

WFAE Community Advisory Board Meeting – April 23, 2020

Minutes

CAB Attending: John Lincoln, Kwame Agbeke, Jennifer Beightley, Mary Dombrowski, Stephen Guardipee, Magdalena Krajewska, Keenya Justice, Barbara Lom, Sri Nagarajan, Cate Sherrie, Lecia Shockley, Shante Williams, and Gabriella Chapman (WFAE Board liaison)

Not Attending: Hema Parekh

WFAE Staff Attending: Jeff Bundy, Robert Koch, Renee Rallos, Joe O'Connor

Chair John Lincoln called the meeting to order at 4:05pm via Zoom.

- **Approval of Minutes:**
 - January 16, 2020 meeting minutes were approved.
- **2020 CAB Recruitment Planning:** Participants discussed delaying the recruiting process until year end or whenever feasible due to the corona virus. However, given that so many people are now using Zoom for interactions, the group agreed that we should be able to move forward using that technology. Renee and John agreed to discuss logistics and scheduling offline. Everyone provided their availability for applicant screening and interviewing. Renee and John will provide a timeline of milestones in order to have new CAB members on board effective 7/1/2020 and attending their first meeting in 3rd quarter.
- **Membership Update - Jeff Bundy:**
 - On-air funding accounts for 29%, sustainers, 38%, and direct mail 17%. WFAE has increased the number of sustainers over the past year, so they have some stability during these difficult times. Surprisingly, telemarketing efforts are doing well. Donations are down overall given the reduction in on-air fundraising, but the impact doesn't put the station at risk.
- **Major Giving Update – Robert Koch:**
 - Some funds have been diverted to operational gaps during this difficult time. Legacy donations are on hold, grants applications are up, (specifically Report for America.) In summary, we are in a stronger and more stable position than last year.
- **Content Update – Ju-Don Marshall:**
 - Many new things going on – some due to the virus, some not. New blog – Breaking News, Daily Conversations at 9pm, Charlotte Talks on Friday nights, Community Vignettes, Tapestry arts newsletter, Education newsletter, Inside Politics, Songversations lunch breaks, WFAE Live Conversations, Mike and the Mayor. There will be more as Charlotte recovers. WFAE be collaborating with other stations.
 - Lots going on with site redesign/publishing site – due to be rolled out 2nd week of May; Google project in July, RFA hires in June
- **Member Feedback:**
 - Barbara – mentioned that she thanked Vi Lyles for her Charlotte Talks chats with Mike Collins.
 - Numerous comments of appreciation for the accuracy and reliability of the information the station provides, especially during this time of uncertainty due to the virus.
- **End of call comments:**
 - Jeff Bundy mentioned that he had begun a new effort called, “The Story Behind the Story”, providing insights into who staff members really are – their interests and lives – because listeners hear them on the radio, feel that they know them, but don't really know much about who they are; initial segments are with Wendy Herkey, David Boraks and Sarah Delia.

- Joe O'Connor said a few words of appreciation for the staff of WFAE and our CAB. His overarching messaging was that the station is in good shape.

John adjourned the meeting at 5:30pm.

Next Meeting: July 23, 2020, most likely via Zoom