**WAMU 88.5 COMMUNITY COUNCIL Meeting**

**Draft Minutes**

**February 13, 2019**

**WAMU Community Council Members in Attendance:**

Navroz Gandhi, Shay Stevens, Sojin Kim, Don Britton, Susan Weiss, Donna MP Wilson, Nakeisha Neal Jones, CC Gachet, Stan Soloway, Lucinda Crabtree, Michele Manatt, Maura Brophy, Alexis Moreno, and David Bradley

**WAMU/AU Staff in Attendance:**

JJ Yore, David Taylor, Carey Needham, Andi McDaniel, Dawnita Altieri, Cliff Gallagher, Wynde Priddy, Kimberly Boone, Nancy Gius, and Sophia Jones

**Members of the Public in Attendance:**

Steve Kaffen

1. **Welcome - Navroz Gandhi, Council Vice-Chair**

Navroz Gandhi, Council Vice-Chair called the meeting to order at 7:20 p.m. Mr. Gandhi introduced himself and welcomed the new Council members in attendance. JJ Yore, GM introduced David Taylor, Secretary of the Board and then presented a station update. The presentation reviewed marketing’s campaign for 1A on the WMATA transit system which includes bus shelters. The campaign is sponsored by HomeAdvisor. WAMU hosted a contest for staff to take selfies with the posters whenever they saw them around the city.

1. **Manager’s Station Update – JJ Yore, General Manager**

The membership team is planning three on-air campaigns each year. The next campaign is scheduled to begin on March 25-29, Monday through Friday. We are shortening the number of days on-air asking for donations. Wynde Priddy, Assistant Director of Membership, Fundraising has developed savvy techniques to ramp up donations without interrupting the programming flow.

JJ updated the Council on a short survey of outreach questions that each member will be asked to share with their networks. The results will be useful for the newsroom and content teams. We are seeking feedback on local news coverage and hope to learn how to encourage individuals to listen to WAMU if they don’t already. We would like survey respondents to think about local news coverage. The survey will close on April 22. We will share the results with staff and council members.

JJ asked if members had questions about the materials sent in advance including the survey, dashboard or GM updates?

Q: Are there particular types of people members should target for the survey?

A: Please ask different parts of your network to participate in the survey to see what we learn. We hope the survey results will represent different parts of the region and audience.

Q: Can we update the gender options to include others?

A: Yes, please send gender option template to Dawnita.

Please ask people to participate in your networks who are representative of your various interactions.

Q: Should the first question ask, “do you listen to WAMU??”

A: Not necessarily. But please send comments to Dawnita

The survey started out as four simple questions, but as more suggestions were presented, the survey expanded. We receive audience research from Nielsen and other external vendors which is more valid data, but we’d like to hear from your networks.

1. **Feature Presentation on Kojo 20th anniversary Series - Ingalisa Schrobsdorff and Margaret Bethel**

Ingalisa shared the history of the Kojo Show and discussed the current convenings hosted over the last four months. Ingalisa shared the Kojo mission statement: Kojo convenes conversations that engage Washingtonians about where we live. The team is exploring the stories and people changing the Washington region and looking at what issues will shape the region over the next 20 years. Chase Bank provided sponsorship of the 20th anniversary series.

The team explained that Kojo Roadshows are live townhall events around an issue**.** They’ve had success with townhall events- this year, they’ve hosted three so far, guns in Ward 7, the HQ2 townhall and the opioid discussion in Anne Arundel. They are planning an arts discussion in March**.** We’ve always done live townhall events--- like *Kojo in Your Ward*-- --but we’re creating bigger events with more reach and visibility.

The team is also experimenting with events called Pop-Ups -- moments where Kojo gets out of the studio to go to different and interesting places in the region to talk with people. The team also brings a videographer and produces videos centered on those stories. Recently, Kojo and team went to talk to street musicians in Gallery Place-Chinatown about a proposed local noise ordinance in the D.C. Council. They also visited D.C. Superior Court, which is kind of this crush of D.C. humanity with people coming to court, to jury duty, to get married, to adopt kids, etc.

The team is working with Marketing & Engagement on a marquee event for 20th anniversary culminating event. It will be designed as an alternative gala and we are planning to honor people making a difference here in our region. The event may become an annual station event.

