

**WFAE Community Advisory Board (CAB) – Meeting Minutes**  
**Wednesday, 25 July 2018, WFAE Station**

**Attendance**

CAB Members present: Dalya Kutchei, John Lincoln, Tish Stoker Signet, Kelly Wyche, Mary Dombrosky, Hema Parekh, Sri Nagarajan, *WFAE Staff*: Jeff Bundy, Ju-Don Marshall, Joe O'Connor, Renee Rallos, Alex Olgin, Sarah Delia, Zuri Berry.

**Meeting began at 5:45 p.m. over dinner**

**Agenda**

1. Introductions and welcome to new CAB members – John Lincoln
2. Approval of minutes – Tish Signet
3. GM Update – Joe O'Connor
4. Q & A with Sarah Delia, host of “*She Says*”
5. WFAE 101 – Jeff Bundy & Renee Rallos
6. Review CAB function, strategy, expectations and goals – John Lincoln
7. Election of officers for FY19 – John Lincoln
8. FY19 calendar review – Renee Rallos
9. New business

**John Lincoln** welcomed new CAB members Hema Parekh and Mary Dombrosky, and the group said goodbye and best wishes to Kelly Wyche who is leaving Charlotte and the CAB for graduate school. The group welcomed new staffers, Managing Editor Zuri Berry; health care reporter Alex Olgin; and Marketing Manager Renee Rallos, who assumes the essential staff-CAB liaison role following Meghann’s new roles with the station.

**Tish Signet** asked that **approval of last meeting minutes** be postponed to allow for further editing and a shift to attached staff reports with fewer duplicated details in minutes. Minutes will be revised and presented for approval at next meeting.

**Joe O'Connor’s GM Update** topics included: the coming *Beyond She Says* public conversation event; **recent honors and recognition** for Jean Zoutewelle in her leadership roles and accomplishments; major award to Joni Deutsch for interview on music; **public announcement of hiring** of noted political reporter Steve Harrison from *The Charlotte Observer*; follow-up workplace security/safety

strategies and training with CMPD and consultants following the *Capital Gazette* active-shooter tragedy; significant exploration of partnerships and other key strategies building **WFAE's role in the music community**, all aimed at making music an addition bridge with the community; and engagement of the group in discussion of Programming, including very positive feedback on the very popular Tommy Tomlinson *SouthBound* podcast and some CAB members positively mention the addition of *1A* and also *The Daily* national news shows in daily lineup.

**Sarah Delia:** engaged and responded to the group in extensive Q & A about the recent, stunningly successful "*She Says*" podcast series. Delia described ways the story has required skills, training and sensitivity of psychotherapist as well as a journalist, holding the story of person with PTSD (along with self-care in following the same story for over a year). She detailed **how the journalism of the story has taken place amid this intensity**, including extensive tracking of unprocessed rape kits by her and Alix Olgin, resulting in their surveying 121 hospitals nationally and determining that only about 65 have rape kits plus nurses/professionals fully certified to do them; some others have kits but only non-certified professionals to process them; 12 have none and 8 didn't respond. Additional discussion with the group including suggested ways to get rape kits more available (such as enlisting Amazon Prime to help), various things learned for future endeavors with this kind of depth investigative journalism, and interest in "what next?"

**Ju-Don** provided powerful stats confirming the success of *She Says*, summarizing that **the podcast is the biggest thing we have ever done**. For example: Tens of thousands of downloads of the podcast have occurred. One platform, on NPR One, one check turned up 40,000 downloads. The program is in the top 200 of Apple downloads, a phenomenal achievement. 12,000 have subscribed to it, in contrast 1,000 range for other podcasts. Completion, listening all the way through, is high at 80 percent range. In length, we've learned the sweet spot is 18-20 minutes. Anecdotally, staff experience such an outpouring of feedback that they can't go anywhere without being inundated with people wanting to reach out. Other stations around the country are interested in how we made this commitment. It has been a huge opportunity for people to be heard, and for police to self-examine. "Linda" (the subject's) stated goal for the series was not to slam police but to increase awareness, and that is happening. People calling often say they are so glad to hear someone fighting to have her story heard, because they will not ever get that for their stories.

