

# Meeting Minutes – October NY Public Radio Community Advisory Board Meeting



## Meeting Information

**Objective:** October CAB Meeting & Guest Speaker Minute Highlights

**Date:** 10/19/2015      **Location:** [Hispanic Federation](#)  
Las Americas Center  
55 Exchange Place  
New York, NY 10005

**Time:** 6:40 PM      **Adjournment:** 8:17 PM

**Invited Guest Speaker(s)** [Paula Szuchman](#)  
WNYC Vice President  
On-Demand Content  
Mary Harris, Host  
ONLY HUMAN Podcast

**Attendees:** Martha Bahamon , VP Development, Hispanic Federation, 3 Members of the Public and following CAB members (presence indicated by x)

Anita Aboulafia	x	Lue Ann Eldar Chair	x	Ellen Polaner NYPR Trustee Liaison	
John Bacon		Barbara Gerolimatos Secretary	x	Steven Rapkin	x
Chad Bascombe		Andrew S. Greene		Theodore Schweitzer	
Gary Brocks	x	Sue Hornik		Laura Selkaly NYPR Trustee Liaison	x
Raesha Cartagena	x	Merwin Kinkade Vice Chair		David N. Sztyk	
Carole Chervin	x	Stephanie LaFroscia		Helen van der Voort	x
Juidith Cholst		Carmina Lu	x	Nancy Walcott	x
Grace Clarke	x	Alex Murry NYPR Liaison	x	Adam Wasserman Vice Chair	x

		Presenter	Time Allotted
1	Approval of Agenda/Approval of Minutes from 9/08/15	Eldar & CAB	5 minutes
2	Welcome and presentation on Hispanic Federation	Bahamon	5 minutes
3	Guest Speaker w Q & A : Mary Harris of Only Human Podcast and Paula Szuchman, Sr. Director, On-Demand Digital Content	Harris, Szuchman	55 minutes
4	Public Comment	Public Attendees	15 minutes
5	CAB Business	Eldar & CAB	30 minutes

## Discussion Highlights

- 1 September 8<sup>th</sup> Minutes and October 19<sup>th</sup> Agenda Approved
- 2 Martha L. Bahamon, Vice President of Development, on behalf of the President and Board of Trustees of the Hispanic Federation, welcomed CAB members, members of public, and Laura Selkaly, NYPR Board of Trustee liaison. The Hispanic Federation works on both national and local levels to carry out strategies and programs designed to advance the public affairs objectives of the Latino community and its network of Latino institutions. A recent event included “Latina Voices in Philanthropy: A Conversation with Latina Leaders” which was hosted by WNYC-NY Public Radio Jerome L. Green Performance Space. (Lue Ann Eldar thanked Raesha Cartagena.)
- 3 Paula Szuchman, VP of On-Demand Content, described on-demand content as ranging from podcast to 15-second segments to ad trailers, including local and national podcasts. She presented data showing a 3-fold increase in the on-demand audience in the last 2.5 years. The CAB asked about the profile of the local podcast listener versus the national audience, and asked for more information about the sharp peak in on-demand listening represented in the graph presented. Ms. Szuchman said she’d to look into both questions and report back to the CAB. She described new programs launching on WNYC, including the New Yorker Radio Hour and Empire After Hour Party as well as work to expand audience reach, find program innovations and new talent, including more women behind the mike. Mary Harris of the Only Human podcast spoke about the launch of her podcast on Oct 6<sup>th</sup> and how she tries to engage listeners to tell their story, providing health confessions with the listeners driving the conversation, a unique perspective.  
  
CAB members were interested in knowing if podcasts 1) are licensed to other stations (only The New Yorker Radio Hour currently is), 2) are competitive with general newscast programming (different forms, one time-limited reporting vs. in-depth of podcasts), and 3) take long to produce (varies depending on program form, 24-hour turn-around to months of planning, i.e., “Only Human”) and are their marketing strategies for promoting podcasts (generally on other podcasts). A public attendee was interested in how topics were chosen and what fundraising is involved to support such an endeavor.
- 4 Public comments included a request to cover homelessness and gentrification from the perspective of NYC residents being displaced by changes, and to include perspectives of diverse community members.
- 5 The CAB was again encouraged by Lue Ann Eldar to give feedback to the station on what they are listening to. She introduced Alex Murry, the new NYPR liaison, to the group. Discussion around *Platforms* followed: Anita Aboulafia reported on the [CAB Facebook](#) page and nonpolitical nature of postings by herself and Adam Wasserman. Grace Clarke also volunteered to do postings. CAB discussed navigation difficulties in finding CAB meeting notices and Facebook page from WNYC website. A Navigation Team was formed, including Grace Clarke, Carole Chervin and Adam Wasserman. Laura Selkaly, new Board of Trustee liaison to CAB, introduced herself and supported need for better navigation for CAB meetings and Facebook page.  
  
Next meeting: November 16<sup>th</sup> at New Visions for Public Schools for a conversation with John Keefe, Senior Editor of the WNYC Data News Team.

		Responsible	Due Date
1	Provide feedback on profile of local podcast listeners and listener spike presented in graphic	Szuchman	Nov 19
2	Send WNYC new programming schedule to CAB members on an ongoing monthly	Alex Murry	Ongoing monthly
3	Provide feedback on programming/content suggestions to Alex Murry	CAB / Eldar Brocks	Ongoing monthly
4	Document navigation search for CAB information on WNYC site and make recommendations for improvement	Clarke & Chervin	Nov 19

### Other Notes & Information

For complete minutes, please review October CAB Meeting [recording](http://www.wnyc.org/outreach/cab/minutes/October2015/) at <http://www.wnyc.org/outreach/cab/minutes/October2015/>