Ingalisa posed the following questions to the Council:

* What topics or issues would you like us to cover more?
* Where and how can live events improve our connection to the community?
* What kind of event would you attend?
* What topics would resonate with you and people you know?
* Who in your circles doesn’t listen to public radio – and what do you think would draw them in?
* What geographic areas should they cover more frequently?
* What format do you get your news, and are we delivering?

Michele Manatt asked about the participation rate for events and when are considerations made to contract for a larger venue?

A: Used a larger venue for the Amazon discussion, but still working to secure larger venues for future events. The size of the audience makes a difference for engagement. They are thinking about the scale from 500 vs 150 for intimacy for Town Halls.

JJ added that events done in the past were typically small-scale and the events team is growing that part of engagement a lot. The events & marketing team will need to determine the sweet spot for an impactful conversation because the scale and sophistication of the events has really improved.

* Susan Weiss asked about audio recorded events vs video recorded events.

A: The team records and edits audio for on-air and broadcasts on-air as a pre-recorded segment. The cost to video tape townhalls is cost prohibitive.

* Navroz Gandhi mentioned that Anne Arundel county is not that far away and is part of the listening region. Given the feedback from the townhalls and interest from the audience, will there be an increase to two townhall meetings per month?

A: Unfortunately, due to the work and resources it takes to put together each of these townhall events, we believe one is enough and can’t currently add additional events.

JJ responded that WAMU puts on about 25-30 events of different kinds each year. WAMU also executes smaller events/donor cultivation and big events that are fundraisers. The event strategy will help determine the type of events: revenue, donors, members and the broader audience. There was an Open house for the public many years that was largely successful and wondering if we should do something like that again. The 1A anniversary event was a 1200- person event- it raised money but was not a fundraiser. We need to find ways to connect with our audience and determine how we grow over the next 3-5 years.

Navroz Gandhi said there’s a desire from the local community to connect with the station. Perhaps, WAMU should consider more events like the townhall to get more useful information from and out to the public.

* Maura Brophy offered to support newsroom on mobility issues and serve as a resource.
* Don Britton mentioned the growth of McLean/Tysons Corner and the newsroom may want to keep that area of the region on their radar.
* Lucinda Crabtree asked if there are any plans to discuss gun issues more deeply? Lucinda was thinking that the new antennae may cultivate an audience in Warrenton and beyond.

Ingalisa talked about schools hosting the Kojo Nnamdi Show in their region and highlighted the Ward 7 school- and town hall with young people regarding gun violence. They also collaborated with the Guns & America team.

* Lucinda Crabtree and Don Britton suggested about doing a show from the Dulles Expo annual gun show or firing range to get a wide range of opinions on the issues. It is often difficult to talk about the issue.

JJ mentioned the Guns & America initiative.

1. **New Business/Nomination process**

Vice Chair Gandhi shared with Council members that Audrey Alvarado has resigned and Christy Gavitt has been nominated to serve out the rest of Audrey’s term. Shay Stevens moved to accept the nomination. Stan Soloway seconded the nomination for Christy Gavitt to join the Community Council.

Nakeisha asked about inclusion and the lens of diversity regarding Council membership. Nakeisha wants to be sure that people from various geographic regions and communities are nominated and represented on the council. It has been a challenge to get the right diversity on the Council. The nominations committee should continue to keep the racial diversity of the Council in mind when seeking new members.

* Shay Stevens announced that this meeting would be her last meeting, she is re-locating to Memphis. Vice Chair Gandhi said that the Council will look more broadly to make sure the Council represents the community of listeners.
* David Bradley mentioned ways we could let more people know about council openings: on-air, through meetings via the website. Council members may identify individuals who may wish to participate. We may also consider utilizing the nextdoor app, a neighborhood app.
* Navroz indicated that the main challenge he faced this year was that many people applied for a small number of spots on the Council.

JJ mentioned that he looked at the geographical/racial/gender diversity of the Council. WAMU’s largest audience is in VA and we’ve needed more people from the areas where there was a shortfall. We will hold a continuous assessment of the council’s diversity.

1. **Adjournment/Announcements**

A motion to approve the minutes from the December meeting with the following addition of “Don Britton” in the list of attendees. Minutes were seconded by Lucinda Crabtree.

1. **Public Comments**

Steve Kaffen made comments about his participation on the Bus transformation committee and his ability to provide information as a resource.

Navroz reminded council members about the March campaign and asked that everyone make sure they are sustaining members and attend the quarterly meetings.

The meeting was adjourned at 8:32 pm, CC Gachet seconded.