**Renee Rallos & Jeff Bundy** provided financial overview plus an excellent **WFAE 101** (see attachment), informative packet encompassing our history, structure, strategic plan efforts so far, sample materials re/ other CABs

**Jeff** on financials addressed question of how does WFAE fundraise? 46% of budget is membership and on air is 29% of this. We have worked very hard in recent years to grow sustaining memberships, which are now 34% of revenue of over \$1 million a year.) We have 82% sustainer retention. Sustainer cultivation and increase remains our goal. To help this, we are encouraging donors to change automatic sustainer donations from credit card to EFT (because people's credit cards change or expire.) We are also adding a database option that hopefully will provide automatic credit card updating. We may have possible door to door campaigns to come; with testing of about 7 years in system, there are high rates of sustained giving with this method.

**Renee:** highlighted the WFAE 101 packet (see attachment).

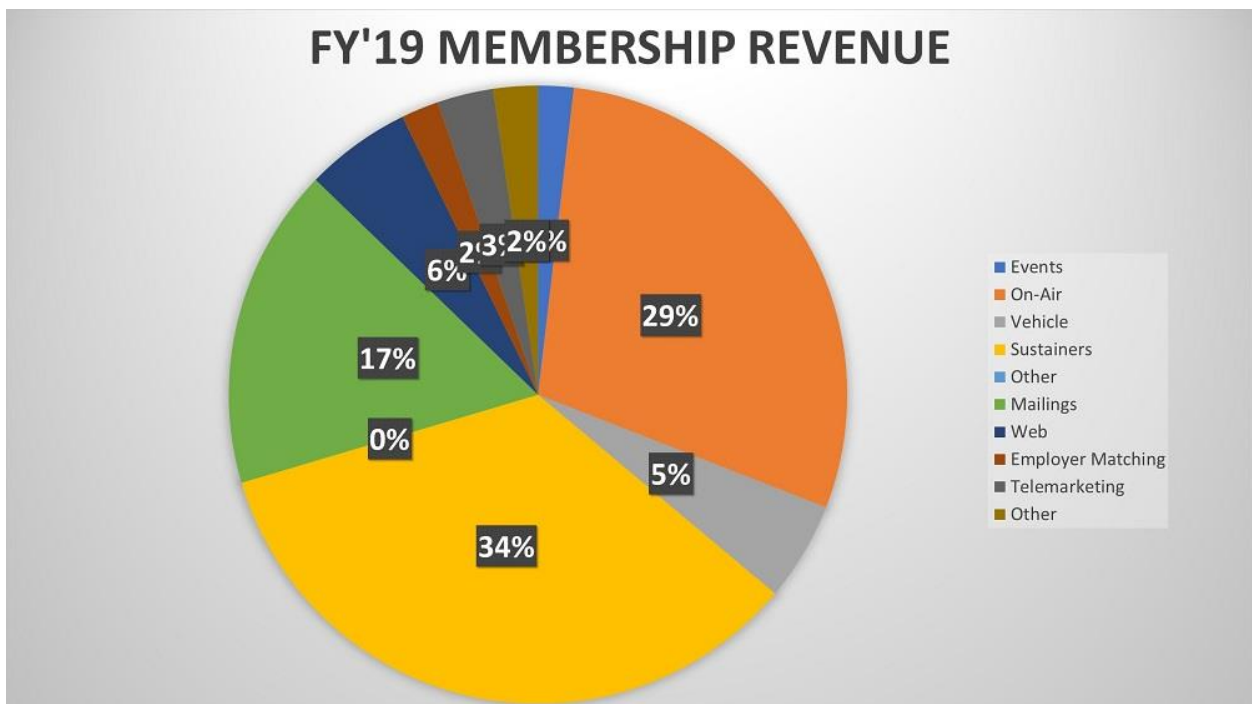
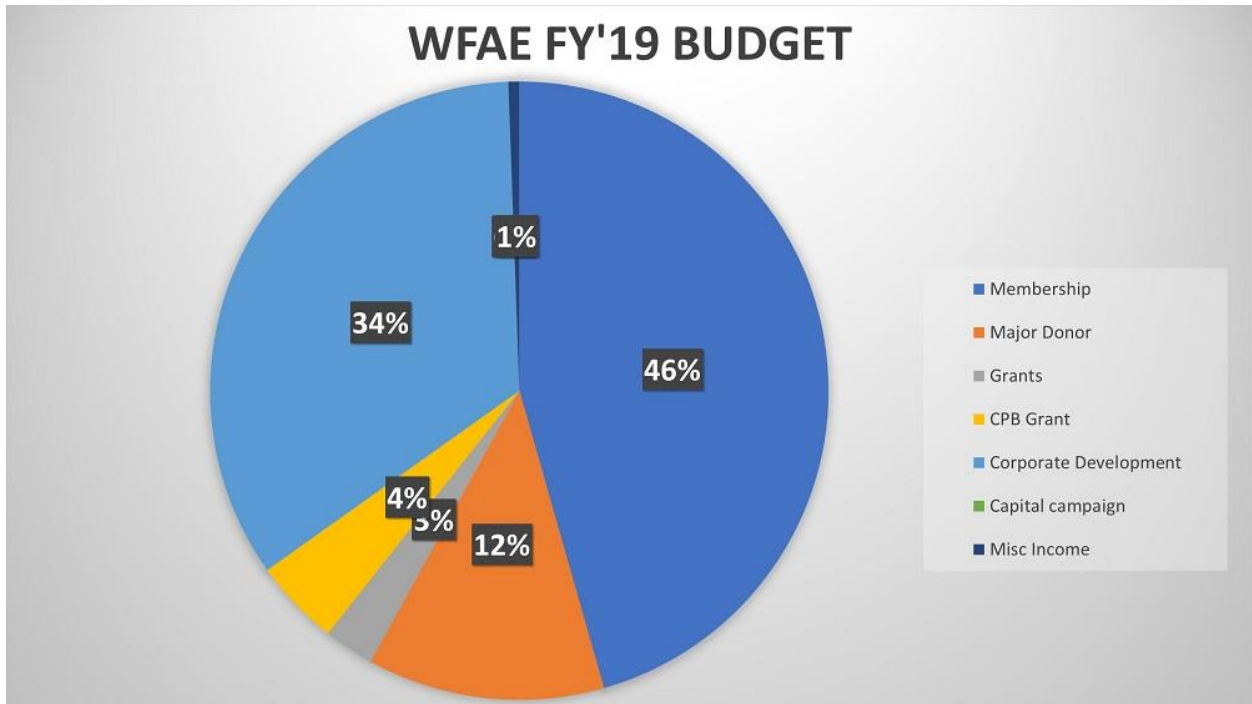
**John Lincoln** was able to review briefly the strengths and skills on CAB, goals around recruiting, and the need for us to drill down and make next steps in our strategic plan. Due to time constraints following an exceptionally rich and dynamic meeting discussion, the group and staff identified the need for a called structured work session meeting to further discuss CAB governance, officers, terms, and strategic plan. Renee agreed to help facilitate logistics of scheduling this work session as a phone conference call.

