

WFAE Community Advisory Board (CAB) - Meeting Minutes

Thursday, 28 January, 2021 | Zoom Meeting

Attendance CAB Members present:

| | | |
|-------------------|---------------------------|----------------------------------|
| Kwame Agbeke | Keenya Justice | Diana Quarry, <i>BOD Liaison</i> |
| Allyson Colaco | Dr. Magdalena Krajewska | Raquel Rivera |
| Dr. Myah Davis | Dennis Lazarus | Lecia Shockley |
| Stephen Guardipee | Barbara Lom, <i>Chair</i> | Dr. Shante Williams |
| Jarret Hurms | Sri Nagarajan | Bryn Wilson |
| Ingrid James | Hema Parekh | |

CAB Members Not Attending:

Jennifer Beightley

WFAE Staff present:

| | | |
|---|---|---|
| Beth DeLawter, Executive Assistant | Joe O'Connor President and General Manager | Renee Rallos, Community Relations Manager |
| Ju-Don Marshall, Chief Content Officer & Executive Vice President | Caroline Watkins, Social Media Fellow | |

Meeting began at 5:30 p.m. over Zoom

Renee established we have quorum.

Agenda

- | | |
|----------------------------------|------------------|
| 1. Welcome | Barbara Lom |
| 2. Approval of the Minutes | Barbara Lom |
| 3. Station Update | Joe O'Connor |
| 4. Content Update | Ju-Don Marshall |
| 5. Social Media Presentation | Caroline Watkins |
| 6. CAB Member Feedback | Barbara Lom |
| 7. Governing Policy / Vice Chair | Barbara Lom |
| 8. Recruitment | Barbara Lom |
| 9. Questions | All |

Meeting Notes:

****There is quorum****

Welcome - Barbara Lom

Approval of the Minutes – Barbara Lom

No comments heard.

Motion By: Jarret Hurms

Second By: Dennis Lazarus

October 22, 2020 meeting minutes were approved without objection or abstention.

Station Update - Joe O'Connor

"Just a few things happened between the meetings..."

- Beginning the budget process at the station and focusing on priorities and road mapping.
 - This determines who does what and where we focus energy
- Also entering the three-year timeframe where the Board will look at the Strategic Plan.
- The Board will also give Joe the fiscal year goals, though this typically waits until the audited financials are received. Goals are:
 - To grow the local journalism excellence on multiple platforms
 - Meet budget goals and be fiscally responsible
 - Focus on diversity, equity, inclusion, belonging
- Ultimate goal is to have the WFAE audience, staff, sources, vendors who represent the community. The reckoning over the summer gave us permission to accelerate efforts, including, but not limited to:
 - Mandatory diversity training starting next month.
 - Staff is focusing on diversity of team's goals.
 - Growing efforts internally and externally:
 - Standing committee on the board
 - Senior staff working on a statement about diversity -- and that the staff understands and has buy-in.
 - Put out what the statement is and what we intend to do.
- Some key topics for the upcoming strategic plan:
 - Diversity is core
 - Current staff has been remarkably productive with 95% of team remote
 - Board is looking to access real estate cost and what the team wants

Barbara: October felt like a world ago, amazing to think that we are on the other side of some of those issues. Opened to Board Questions...

- Bryn: Joe, where do you feel like the station is falling short in terms of its DEI initiative? Listeners? Hosts? Where are you at this moment?
 - Joe: We are falling short everywhere, despite improvements over 6 years since coming to Charlotte. To pick one, in terms of hiring and retention, and how it impacts culture.

We need to make advancements with staff to ensure we become one of the most attractive cultures for anyone, regardless of background, to join and stay, at every level.

