal, Chair (Luke)

- Looking for new people, reflect community, diversity financial as well as social
- Pitch at Next Up

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- Need strong WYSO supporter

Publicity, Cate Berger, Chair (Juliet)

- Next meeting
- Collaborate public discussion

Next Up, Cindy DeVelvis, Chair (Katie)

- Demarus Crawford

Cindy was not present at this meeting, but submitted 2 planned Events

- November 12 collaboration with Dayton Tech Guide. Hosting a listening party with their monthly Pints & 'Preneurs event
- December 4 live studio party during Kaleidoscope featuring guest David Payne from the New Old-Fashioned to promote his new solo album. This hasn't been announced yet but should be an awesome event. Join Next Up email list to be the first to know – wyso.org/nextup

Listener Feedback, Kim Fish, Chair (Neenah)

- Sierra Leone
- Bill Wendal
- How do we get feedback? Determining methods and questions
- Targeting actionable outcomes

Center for Community Voices, Michelle Hayford, Chair (Neenah)

- Rusty Cousins
- Setting meetings
- Share business plan and determine how to go

Update Google Shared drive for CAB Documents and WYSO social media guidelines - Juliet

- CAB drive is set, contact Juliet Fromholt to arrange access (jfromholt@wyso.org)
- Push Facebook sharing

New meeting schedule...4 times a year -- proposed meeting schedule:

- January 22, 2020 at WYSO Studios
- April 22, 2020 location Barry Center

Adjourn. 1015



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Appendix 1

Current Community Advisory Board Members: October 2019

Cate Berger

Director of Development and Major Gifts, Equitas Health
Oakwood, OH (Montgomery County)

Rusty Cousins, Secretary

Retired Civil Service
Wright Patterson Air Force Base
Clayton/Englewood, OH (Montgomery County)

Demarus Crawford-White (2019)

Director Financial Aid, Central State University

Cindy DeVelvis

Digital Communication Strategist, AES United States
Dayton, OH (Montgomery County)

Kim Fish

President, Kaleidoscope, Inc – Business Consulting Services & Community Volunteer
Springfield, OH (Clark County)

Michelle Hayford

Director of the Theatre Program, University of Dayton
Dayton, OH (Montgomery County)

Sierra Leone

Diversity Expert, Poet, Consultant
Fairborn, OH (Greene County)

Judd Plattenburg, Chair

President, Oregon Printing
Dayton, OH (Montgomery County)

Elizabeth Sandhu, Vice Chair

Assistant General Counsel, Crown Equipment
Troy, OH (Miami County)

Rodney Veal

Dancer/Choreographer/TV Host/Faculty at Sinclair Community College
Dayton, OH (Montgomery County)



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Bill Wendel (2018)

Director of Consulting Services, Pentecom, LLC
Tipp City, OH (Miami County)

Noreen Wilhelm (2019)

Senior Fellow, Del Mar Encore Fellows Initiative, Dayton Foundation
Jefferson Township, Montgomery County



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Appendix 2

WYSO Public Radio Community Advisory Board Bylaws

EFFECTIVE These Bylaws shall be effective as 19 July 2019.

PURPOSE & SCOPE The mission of WYSO is to give voice to our community, our nation and our world with independent news, music and storytelling. The WYSO Community Advisory Board (CAB) is responsible for supporting the station and advancing its mission.

The CAB reviews the station's content goals, services and significant policy decisions. The CAB advises the governing body (Miami Valley Public Media-MVPM) of the station with respect to whether the programming and other policies of the station meet the educational and cultural needs of the communities served by the station and makes recommendations to meet those needs.

From time to time, the CAB may be delegated other responsibilities, as determined by MVPM and otherwise consistent with the Community Advisory Board Requirements set forth in the Communications Act and other applicable governing legislation.

The CAB's authority is limited to an advisory capacity and shall not be considered fiduciary in nature. In all matters affecting the administration and conduct of the CAB and the interpretation of these Bylaws, the station General Manager will have the final word.

RESPONSIBILITIES As representatives of the communities served by WYSO Public Radio, all CAB members will be expected to:

- Attend and actively participate in CAB meetings
- Listen to or access the station's content on different platforms
- Provide feedback on the value of station content and other initiatives and activities
- Recommend candidates to serve on the CAB
- Serve as ambassadors and advocates for public radio in the community
- Participate in and assist with station sponsored events and activities
- Support WYSO with an annual gift

COMPOSITION The members of the CAB will reasonably represent the diversity of the communities served by WYSO Public Radio and reflect a range of ethnic, age, gender, economic, political and geographic backgrounds, united by a shared belief in the mission and value of public radio.

The General Manager of WYSO also serves as a member of the CAB. With the exception of the General Manager, none of the members shall be paid personnel of WYSO.

A member of the CAB may also be a member of the MVPM Board of Directors.

BOARD SIZE The CAB will have 10 - 20 members.



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MEETINGS The CAB will meet at least quarterly and meetings are open to the public. The public is invited to attend all CAB meetings and radio station personnel will advertise this invitation on air and online before every meeting.

NOMINATIONS/ELECTIONS Nomination of candidates to serve on the CAB may come from the community, station staff, MVPM or the CAB. Decisions to offer membership on the CAB will be made jointly by the CAB chair and station General Manager. Candidates are placed in nomination at a regularly scheduled meeting of the CAB, and elected by the CAB.

TERM Members will serve for 3 years with an option to serve for two additional 3 year terms, and not more than three consecutive terms. Following the conclusion of their third term, members may stand for reelection having remained off the CAB for a minimum of 12 months.

Except as otherwise voted on by the CAB, all board terms begin on July 1 and end on June 30. Nominations will be staggered.

Members who are absent without notice and/or reasonable cause from three successive meetings will be considered to have resigned their seat.

OFFICERS The Chair of the CAB shall be appointed annually by the MVPM board. The Vice-Chair and Secretary shall be nominated by the CAB subject to MVPM board approval.

The duties of the Chair are as follows:

- Assist management in agenda setting and meeting planning, including soliciting agenda items from other CAB members
- Communicating with and engaging with CAB members between meetings as needed
- Assist in the identification, recruitment and orientation of new CAB members
- Assist in communicating CAB's recommendations and advice to the station's Board of Directors

The duties of the Vice-Chair are to assist the Chair, and substitute for the Chair in the Chair's absence.

The duties of the Secretary are to ensure meeting minutes are kept and distributed in a timely manner, and to transmit them to the Chair of MVPM, and to the General Manager for posting on the station's web site.

VOTING Except with respect to amendments to these Bylaws, all decisions requiring action of the CAB will be decided by the affirmative vote or consent of a majority of the CAB members. The Cab may act with or without a meeting, in person, or by any means of communication (electronic or otherwise) reasonable under the circumstances. There must be a quorum present when deciding actions during normal meetings. Quorum is greater than fifty percent of active CAB membership present.

COMMITTEES From time to time, the CAB may establish Committees to assist in carrying out its work. The Committees may include members of the community, but each Committee shall have a CAB member as its chair. Examples of such committees include: Nominations, Listener Feedback, New Audiences, Publicity, and Center for Community Voices.

AMENDMENTS The CAB shall have the power to propose to amend these Bylaws by a two-thirds vote of the entire CAB at any regular or special meeting thereof, where proposed amendments were presented in the previous meeting of the CAB. Any amendments of these Bylaws shall be consistent with relevant resolutions of the Board of Directors of MVPM.



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Revision History:

Adopted via electronic vote [INSERT DATE]