**John** adjourned the meeting a little after 8 p.m.

**Respectfully submitted,**

**Tish Stoker Signet, Secretary**

Meeting Slides and Handouts:





## WFAE/University Radio Foundation, Inc. Organizational Fact Sheet

Address:	8801 J.M. Keynes Dr., Ste. 91, Charlotte, NC 28262
Website:	<a href="http://www.wfae.org">www.wfae.org</a>
Email:	<a href="mailto:wfae@wfae.org">wfae@wfae.org</a>
Telephone:	704-549-9323
Fax:	704-547-8851
Facebook:	<a href="http://www.facebook.com/WFAERadio">www.facebook.com/WFAERadio</a>
Twitter:	@WFAE
President & CEO:	Joe O'Connor
Board Chair:	Ed Williams
Chief Operating Officer:	Jean Zoutewelle
Chief Content Officer:	Ju-Don Marshall
Executive Director of Advancement:	Jeff Bundy
Number of Employees:	45 (full & part-time)
Number of Board of Directors:	21
On the air:	June 1981
Incorporated:	1993 (divested from UNC Charlotte to become University Radio Foundation, Inc.)
Frequencies:	90.7 – Charlotte, NC 90.3 – Hickory, NC 106.1 – Laurinburg, NC 93.7 – Southern Pines, NC
Mission Statement:	Journalism that informs, enriches, and inspires.
Vision Statement:	A more knowledgeable and engaged community grounded in our shared humanity.