- NPR nationally is a rather white listener base. WFAE showed in a recent survey, that as a station, we are more representative of the Charlotte community we serve.
 - We began the foundation of this work before Summer 2020 -- we have made significant progress but have a ways to go.
- Ingrid: kudos, I like what I am hearing. It is tough to figure out the measurement of success, but in a short-term perspective, what are your DEI goals?
 - Joe: metrics around audience, staff, sources, vendors
 - GOAL: 23% black Americans for listenership
 - Grants from Google, Facebook, and other sources that allow for investment in broadening our audience
 - NC Media Equity Project -- working to better leverage this network
 - [Article from Elon](#) about project.
 - Ju-Don:
 - Listeners: we rely on Nielsen for audience numbers, but below are some estimates. Specifically, for staff: we are actively working to recruit staff that reflects the community we serve -- we have a lot of work to do.

| Race | 2020 Staff (NF) | 2020 Listeners | Charlotte Population |
|---------------|-----------------|----------------|----------------------|
| Black | 10% | 12% | 24% |
| Hispanic | 3% | 4% | 9% |
| White / Other | 87% | 83% | 67% |

- Hema: interesting perspective; thank you for sharing these numbers.

Content Update - Ju-Don Marshall

Caroline will follow-up with social media information; always feel free to follow-up with questions.

- Collaborations have become a pillar of how we try to serve as journalists
 - Reach a wider and more diverse audience
 - Make newsroom stronger and fill knowledge gaps
- Who do we collaborate with?
 - Other newsrooms
 - Academic institutions
 - Other organizations (arts institutions, media organizations, media networks)
- Collaboration Overviews
 - Charlotte Mecklenburg Library
 - Pop-ups at libraries
 - [Queen City PodQuest Academy](#) -- marketed through each individual branch to reach a more diverse audience
 - 2 in-person (Jan / Feb 2020)
 - 8 virtual session
 - 400+ registrations

- 8-week academy
 - Virtually embedded with Library
 - Better understand and meet community's news needs
 - Engage residents through forums, panels, and programs
 - Produced voter guides
- La Noticia
 - Share a reporter with La Noticia
 - All articles are written in English and Spanish
- Covering "The High Cost of Covid-19"
 - Collaborating with other publications to spread news and coverage to broader community
- Blumenthal Performing Arts
 - Podcast Festival
 - Completely free
 - ~14,000 registrations around the world
 - 40 sessions
 - 60 speakers
- [Charlotte Journalism Collaborative \(Twitter handle\)](#)
 - 9-member solution-drive collaborative
 - Charlotte Mecklenburg Library
 - La Noticia
 - NC News Voices
 - Q City Metro
 - Q Notes
 - Queens University
 - The Charlotte Observer
 - WCNC Charlotte
 - WFAE 90.7
 - Supported by the Solutions Journalism Network and The Knight Foundation
 - Produced a [graphic novel](#) around the pandemic
 - Story Mosaic -- will allow for more transparent partnership with the community on ways to shape journalism.
- [Asbestos Town](#)
 - 3-part series, with 2-part follow-up:
 - One-hour Asbestos Town special Sunday, Jan. 31 at 6 p.m. on WFAE.
 - Virtual community conversation Monday, Feb. 1, at 7 p.m.
 - [Register here](#)
- Local Live(s) -- storytelling event partnership with [Back Pocket Media](#)
- [Rebuilding Charlotte:](#)
 - What has been forever altered and what will stabilize the region
 - Starting February 2021
- *The First Year*
 - Freelancer 4-part series on the first year after women are released from prison.
- *The Other Side of The Coin*
 - Q&A with Charlotte filmmaker Frederick Murphy
 - Hosted by Mary C. Curtis
 - [WFAE article from February 2019](#)

- Questions:
 - Bryn: last event seems like a great way to connect people
 - Ju-Don: Monday, February 1 information should be available. Renee will distribute Eventbrite information. Please share far and wide.
 - Kwame: excited about the “Rebuilding Charlotte” event.

Social Media Presentation - Caroline Watkins

Barbara shared that Caroline is an audience growth producer at *Slate* and previously an audience engagement fellow at WFAE.

