

WYPR Community Advisory Board Meeting

Meeting Minutes | March 14, 2018

Meeting called to order at 6:05 p.m.

WYPR Station News/Programming Updates

Melissa Gerr

- **New Grant Application**

The station has just applied for a joint grant from the Committee for Public Broadcasting, Wisconsin Public Radio, and the Kindling Group, called **Veterans Coming Home**.

WYPR, among other stations, was invited to apply; they'll find out in a couple of weeks if they are among the 12 stations chosen to participate. The goal is to open a dialogue between veterans and civilians, with a particular interest in post-9/11 veterans.

- **What's coming up on On The Record**

The history of debate clubs at City College; The youth advocacy movement, with a focus on Kids Safe Zone and the city school's efforts to provide transportation to the March For Our Lives in DC; Changes to taxes and the Earned Income Tax Credit; Hike, Cycle, and Bike, A Stoop Storytelling on edible book festivals. The most popular recent segment was Michelle Thaller from NASA and her participation in the Logan Visionary Conference. Melissa encouraged the committee to listen online.

- **Podcast Initiative**

The new podcast channel can be found a wypr.org/podcastcentral. Each podcaster is producing one podcast per month and a new podcast is put online each week from a variety of producers. Melissa played two samples, one from Katie Marquette's *The Noir and The Bizarre* podcast and one of her own *Knock, Knock, Who's There?* Series.

Upcoming WYPR Events

Heidi Sheppard

- **Celebrity Events**

Tom Pelton will be at the George Peabody Library on Wednesday, March 21; The Paula Poundstone event at Goucher College is now sold out; and Mary Louise Kelly will be at Baltimore Center Stage on Wednesday, May 2. Center Stage tickets go on sale this week.

- **Membership Events**

The Spring Pledge Drive begins on Saturday and runs until Thursday, March 22. Heidi asks that CAB members like and share posts about it on social media as much as possible. The date for WYPR Aquarium Night will be Thursday, May 17. Details to follow.

- **Other Activities**

The Midday remote broadcast is set for March 27 at Hood College. It is free and open to the public. WYPR is participating in a day of service in the Old Goucher neighborhood on Saturday, April 28 (9 am - noon). Everyone is encouraged to participate - family and friends are welcome, too.

Board Report

Mac McComas

- **Radio Ratings and Signal**

Everyone should have received the ratings update that was emailed to the committee. The ratings are up significantly in Baltimore and across the nation. A question was asked about signal strength and if the board has talked about the topic recently. It is an issue about which the board is aware; Lori mentioned the ability to listen through the app on mobile phones as a workaround.

- **Membership and By Laws Update**

The updated by laws were unanimously approved by the board as were the new term guidelines for CAB membership. There were two members who have not been at all active over a period of time, Tom Kohn and Doug Carrol, so Mac has contacted them personally. They have resigned from the CAB due to meeting non-attendance. This will be Peggy's last year on the committee. Everyone else has had their membership renewed for an additional year.

- **New Membership and Leadership**

There will be six open positions that we're looking to fill in the coming year. Additionally, Mac's term as chair will be up after next year. If you are interested in being considered for chair (and have one year experience on the committee), please contact Mac directly.

Ascertainment Committee Report

Dana Moulden

- **April 11 Participants**

Two groups are currently booked. One is Power 52, a solar energy professional training program that partners with Living Classrooms Foundation. The other is Athletes Serving Athletes, that works with disabled athletes in the area. Slots are still available at 5:30 pm and 6:30 pm. If you know of an interesting group or initiative, contact dana@secondchanceinc.org.

- **Documenting the Process**

Lori is working with Dana to compile an archive/list of participants so that the committee can track the interview progression and the success of the ascertainment process.

- **Update from March Meeting**

Mac shared that at the last meeting, the Latino Neighborhood Association, Comite de Latino (who was presenting), members were very enthusiastic about having some spanish-language podcasts. Even though this community represents the fastest growing demographic in Baltimore, there has been little growth in options for new media.

Meeting Adjourned 6:55 p.m.