

WFAE Community Advisory Board (CAB) - Meeting Minutes

Thursday, 15 July, 2021 | 5:30 pm | Zoom Meeting

Attendance:

CAB Members present:

José Alvarez	Keenya Justice	Raquel Rivera
Allyson Colaco	Dr. Magdalena Krajewska	Lecia Shockley
Dr. Myah Davis	Dennis Lazarus	
Brad Harvey	Barbara Lom, <i>Chair</i>	
Jarrett Hurms	Katarina Moyon	
Ingrid James	Gigi Shamsy Raye	

CAB Members Not Attending:

Kwame Agbeke	Stephen Guardipee	Dr. Shante Williams
Jennifer Beightley	Sri Nagarajan	Bryn Wilson

WFAE Staff present:

Jeff Bundy, <i>Executive Director of Branding and Engagement</i>	Ju-Don Marshall, <i>Chief Content Officer & Executive Vice President</i>	Renee Rallos, <i>Community Relations Manager</i>
Michelle Datey, <i>Corporate Development Representative</i>	Joe O'Connor, <i>President & CEO</i>	Sarah Mobley Smith, <i>Race & Equity Team Senior Editor</i>

Guests present:

Teresa Cain
Diana Quarry, *BOD Liaison*

**Meeting began at 5:33 p.m. over Zoom
Renee established that we did not yet have quorum.
Agenda**

- | | |
|------------------------------|-----------------|
| 1. Welcome and Introductions | Barbara Lom |
| 2. Approval of the Minutes | Barbara Lom |
| 3. Station Update | Joe O'Connor |
| 4. Content Update | Ju-Don Marshall |
| 5. Membership Presentation | Jeff Bundy |
| 6. CAB Member Feedback | Barbara Lom |
| 7. Leadership 2022 | Barbara Lom |
| 8. Questions | All |

Meeting Notes:

****There was no quorum when the meeting began, so voting on minutes was delayed until nine (9) CAB members were present on the call. Quorum was established at 5:47 pm.****

Welcome - Barbara Lom

Special congrats to WFAE for celebrating 40 years!

Other Announcements:

- Hema Parekh is moving to Atlanta and will not renew for a second term. We are grateful for her leadership and support
- Stephen Guardipee is absent this evening as he is awaiting the arrival of his new son!

Name	Short Background	Recommendation
Barbara Lom	CAB Chair	BOOK: Braiding Sweetgrass
José Alvarez	New CAB member; from Venezuela. Public radio helped. Works for Prospera, a nonprofit in NC.	follow Jarrett on Twitter (@JarrettHurms)
Dennis Lazarus	Retired from the United Nations.	Listen to WFAE
Brad Harvey	TV and Radio reporter	PG Woodhouse
Joe O'Connor	CEO of WFAE	Listen to All Things Considered and Weekend Edition (Saturday) and (Sunday). Stories on these programs are leading the way.
Renee Rallos	Community Relations Manager at WFAE and CAB Liaison	Movie: see Black Widow
Sarah Mobley Smith	New member of WFAE News team (former producer with NPR's national programming for 20 years)	New hobby: kickboxing
Allyson Colaco	Member of CAB; starting second year of first term	Patronize local businesses
Jeff Bundy	Membership and Fundraising focus at WFAE	Mark calendars for 09/20-25 Charlotte Podcast Festival as part of https://www.everythingisalive.com/ <i>Other dates listed below</i>
Lecia Shockley		Radiolab and This American Life series on NPR
Ju-Don Marshall		Listen: Code Switch
Keenya Justice	Attorney representing eminent domain	Fern , a restaurant in Dilworth
Diana Quarry	Attorney working for New York firm	Great British Baking Show

Katrina Moyon	Works at Winthrop (SC) -- Human Experience coursework director and political science professor.	
Raquel Rivera	Came on board while working with the YMCA	When going to the park make sure you have a lot of water and sunscreen
Magdalena Krajewska	Originally from Poland; political science professor at Wingate University	Visit: Poland (and Bethany Beach, DE)
Ingrid James	Works at the YMCA.	Recommendation: go back to the YMCA; listening to Bullseye and Hits Parade , Intriguing series about Milli Vanilli. Family loves Loki (Marvel).
Jarrett Hurms		2 Scoops Creamery and Juicing (minority owned)
Teresa Cain	Public librarian at West Boulevard Library	Niner Elementary Public School in the West Boulevard corridor -- reimaging elementary school.
Michelle Datey	Corporate Development Team	Movie: Big Short
Gigi Shamsy Raye	Recently relocated by Frisco, TX. Working as a consultant at Accenture.	No local recommendations, yet!
Myah Davis	Head of Lower School with Charlotte Lab School	Will send recommendation

****With quorum of nine (9) CAB members still present...5:58 pm****

Approval of the Minutes – Barbara Lom

No comments heard.