- How can you help share our content:
 - Follow-us:
 - [Facebook \(@WFAE\)](#)
 - [Instagram \(@WFAE\)](#)
 - [Twitter \(@WFAE\)](#)
 - Effective Engagement and Promotion
 - As individuals, when we share WFAE’s posts, we help promote the posts and information to a broader audience
 - When you share posts, make sure you tag WFAE to drive traffic back
 - Examples:
 - Share why you listen or donate (or both)
 - Add personal voice when you share a story
 - Join the conversation on posts:
 - Listen to Facebook live posts
 - Comment on the threads
 - Participate in callouts -- expands the network!
 - Call to action (ex: voting)
 - Responding to questions
 - Share selfies
 - Subscribing and sharing newsletters
 - [LINK](#)
 - Follow reporters (accounts below)
Links will be included on the new website.

| Name | Instagram | Twitter |
|---------------------------------|------------------------------|----------------------------------|
| Ju-Don Marshall | | @jemarsha11 |
| Greg Collard | | @GregCollardWFAE |
| Catherine Welch | | @CWELCHNC |
| David Boraks | @davidboraks | @davidboraks |
| Sarah Delia | | @SarahWFAE |
| Jodie Valade | | @JodieValade |

| | | |
|-------------------------------------|---------------------------------|----------------------------------|
| Dashiell Coleman | | @DashiellColeman |
| Ann Doss Helms | | @anndosshelms |
| Tommy Tomlinson | @tommytomlinson | @tommytomlinson |
| Steve Harrison | | @Sharrison_WFAE |
| Claire Donnelly | | @donnellyclairee |
| Dante Miller | | @DanteNicoleMil1 |
| Alexandra Watts | | @alexandrawatts |
| Laura Brache | | @laura_brache |
| Gracyn Doctor | | |
| Maria Ramirez Uribe | | @MariaRamirezU |
| Lisa Worf | | @LisaWFAE |
| Marshall Terry | | @WFAEMarshall |
| Jennifer Lang | | @JLang |
| Joni Deutsch | @AChangeOfTune | @AChangeOfTune |
| Gwendolyn Glenn | | @GG_on_the_air |
| Nick de la Canal | | @nickdelacanal |
| Wendy Herkey | | @wendyherkeyWFAE |
| Chris Miller | | @ChrisMillerWFAE |
| Erin Keever | | @ErinKeeverWFAE |
| Jesse Steinmetz | | @JSteinmetzWFAE |

- WFAE Presence on...
 - [Twitter \(@WFAE\)](#)
 - Go-to platform for sharing breaking news
 - 7-13 different stories shared each day
 - Retweet updates from reporters
 - [Facebook \(@WFAE\)](#)
 - Second most used platform
 - Promote articles, shows, and more
 - Facebook Live events
 - Promote content via Facebook Stories
 - [Instagram \(@WFAE\)](#)

- Emphasis on increasing coverage and promotion
- Promote multimedia content (beyond news stories)
- Trying to increase followers
- Questions:
 - Allyson: how did 2020 change the ways that social media is used?
 - Ju-Don: Really started leveraging video to tell the story behind the story.
 - One of the first examples was “[She Says](#)” when we put a reporter in front of the camera.
 - Realized that the audience is looking for more ways to have an experience
 - People want to feel like journalists are real people.
 - Caroline: Instagram takeovers and other ways to show the behind-the-scenes process. Showed greater engagement opportunities.
 - Barbara: Thank you for the opportunity to understand all these great ways WFAE is engaging its audience.
 - Hema: Can we overlay how these social media efforts are impacting our audience engagement.
 - Caroline put together an analytics report around these engagement touchpoints. Will share after the meeting.
 - Hema would love to know other ways that we can better support these engagement opportunities, too.

CAB Member Feedback - Barbara Lom

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

- Shante: impressed with the COVID-19 coverage, especially in the diverse communities. This did make a difference and she heard from people who were exposed to WFAE through this series.
- Allyson: nice to hear new underwriting partners, such as Camp North End, highlighted on the station.
- Keenya: The Justice Firm is a new underwriting partner and the process felt very cumbersome, especially around what the sponsor could say.
 - Seemed to be a lot of FTC perimeters.
 - Joe owned this being an obstacle and they will try to take away some of the crazy.
 - Payment process was not seamless.
 - Would like to see if the process could be streamlined. Ju-Don and Joe can take this back to the revenue team.
- Jarret: hats off to the “Asbestos Town” series, which could otherwise be seen as obscure. Would like to see more coverage and profiles around upcoming City Council and Mayoral races this year.
- Dennis: storytelling has been very good and it seems to give the “radio station a heart”. Really excited about the [Step Challenge](#).
- Renee: new newsletter coming soon -- thinking what needs to be highlighted. Targeting for the end of February 2021.
 - Ju-Don: goal is to make sure that we are reaching the ~40,000 people in the database to ensure that we are getting them information that they want.
 - Always feel free to reach out to the team:

- Ju-Don Marshall: jmarshall@wfae.org
- Beth DeLawter: bdelawter@wfae.org
- Joe O'Connor: joe@wfae.org

Governing Policy / Vice Chair - Barbara Lom

Attachment shared by Renee.

"The Vice Chair will assist the Chair in duties as needed", as recommended by Bryn during the October 2020 meeting.

No additional comments heard.

Motion By: Bryn Wilson

Second By: Hema Parekh

Change approved with one abstention from Stephen Guardipee.

In accordance with recommendation from the Succession and Membership Committee in the Fall 2020, Stephen Guardipee will be the Vice Chair, and this does not require a vote.

Recruitment - Barbara Lom

Attachment shared by Renee.

- Looking to recruit 4 new members to remain in the 20-24 member ballpark.
- Abridged Timeline:
 - March 23 - Application opens
 - April 6 - Application process closes at 5:00 pm.
 - April 19-22 - Screening Group meets
 - May - interviews with applicants
 - June 1-4 - Invitations to applicants
- Magdalena: loved being a part of the recruitment process, but there was one part that was less than ideal -- the screening process. It was difficult when some members had not done the prework which was less efficient. Request is that all members of the committee agree to a standard of preparedness.
 - Renee: applications received:
 - 2019: 38-40 applications
 - 2020: 70 applications
 - Jarret: reflecting on recent hiring experience, possibly focus on applicants who were more in the gray-area for committee members, rather than ALL applicants.
 - Barbara: would like members to complete "homework before coming to class". If you are interested in joining the committee, please let Barbara or Renee know.
 - Renee: also want to make sure that we are exploring geographic diversity of applicants.
 - Allyson: what avenues are explored to spread word of the recruitment efforts:
 - Renee: On air announcements, Social media, and Email announcements

- Allyson followed-up to see if there is the opportunity to cross-promote CAB application opening through collaborative networks highlighted by Ju-Don.
 - Dennis: are there any skills that we may be looking for?
 - Renee: the CAB is looking for a representation of the listening area (demographics, geographic, etc.). Want to make sure we have people who have different perspectives and avenues of engagement with WFAE.

Questions - ALL

- Hema: expressed interest and hope that the WFAE team is taking the time to stay healthy and meet their personal needs beyond professional needs.
- Renee: Thank you to everyone for your commitment and congratulations to Barbara on leading your first meeting.

Community Advisory Board 2021 Meeting Dates

- Thurs., Apr. 29, 2021
- Thurs., July 15, 2021
- Thurs., Oct. 28, 2021

- If the meeting is online, the time is 5:30-7:30 p.m. – probably at least through June 2021.
- If the meeting is in-person, the time is 6-8 p.m., with dinner served.
- In-person meetings will be at WFAE unless otherwise noted.

MEETING FOLLOW-UP for members:

- Let Barbara (balom@davidson.edu) and Renee know if you would like to serve on Membership Committee.
- Sign-up for [WFAE Step Challenge](#).
- Follow WFAE on social media:
 - [Facebook \(@WFAE\)](#)
 - [Instagram \(@WFAE\)](#)
 - [Twitter \(@WFAE\)](#)
- Sign-up for WFAE newsletters ([link](#))

REMINDERS:

- The next Community Advisory Board meeting is Thursday, April 29, 2021. Location will be online at 5:30 p.m.
- CAB Google Drive - <https://tinyurl.com/w6nzfqm>

Meeting concluded at 7:26 pm.