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WYSO COMMUNITY ADVISORY BOARD (CAB) MEETING

July 24, 2019 8:15 AM @ WYSO

MINUTES

CAB Members Present:

Cate Berger	Rusty Cousins, Secretary	Cindy DeVelvis
Kim Fish	Sierra Leone	Michelle Hayford
Judd Plattenburg, Chair	Elizabeth Sandhu, Vice	Rodney Veal
Bill Wendel	Demarus Crawford-White	Noreen Wilhelm

WYSO Staff Present:

Neenah Ellis	Luke Dennis	Art Boulet

Call to order. 0820

- Approval of March minutes - vote needed. Approved
- Driveway moments

Introductions all around to meet new members

- Membership Roster added to minutes -- Appendix 1

CAB Guidelines, Purpose and Vision – Neenah

- Letter from Neenah added to end of minutes – Appendix 2

WYSO Update – Luke

- 1 April separated from Antioch College...license change is proceeding through FCC. Once license granted final negotiations with Antioch.
- 7-member board of governors with fiduciary responsibility; adjusting staffing benefits
- Creating a strategic plan for new organization
- Dave Chappelle event was very successful
- Dayton Youth Radio Camp was success, Dayton Youth Radio progressing
- Listening party with Story Corps – military voices focus. 1 August listening party.
- Community Concert moving to Levitt Pavilion...WYSO sponsoring September 7

Financial update - Art

- Starting position is strong...WYSO is solvent and progressing; Governing board is setting policies
- Rate adjustments for underwriting coming
- FY July to June



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Development of our five Task Teams. We would like to get as many people signed up for them now as possible.

Chairperson's report at quarterly meetings

Nominating, Rodney Veal, Chair (Luke)

- Recruitment; uses skills matrix
- Representation should be representative of community; engagement
- Feeder to Governing Board
- Assists with connections needed to help

Publicity, Cate Berger, Chair (Juliet)

- Good at brand internal communication...need to work outside
- Market station beyond word of mouth
- Community resource, develop megaphone

Next Up, Cindy DeVelvis, Chair (Katie)

- Aug 10; speak easy yoga
- Develop pipeline of new listeners
- Need help planning for quarterly events and encourage attendance

Listener Feedback, Kim Fish, Chair (Neenah)

- Several ways to get feedback
- How do we act on the feedback (formal/informal)?
- How do we react to feedback for programming?
- Deep dive station brand
- Social Media polling

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

- Working to create a presence
- Wide ranging
- Peer to Peer projects
- Growth area

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

- Setting up team drive for CAB
- Juliet Fromholt is working the setup (jfromholt@wyso.org)
- Push Facebook sharing
- Strategy for Instagram +

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

- October 23, 2019 location TBD
- January 22, 2020 at WYSO
- April 22, 2020 location TBD

Adjourn. 1015



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Appendix 1

Current Community Advisory Board Members: July 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
Dayton, OH (Montgomery County)

Demarus Crawford-White

Director Financial Aid, Central State University

Cindy DeVelvis

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

Kim Fish

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)

Bill Wendel



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

Noreen Wilhelm

Senior Fellow, Del Mar Encore Fellows Initiative, Dayton Foundation



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Appendix 2
To the WYSO Community Advisory Board
July 24, 2019

Thank you for serving on the WYSO Community Advisory Board!

All public radio stations have a community advisory board to represent the community and all public radio stations must have a CAB to be eligible to receive money from the Corporation for Public Broadcasting.

Our goal is for the CAB to represent the diverse interests of the communities WYSO serves. It's main purpose is to advise WYSO management on programming and outreach issues. Ultimately, it will help us create stronger connections between WYSO and the communities it serves.

How does it work? The CAB members advise management about programming and outreach and create those stronger connections by attending the quarterly meetings and committee meetings throughout the year. We ask that you are always thinking about whether or not the programming – music, news, and storytelling - meets the educational and cultural needs of the community. We want you to be ready to offer ideas about issues that need to be addressed.

As a CAB member you will help monitor and evaluate on-air and on-line programming, events, social media and offerings from the Center for Community Voices. From time to time, you may be asked to assess network programs under consideration, too.

The CAB is an advisory body only and is not authorized to exercise control over Miami Valley Public Media management, but it's role is necessary and crucial to the relevance and success of WYSO in all its expressions.

In the recent past, the CAB was called the WYSO Resource Board, so you may hear reference to that body. We changed the name to make the role clearer and to fall in line with what most public radio stations call their advisory bodies.

While we were licensed to Antioch University and Antioch College, there was little oversight or input given to WYSO staff and the general manager asked the Resource Board to give feedback on a wide variety of issues, including financial oversight, because WYSO critically needed to rebuilt its infrastructure after a period of disarray in the early 2000s.

Because of our pending independence, WYSO is operating under a management agreement with Antioch College and we now have a governing board of our own. It meets monthly and it has responsibility for all our business operations.



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But our need for programming input is greater than ever.

Our independence will bring opportunities we've never had. We'll be able to invest our surpluses in our programming and staff.

The next few years will be an exciting time at WYSO. We have new energy, and a new dedication to our mission.

The CAB meets quarterly at a place of its own choosing. It may meet more often, as it sees fit. We ask that you be actively engaged in CAB initiatives. This includes attending regular meetings and committee meetings, as needed.

WYSO has an open meeting policy, so interested members of the public are welcome to attend CAB meetings. WYSO posts meeting announcements on its website and on the air.

Thanks again,

Neenah Ellis

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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.

Our vision is 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.

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