Motion By: José Alvarez

Second By: Jarrett Hurms

April 29, 2021 meeting minutes were approved without objection or abstention.

Station Update - Joe O'Connor

General Updates:

- CMS Updates followed closely, especially Ann Doss Helms reporting and recent reporting by Sarah Delia on Myers Park High School story (for example)

Financial and Fundraising Overview:

- Silent fundraising campaign for \$1.2 million the Race and Equity Team. Race is an issue that must be explored in most stories; this team is about altering, in a positive way, the DNA of the institution.
 - Allows us to be more conscious and aware of how we engage externally.

- Involved in remarkable conversations.
- PASSED the halfway mark last week - remarkable milestone.
- Thank you to all who worked and celebrated with us for the 40th anniversary event
- Budget looks good right now
- Beginning formal strategic planning process ([Jacobs Media Group](#))
 - Check Blog for best practices
- Joe and Ju-Don meeting with American Journalism Project weekly to review grant movement
- *No questions asked during this portion*

Content Update - Ju-Don Marshall

- Updating directory for CAB members
 - Send new or updates to Renee ([email](#))
- Race & Equity page
 - Links to stories and media from WFAE and NPR
 - Critical Race theory, immigration conversation, etc.
 - [Page](#) is evolving -- please continue to reference this source
- Conducting small group conversations with community leaders
Working to hear what organizations and individuals are experiencing in the community
 - How has WFAE informed (or not informed) you about these topics?
 - How can we shape/guide coverage as we move forward?
 - Sarah added that there are new journalists who are eager to share stories (and voices) that might otherwise not be heard.
- [Climate News](#)
 - Grant to expand reporting on topic ([David Boraks](#) is the new reporter lead)
 - Offers a national lens, too
 - Salamander and 1Earth funds-- education people around client issues. One year grant, with possible renewal.
- New newsletters for Race & Equity and Climate Change coming soon
 - [Please share / sign-up](#)
- "[Still Here](#)": highlighting how people have come through the pandemic...or struggled to come through
- [HIRING](#):
 - Morning Edition Producer
 - Charlotte Talks Producer
 - Chief Revenue Officer
- Questions:
 - José: Growth of station and an interview of Ju-Don and Joe sharing information about the shift in focus at WFAE (phenomenal interview). Happy to hear about the growth of audience diversity.
 - Ju-Don: working to intentionally increase coverage of the Black and Hispanic community. Recognizing blind spots, partnered with La Noticia to make sure coverage is included for other communities.
 - See spikes when conversation/story focuses on issues related to community.
 - José acknowledges this effort and would be happy to have conversations about other topics to cover.
 - Transparency statement on articles -- was this useful? How could this better serve you? Who else could we talk to?
 - Jarrett: How do new diversity reporters work within the newsroom?
 - Ju-Don: reporters work to generate their stories and their beats.

- Power of the reporters working together creates stronger stories.
- Editors and producers are also helping to guide reporters -- framing as a team for the Race and Equity focus offers a better framework for this coverage.

Membership Presentation - Jeff Bundy

Dates to hold:

7/20 at 12 noon -- Mike Collins will interview NPR foreign correspondents Eleanor Beardsley, Sylvia Poggioli and Ruth Sherlock LIVE on Zoom. Email rrallos@wfae.org if you'd like to attend.

8/18 - WFAE's VIP preview of Charlotte Squawks. We still have a handful of tickets available (\$40 each) to attend... or, if you're free to volunteer for check in at the event, we'd be happy to give you free tickets :)

Membership and engagement fundraising

- 64% from listener contributions, two classifications:
 - \$1,199 less (donors)
 - \$1,200 and more (major donors)
- On-air fundraising accounts for 27%
- Car donations: \$179,781 -- hundreds of people
 - Question from José: how do you monetize vehicle donations?
 - Work with a third party -- pick-up car, and they are sold at auction for scrap metal
- Corporate Matches
 - Question: Keenya -- this figure seems light, what else can we do?
 - Requires donors to go through the process of completing the forms for employers. It is a process -- Keenya to connect with Jeff offline.
- Individual Donors
 - Spend ~2.4% of the year fundraising on-air
 - Question: Gigi -- is this just through WFAE on air?
 - Pledge drives are only on the main broadcast channel
 - ~25,000 members in 2021 -- represents a multiple year donor record years.
 - Question: Dennis -- how has the profile of donors changed?
 - Jeff will share those numbers. We are doing better comparable changes seen to listener audience base growth.

