

Minutes -March 21, 2002
Media/Public Safety Co-Op Meeting

Members in Attendance:

Shelly Alley	Roanoke Police
Jennifer Faulkner	Roanoke Fire-EMS
Rick Ashwell	Roanoke City 911
Ron Wade	Roanoke City 911
Dutchie Hughes	WVTF-FM
David Burch	FBI
Erin Barnhart	WSLS-TV
Sheriff George McMillan	Roanoke City Sheriff's Office
Mike Stater	Virginia State Police
Reg Gray	Salem Police Department
Lee Linkous	Roanoke County Police Department
Kim O'Brien	Roanoke Times
Melissa Preas	WSLS- TV
Chief Gaskins	Roanoke Police
Dona Wilson	US Forest Service
Mike Winston	Roanoke County Sheriff's Office
Chuck Hart	Roanoke County Sheriff's Office
Jimmy Brubaker	Roanoke City Sheriff's Office
Jennifer Donovan	Roanoke City Sheriff's Office
Emi Kojima	Roanoke Times
Chief Grigsby	Roanoke Fire-EMS
Christine McKinnon	NRV Radio
Shane Moreland	WSLS-TV
Mark Vaught	Vinton Police Department
Amy Whitaker	American Red Cross
Chris Slone	City of Roanoke
Jeanette Leftwich	WSLS-10
Emily Morgan	WSLS-10
Jason Bond	VDOT

I. Welcome

The meeting was brought to order by Shelly Alley, Roanoke Police. She thanked everyone for attending and asked everyone to introduce themselves.

II. Shane Moreland, News Director - Newschannel 10

Shane gave a very informative presentation about Newschannel 10. Some of the highlights include:

- The station is in the midst of a two year renovation project, which includes the transition to digital technology. The transmitter is located on Poor Mountain.
- Media General owns the station and has invested a lot of money in the station. (They also own Lynchburg and Danville newspapers).
- 1-800-See-NEWS, otherwise known as the crack phone, for citizens to call in tips to the newsroom
- WSLS serves 25-27 counties in Virginia and one county in West Virginia
- Challenges are associated with such a large coverage area (Danville viewers aren't interested in news from Blacksburg, etc).
- Station presents stories so that viewers can relate regardless of where the story occurs.
- Weather reports are localized to please everyone
- Weather is news to people
- For 6 years, WSLS has been doing the 10pm news on FOX
- Recently, entered into an agreement to add news on PAX
- Air updates on Headline News
- Provide weather and news for seven radio stations
- Staff of around 100, about 40 in the newsroom
- Why Shane comes to work everyday - to make money is the bottom line, besides being a good journalist and providing a good news program.
- Reporters like to find "people" to talk about news, rather than official talking heads
- Target demo for station is 18-49 and 25-54, trend-setters
- Roanoke has one of the oldest demos in the country, the average age of diary holder is 58
- Reporters are assigned to beats and get assignments in the 9:15 a.m. meeting
- Producers are the lifeblood of getting the newscasts on the air, put the show together
- Reporters compete for lead stories
- A good story is a memorable story, what does it mean to real people
- Crime reporting is a must, report trends, give perspective, suggest crime prevention

III. Recent Items or Incidents of Discussion

Personnel from Channel 10 were complimentary of the Roanoke Police and specifically Chief Gaskins on his help with the recent arrests in the Stop-in Murder case.

Several reporters mentioned having problems on the weekend reaching personnel from Game and Inland Fisheries and the Forestry Service and suggested that we meet with them for an upcoming meeting.

IV. Recommendation For Next Meeting

The next meeting will be held on Thursday, May 16, 2002, at 10:00 a.m. at the Virginia Department of Forestry, 210 Riverland Drive in Salem, which is off Apperson Drive behind the Shanghai Chinese restaurant. Our speakers will be from the Virginia Forestry Department, the U.S. Forest Service, the National Park Service and the Virginia Department of Game and Inland Fisheries. A representative from each will talk about the mission of their organization, the similarities and the differences. This will be an excellent chance for the media, as well as public safety agencies to discuss ways to work together and how to contact the agencies after hours.

If an incident occurs between the time we set the agenda and the next meeting that you would like to hear about, please call Shelly Alley or Kim O'Brien to have the item added to the agenda.