## WFAE Timeline: 1981-2018

- June 29, 1981 WFAE-FM signs on the air with 15-minutes of birdcalls.
- 1983 *The Thistle & Shamrock* becomes syndicated nationally.
- 1986 WFAE moves from UNC Charlotte to its present location at One University Place.
- 1987 The station begins 24-hour broadcast.
- 1989 Hurricane Hugo knocks station off the air for five days.
- 1991 The station loses its state funding.
- 1993 WFAE separates from UNC Charlotte to become a community-licensed station.
- 1995 WFHE (90.3) signs on for Hickory-area listeners.
- 1996 WFAE adds NPR's new talk format (*The Diane Rehm Show*, *Fresh Air with Terry Gross*, *The Derek McGinty Show* and *Talk of the Nation*) to its midday schedule.
- 1998 *Charlotte Talks* with Mike Collins hits the airwaves.
- 2000 *Talk of the Nation* broadcasts nationally from Spirit Square
- 2004 WFAE airs *Trust Matters* - a series of news features, commentaries, *Charlotte Talks* shows, a documentary, and town hall meeting that examined the issues of interracial trust in Charlotte. This series won a national Sigma Delta Chi Award from the Society of Professional Journalists.
- 2005 WFAE becomes the first radio station in Charlotte to broadcast its signal digitally.
- Reporter Scott Jagow wins a national Murrow Award for "Learning to Fence."

## WFAE Timeline: 1981-2018

- 2006
- WFAE launches WFAE HD2, a secondary programming stream on its digital signal. WFAE is the first station in Charlotte to broadcast two programming channels on its digital signal.
- Wait Wait... Don't Tell Me!* records its show at the Belk Theater. Panelists were Kyrie O'Connor, Paula Poundstone and Mo Rocca. *Not My Job* guest was Humpy Wheeler.
- WFAE opens satellite studio at Spirit Square with special guest Melissa Block.
- 2007
- A Prairie Home Companion* broadcasts live from Ovens Auditorium. Musical guests were Suzy Bogguss, Nappy Brown, Stuart Duncan, Ethan Uslan and Charles Wood.
- 2008
- StoryCorps mobile recording booth comes to Charlotte for a six-week visit.
- WFAE launches "Public Conversations," a series of community forums designed to convene Charlotte-area residents for discussion of timely and relevant topics.
- 2010
- Reporter Julie Rose wins a national Murrow Award for "The Lost Boys of Presby."
- 2012
- Public Conversations hosts its largest forum. Over 500 people attend "Defining Marriage."
- Reporter Julie Rose wins a national Murrow Award for "Uncovering the Past: Mecklenburg's Role in Sterilizations."
- 2013
- The Moth Radio Show* hosts a show at Spirit Square's McGlohon Theater. Storytellers were Trisha Coburn, Dan Kennedy, Jessica Lee Williamson, Charlotte's John Lincoln and WFAE's Kim Brooks.
- Charlotte Talks* commemorates its 15<sup>th</sup> anniversary by recording a show with author Kathy Reichs at McGlohon Theater at Spirit Square.
- 2014
- Reporter Ben Bradford wins a national Murrow Award for "Moral Monday."

## WFAE Timeline: 1981-2018

NPR's Michel Martin moderates a discussion about voting rights at McGlohon Theater at Spirit Square

2015 Joe O'Connor hired as president and CEO.

2016 WFAE's News Department receives a regional Edward Murrow Award for Overall Excellence Award for the second year in a row.

2017 WFAE launches "SouthBound" podcast with host Tommy Tomlinson.

2018 *Charlotte Talks* celebrates its 20<sup>th</sup> anniversary.

WFAE launches "She Says" podcast with host Sarah Delia.

NPR Politics Podcast records an episode at Spirit Square's McGlohon Theater.





**Community Advisory Board**  
**Potential Roles: Brainstorming**  
(Flipchart Transcription)

October 21, 2015 Meeting

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**Two primary roles preferred by the group:**

**1. Ambassador / advocate / champion, including fundraising**

- Event ambassador (includes training other volunteers)
- Making the case and telling WFAE's story
- Welcoming new members (and other forms of member retention)
- Sharing pride in being supporters
- Being visible
- Brand visibility (logo merchandise)
- Active social media sharers and promoters
- Fundraising
- Thanking underwriters for their support
- Connecting and creating potential partnerships to raise station visibility (churches, arts, programs, etc.)
- Create a sub-board of university student advisors

**2. Two-way expert learning community**

- Serve as a knowledgeable standing focus group
- Channel listener opinion back to the station (spies)

