

Role/Title: Community Advisory Board (“CAB”) Member

Purpose: *The Board is a non-fiduciary advisory body to Cascade Public Media (CPM), acting as the eyes and ears of our regional communities, to provide insight on pressing issues in those communities, engagement on behalf of CPM programming and goals, and advocacy for regional support of public broadcasting.*

Key Member Responsibilities

- Attend three CAB meetings via videoconference (or in person, if available) per year.
- Participate in community engagement activities called Listening Sessions held a few times per year.
- Actively engage with your regional CAB members throughout the year.
- Advocate within your sphere of influence for regional fundraising support of public broadcasting.
- Provide insight on issues and challenges particular to your region, and advise on whether programming, outreach and other policies of CPM are meeting the educational and cultural needs of your region, formally with a short report in CAB meetings, and informally to CPM throughout the year.
- Recruit new CAB members from your region as needed.
- Making the organization a philanthropic priority with an annual personal contribution within your means is encouraged, but not required.
- Volunteering at CPM events is welcome.

Qualities of a Member

- A passion for public broadcasting and the special role it plays in the broader public media landscape.
- Connectedness within your community and/or a willingness to make connections with leaders and citizens in your region.
- An understanding, and continuous thirst for understanding, of the pressing issues and passions of your region.
- Good communication and organizational skills.
- Willingness to spend time and effort outside of the three CAB meetings and the community engagement activity to support the CAB and its mission.

CPM Responsibilities

- Convene and host three CAB meetings via videoconference (or in person, if available) per year.
- Support community engagement activity with event/logistics resources, both human and budgetary.
- Solicit and welcome effective community input on issues from CAB members, and on station programming goals and community service and the impact on the community of significant policy decisions of CPM formally in meetings and informally throughout year.
- Present programming goals and service and other public media journalism goals to the CAB that illustrates coverage of interest to the regional communities.
- Present forward-looking programming/journalism plans in the board meetings.
- Recruit for a diverse and inclusive CAB.

