



Thank you for considering membership on WQED’s Community Advisory Board (CAB)!

We’re excited to get your input as we strive to champion the communities we serve by telling stories and creating experiences that educate, entertain, and inspire our neighbors. One of our key strategic priorities is to better reflect the diversity of our neighbors across southwestern Pennsylvania—and also parts of Ohio, Maryland, and West Virginia. That’s across many facets: geography, age, gender, race/ethnicity, income, education, etc.

### **What does the CAB do?**

Pursuant to the Communications Act of 1934, every public broadcasting station receiving federal funding must have a Community Advisory Board, which has the obligation to **advise the station’s governing body** (Board of Directors) **as to whether a station’s “programming and other significant policies... are meeting the specialized educational and cultural needs of the communities served by the station,”** and to make recommendations that CAB members deem *“appropriate to meet such needs.”*

### **What’s in it for me?**

As a member of WQED’s CAB, you will have input into our stations’ programming and the other services we provide the community, including partnerships with schools and libraries. That means you’ll have direct connections with senior leaders at WQED, members of our Board of Directors, and enjoy previews of upcoming initiatives.

It’s a great professional experience! Your service on the CAB will look great on your resume or LinkedIn profile, especially if you’re interested in joining other non-profit or corporate boards.

Be an ambassador! We invite you to share what you learn with your neighbors—both new and old—which can boost your personal brand and get you noticed in the community and at work.

## What's expected? We ask that you:

1. **Actively participate in the quarterly CAB meetings.** The next will be held on September 12, 2024 at the Western Pennsylvania School for Blind Children, 201 N. Bellefield Ave., Pittsburgh. (You'll also be invited to attend in-person events across our region where you'll have an opportunity to network with peers, WQED leadership, and members of our Board of Directors.)
2. **Share and discuss issues and concerns faced by your community** and those you're familiar with. Provide feedback as to how WQED's programs and services are or are not meeting those needs.
3. **Develop an understanding of WQED's programs and services** so that you can serve as an ambassador and help persuade friends, family, colleagues, and neighbors to get involved. (We'll provide overviews and talking points.)
4. **Complete a three-year term**, if possible, to get acclimated and familiar with WQED's strategy and evolving initiatives. This will help your feedback make the biggest impact possible. (Our fiscal year begins October 1st each year and concludes on September 30th.) We understand if you end up moving for a new job or "life gets in the way" and circumstances change.
5. **Make a financial contribution to WQED** at whatever level is appropriate for you. We strive for 100% participation from our CAB to show the community that those closest to our institution value and support its mission. (Note: Donations of at least \$60/year unlock "[Passport](#)" for streaming PBS shows. Many people find it convenient to set up a recurring donation of \$5 per month on their credit card.)

## Who will I work with?

- [Robyn Vittek](#), Director of the Mt. Lebanon Public Library, is Chair of the CAB.
- Childrens' author [Lisa Donovan](#) chairs our Board's Community Engagement Committee, which will meet jointly with the CAB.
- [Sonya Dietz](#), WQED's Chief of Staff, will be your primary liaison for questions and feedback.
- You can find a list of the current CAB members at <https://wqed.org/about/board>.

## **Is there risk or liability?**

The CAB's purpose is advisory. Neither the CAB nor its members "*exercise control over the daily management or operation of the stations*" (in our case, WQED-TV, WQED-FM and WQEJ-FM Johnstown), nor do its members have fiduciary responsibilities like the Board of Directors. We do not operate with a deficit and have a very healthy endowment. Here's a link to our [latest tax return](#) (IRS Form 990).

## **Questions?**

Contact Sonya Dietz, WQED's Chief of Staff, at [sdietz@wqed.org](mailto:sdietz@wqed.org) or 412-622-1317.

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## **From the Communications Act of 1934, as amended (47 U.S.C. §396, et seq.):**

(A) ...Station[s] shall undertake good faith efforts to assure that:

- (i) its advisory board meets at regular intervals;
- (ii) the members of its advisory board regularly attend the meetings of the advisory board; and
- (iii) the composition of its advisory board are reasonably representative of the diverse needs and interests of the communities served by such station.

(B) The board shall be permitted to review the programming goals established by the station, the service provided by the station, and the significant policy decisions rendered by the station. The board may also be delegated any other responsibilities, as determined by the governing body of the station. The board shall advise the governing body of the station 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, and may make such recommendations as it considers appropriate to meet such needs.

(C) The role of the board shall be solely advisory in nature, except to the extent other responsibilities are delegated to the board by the governing body 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.