- Share expertise with the staff / supplement staff skills
- Provide feedback on both standing and ad hoc basis
- Seeking community opinions and bringing them to the station
- Research

**Core principles:**

- Expand the tribe
- Humanizing the radio medium / making the invisible visible
- Generously use influence to support the station and its growth
- Be mindful of diversity and being representative
- Permeable membrane between the station and the public
- Strategically connect WFAE to different communities in the listening area

**How might CAB meetings be structured?**

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- Frequency: Four times a year
- Systematize communication between meetings
  - Electronic
  - Private Facebook page / group
  - Talk openly about what's "over communicating" or not enough
  - Not creating work for staff
  - "What does the CAB need to know?"
  - Meeting people where they are
  - Advance notice of campaigns, events, etc.
- "We have fascinating conversations about great ideas."
- Fun
- Two hours max
- Have an independent facilitator if possible
- As much time as possible is dedicated to facilitated conversation and brainstorming
- Agenda items (in small bites, varying by meeting, not all at once):
  - State of the station
  - What's new / working / not working?
  - Ingredients of 'making the case'
  - Community engagement updates
  - Big NPR news
  - Samples of interesting other NPR programs (national)
  - Updates on pledge drive
  - Limited agendas with clear goals and end-of-meeting recaps
  - Leave with homework
  - Sharing ideas and best practices / springboards
- Size of the CAB: 24 feels right. 30 too large.
- Term limits: Yes. Between 4 and 6 years.
- "Not a board" = think tank / brain trust / feedback team / storming pulse
- Strategic agendas: No 'listen & eat'
- Feedback is welcomed

**What skills should CAB members have to fulfill the two main roles identified in the fall meeting?**

- Journalists
- Social media
- Communication / storytelling / speaking
- 'Making the ask'
- Emotional intelligence / civil candor
- Passionate

- Research skills (listeners, interviewers)
- Multi-sphere networkers
- Technology (coding, web design, emerging technology)
- Marketing research
- Lawyer
- Graphic design
- Medical
- Business / entrepreneur
- Finance
- Speakers bureau, both connectors and speakers
- Data analytics
- Branding
- Clergy
- Civic / social charities
- ALWAYS seek diversity:
  - Thought
  - Age
  - Politics
  - Skill
  - Demographics
  - Geography
  - Listening method

### **What resources does the CAB need to fulfill its two main roles?**

- Nuggets of data to make the case and make the ask
- Magnets and other WFAE-branded items (swag)
- Training:
  - How to make the ask
  - Social media / podcasts
  - WFAE 101
  - NPR 101
  - Elevator speech
  - How to recruit new members
- Intriguing member benefits of the CAB

# WFAE Community Advisory Board

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## *Guidelines*

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Per the Corporation for Public Broadcasting<sup>1</sup>, member stations are required to establish a community advisory board and assure that:

The CAB meets at regular intervals;

The members regularly attend meetings; and

The composition of the CAB is reasonably representative of the diverse needs and interests of the communities served by the station.

The purpose of the CAB, per CPB requirement, is to review **programming goals established by the station; service provided by the station; and policy decisions rendered by the station**, and advise the governing body of the station (through the staff or Board of Directors' liaison) with respect to "whether the programming and other policies of the station are meeting the specialized educational and cultural needs of the communities served by the station."

The role of the CAB is **solely advisory in nature**, and the CAB shall not have any authority to exercise control over the daily management or operation of the station. "In no case shall the board have any authority to exercise any control over the daily management or operation of the station."

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## *Member Responsibility*

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At its October 2015 and January 2016 brainstorming sessions, the WFAE Community Advisory Board agreed the group should, in its fulfillment of CPB requirements, take on two roles for WFAE:

### **Ambassador/Advocate of WFAE, including Fundraising Two-Way Expert Learning Community**

The following structure and composition of the CAB and its meetings were also decided:

**20-24 members total**

**Chair, Secretary, and Member Coordinator officer positions, to be elected annually**

**4 Meetings/Year (January, April, July, October)**

**2-hour maximum meetings with pre-determined agendas**

**3-year term limits**

Slides from this year's Public Media Business Association conference regarding Open Meeting and Community Advisory Board compliance.