PRELIMINARY NUMBERS (unaudited)

- FY21 numbers reflect PPP numbers and a separate asset sale
- FY22 is not without its challenges.
 - Reflects similar YOY growth.
 - Race & Equity Team fundraising campaign -- had surpassed the \$1.2 million halfway mark.
 - YTD have reached \$300,000+
 - Please reach out if you know individuals or companies interested in supporting this initiative.

QUESTIONS:

- José -- what are the metrics for fundraising, YOY?

- Membership - 3% growth goal
- Joe -- need to make sure the ROI for funding Ju-Don and the team is there. Working to maximize membership potential. Very effective at engaging our listener base. Working to grow audience in diverse communities
- KPCC (Southern California market): took years of marketing and showing up to see outcome from concerted effort of focus in certain neighborhoods
- Gigi: What are the opportunities to engage newcomers to Charlotte with WFAE? Is there a way to get in with realtors, for example. FAQ Guide to Charlotte, etc.
 - Allyson offered possible Community Engagement opportunity idea: [Charlotte Regional Business Alliance](#) (formerly Charlotte Chamber of Commerce) and engagement of reporters
 - Ju-Don (how to get reporters out on panels) -- subject matter experts
 - Joe can look into CRBA connections

CAB Member Feedback - Barbara Lom

This is the one mandated item we need to have for every CAB meeting.

- Lecia: Ann Doss Helms is doing an amazing job; personally embattled with CRPD events. She is helping to decode a hyperbolic debate
 - Welcome feedback about how to bring information to the community and keep information from being distorted.
 - Lecia: recommend conversation with James Ford -- part of State Board and member of CREED
 - Station knows him well
- Jarrett: Ann Doss Helms and *Charlotte Talks* always offer a great perspective
- José: will coordinate with Renee to see who to talk to about ideas
 - Programming around healthcare, infrastructure, minorities and beyond - coverage reflects the listening community. Keep up the great work.
- Brad: *Charlotte Talks* allows people to “plug in” and feel connected. Has experiences with many PBS and NPR affiliates -- the work on this one program is just really great.
 - Ju-Don: working to see how we meet the needs of the broader community (such as North Charlotte)
- Katarina: appreciates the scope of reaching different regions (i.e. - South Carolina)
 - Joe: this feedback is well received -- have tried to add focus to York County, but not been successful yet. Still working to find capital to invest.
 - Katrina is happy to help if that is possible.
- Keenya and Gigi: would like to see the corporate matching increase -- if there is help that is needed (language, outreach, etc.), help is offered.
- Teresa: [Reimagining Elementary Education](#)
- Allyson: sports “update” does not feel like it hits the mark
 - Ju-Don: airs on Mondays -- coverage from Langston from *The Charlotte Observer*. Leaning into the bigger picture, but it may have a different avenue to explore.
- Additional Feedback:
 - Ju-Don: jmarshall@wfae.org
 - Send story suggestions to news@wfae.org
 - Send Charlotte Talks ideas to charlottetalks@wfae.org

Leadership 2022 - Barbara Lom

- Positions run on the calendar year
- Process:

- Membership Committee -- convene volunteers (surveyed by Renee) for the leadership roles
 - Chair
 - Vice Chair
 - Secretary
- Coming weeks, survey will be circulated to weigh interest from CAB members
- Timeline: announcement at October 2021 Meeting; terms start in January 2022

Questions - ALL

- Dennis -- any upcoming events?
 - 7/20 at 12 noon -- Mike Collins will interview NPR foreign correspondents Eleanor Beardsley, Sylvia Poggioli and Ruth Sherlock LIVE on Zoom. Email rrallos@wfae.org if you'd like to attend.
 - 8/18 - WFAE's VIP preview of Charlotte Squawks. We still have a handful of tickets available (\$40 each) to attend... or, if you're free to volunteer for check in at the event, we'd be happy to give you free tickets :)

Community Advisory Board 2021 Meeting Dates

- Thurs., October 28, 2021 at 5:30 pm via Zoom

MEETING FOLLOW-UP for members:

- Human centered conversation -- Ju-Don will work with Barbara and Renee
- Fundraising prospects for the race diversity initiative
- Follow WFAE on social media:
 - [Facebook \(@WFAE\)](#)
 - [Instagram \(@WFAE\)](#)
 - [Twitter \(@WFAE\)](#)
- Sign-up for WFAE newsletters ([link](#))

REMINDERS:

- [CAB Google Drive](#)

Meeting concluded at 7:21 pm.