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<sup>1</sup> All certification requirements can be found at <http://www.cpb.org/stations/certification/cert3>

## 7.1 GOVERNING POLICIES

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### NORTH TEXAS PUBLIC BROADCASTING, INC.

#### NTPB COMMUNITY ADVISORY BOARD GOVERNING POLICIES

##### **I. Purpose of the Community Advisory Board**

The North Texas Public Broadcasting Community Advisory Board (CAB) serves in an advisory role to the staff and the Board of Directors. The membership of the CAB reasonably represents the diverse needs and interests of the North Texas communities served through the television and radio stations and other platforms of KERA and KXT. The CAB assists staff in being responsive to community interests in regard to programming and services.

##### **II. Membership & Terms**

The CAB will be composed of at least 15 members.

Each new member of the CAB is appointed to one term defined as three consecutive years. Members may be reappointed to a second term. Members shall not serve for more than two (2) consecutive terms.

##### **III. Expectations of Members**

Members will establish networks within their various communities in order to provide a variety of perspectives and opinions about topics related to the work of the CAB. Members will be informed individuals who are willing to be visible in their communities and gather comments and ideas about KERA and KXT's programming and services.

CAB members will attend and be active participants in twice-yearly meetings. Members will be willing to participate in between meetings. This participation will entail communications and/or assignments about programming and services, and information gathering and feedback to staff. Also members may be asked to work on specially created CAB committees, and volunteer during membership campaigns and other events.

Any member who misses two consecutive meetings without a reasonable excuse will find his/her position up for review. In such a circumstance, the Chair of the CAB will contact members who have missed two consecutive meetings to determine their continuing interest. Any member who misses three consecutive meetings without reasonable cause will forfeit membership.



## 7.1 GOVERNING POLICIES

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### **IV. Meeting Proceedings**

Meeting dates will be posted on the KERA website and all CAB meetings are open to the public. Meeting agenda and other materials will be provided to CAB members at least two weeks prior to a meeting. CAB members will come to meetings prepared to discuss agenda items. The CAB Chair or, by designation, the Vice Chair, will preside at all meetings. Meetings will be conducted according to a system of rules that broadly adhere to Robert's Rules of Order. Meetings will allow a period of time dedicated to public comment.

### **V. Appointment of Officers (Chair & Vice Chair)**

The Membership Committee of the CAB will select a Chair and Vice Chair who will each serve a two-year term. The Chair will preside at meetings, plan the meeting agendas in consultation with staff and other CAB members, appoint a Membership Committee and perform other necessary duties. The Vice Chair will assume the duties of the Chair in his/her absence.

### **VI. Recruiting & Appointing New Members**

Annually, the Chair will appoint a Membership Committee that will be composed of current CAB members and NTPB staff members.

Notices that applications are sought to fill CAB openings will be publicized through KERA's website and on-air announcements.

Upon the notice of openings, citizens who are primary residents of North Texas and who are interested in becoming a member of the CAB must complete and submit a CAB application form by mail or fax before the posted deadline. The application should be sent to the attention of the CAB at KERA, 3000 Harry Hines Blvd., Dallas, Texas, 75201 or fax the application to 214/740-9323.

The Membership Committee will review applications from people expressing interest in serving on the CAB. As part of its selection process, the Membership Committee has established desired qualifications or criteria so that CAB membership represents, to the extent possible, the different aspects of the communities that NTPB serves. The selection criteria for new members will consider geographic representation, age groups, gender, occupation, cultural and ethnic groups, household composition and diverse interests in the television, radio and educational programs and services provided by NTPB.

The President/CEO will notify the NTPB Board of Directors of the Membership Committee's new member selections.

Membership on the CAB is public record. Once appointed to the CAB, members' names, their community of residence and brief biographies will be posted on the CAB section of KERA's website.

### **VII. Resignation from Membership/Membership Maintenance/Filling Vacancies**

Members who choose to resign from the CAB shall submit their resignation in writing to the Chair.

The CAB may fill vacancies during the year to carry out a vacant term. Announcements and postings will be made to solicit nominations and applications for the vacant term. The Membership Committee will review the applications and select new members to fill the

## 7.1 GOVERNING POLICIES

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vacancies, and the President/CEO will notify the NTPB Board of Directors of the Membership Committee's selections.

NTPB Community Advisory Board  
3000 Harry Hines Boulevard  
Dallas, Texas 75201  
[www.kera.org](http://www.kera.org)