

## Meeting Minutes – November

### NY Public Radio Community Advisory Board Meeting



### Meeting Information

**Objective:** November 2016 Meeting & Guest Speaker Minute Highlights

**Date:** November 7, 2016

**Location:** The Greene Space  
44 Charlton Street  
New York, NY 10014

**Time:** 6:35 PM

**Adjournment:** 8:35 PM

**Invited Guest Speaker(s)** Laura Walker, President & CEO, NY Public Radio

**CAB Attendees:** (E = Excused; X = Present; P=Phone)  
35 Public Attendees

Anita Aboulafia	X	Lue Ann Eldar Chair	X	Ellen Polaner BOT Liaison	E
John Bacon	E	Barbara Gerolimos Vice Chair	X	Samantha Pedreiro	E
Chad Bascombe	X	Andrew S. Greene	E	Steven Rapkin	X
Gary Brocks	X	Stan Ince	E	Theodore Schweitzer	E
Raesha Cartagena Secretary	E	Merwin Kinkade Vice Chair	X	Laura Seikaly BOT Liaison	E
Liz Buffa	X	Peter Kentros	E	David N. Szytk	X
Carole Chervin	X	Carmina Lu	X	Kathryn Tornelli	X
Judith Cholst	E	Lisa Nearier	X	Adam Wasserman	X
Grace Clarke Vice Chair	X	Alex Murry & Brenda Williams-Butts NYPR Liaison	X	Jacob Wojnas	X
				Nancy Wolcott Vice Chair	X

#### AGENDA

	Presenter	Time Allotted
1 Approvals: Agenda 11/7; Minutes, 6/13	Eldar & CAB	15 Minutes
2 Guest Speakers Laura Walker, President & CEO, NYPR	Walker and Q&A	55 Minutes
3. Public Commentary	Public Attendees	15 Minutes
4. CAB Business	Eldar & CAB	30 Minutes

## Discussion Highlights

- 1 Lue Ann Eldar (LAE) opened the meeting at 6:35 PM by introducing Laura Walker (LW) and asking everyone to share something about themselves that would not be generally known. All attendees, CAB members, Laura Walker, and Public attendees participated in this exercise, which revealed many shared interests, especially a love of music and interest in public radio.
- 2 LW began her presentation with the NYPR mission --to make the mind more curious, the heart more joyful and the soul more inspired. Next, LW shared a quote that sounded very much like the negative election banter of today, but was actually made against Jefferson by John Adams in the 1800 presidential election. Walker then compared the variety of coverage by WNYC, reports about the candidates, The Brian Lehrer Show 's *30 Issues in 30 Days*, the 8-episode podcast, *United States of Anxiety*, programs examining voter sentiments, i.e., the working class, while noting that all programming was based on WNYC's decision to listen deeply to the public. She also highlighted WNYC's *ElectionLand* w/Pro Publica, Google, CCNY-School of Journalism, and the NY Times, which would go live on Election Day and would report and explore all nationwide problems at election sites. The live event, *Political Party in the Greene Space*, anticipated on Nov. 8 among other programming. LW reviewed NYPR's recent statistics, 22.6 MM of which 7.2 million comprised the On-Demand audience, a 41% growth in sponsorship; and NYPR's impressive track record of winning 10 Peabody Awards. LW then detailed the goals for 2016: Growing the audience; building on financial strength; strengthening the organizational skills; and seeding platforms for the future while explaining the four strategic pillars: WNYC Studio (podcasts), WNYC Local (news, criminal justice reform) Digital Aggregation Platform and WQXR (Classical Music). Within these pillars, NYPR is exploring adding radio dramas for podcasts, partnerships with theatre and musical groups for live/streaming events and engaging/converting podcast users to memberships. LW noted two recent important hires, Hilary Strong, Development and Tony Phillips, VP of On-Demand (recruited from BBC) and, the decision to pay WNYPR interns starting Jan '17, the launch of WQXR advertising campaign on this very day, and the successful instrument drive, which now also includes 7 Newark schools with 100 instruments donated. CAB members were then invited asked to ask questions. These included: What is geographic area of membership (mostly in NY, NJ area, even though some programs are national, *Freakonomics* and *Radio Lab*) so NYPR is experimenting with podcast memberships and other models to sustain and expand memberships); how successful with the fundraising in half the time initiative (very successful, need to promote this more); while engaging younger audiences and their interest in the short form for shows, will this compete with longer show formatting (most younger listeners are podcast listeners, some of these are longer in depth pieces, yet still looking to innovate this on-demand form more; and lastly, what can volunteers do to support NYPR strategic plan (represent the audience and push the station on what NYPR should be doing.)
3. Public Questions/Concerns included: M. White's concern that his letter to NYPR noting a BOT members potential conflict of interest re: fundraising for Brooklyn Library. LW affirmed that BOT raises money for covering issues in NYC, and not for NYPL. LAE reiterated that this is not a personal forum but programmatic. A former CAB member requested that weather report enunciate more concern about global warming in reports. WQXR listeners expressed nostalgia for John Schaefer's Soundcheck and wanted to know if something like this could come back (difficult to do due to lack of traction in recruiting musicians). Negative comments about some radio voices "baby talk"/up talk at end of sentence and dislike. Request again for more in depth coverage of the gentrification of the city; need much more neighborhood by neighborhood coverage (agreed this is an important issue, while noting WNYC's podcast *There Goes the Neighborhood* and coverage of homeless issues). Public praised WNYC for its news coverage, especially around elections. Laura Walker noted that with the contraction of national reporting, WNYC and Public Radio are picking up the slack. Steve Rapkin, CAB Chair 2014-2015, thanked LW for the station's engagement with the community and its listeners. Public requested more coverage on health, including alternative and integrative health approaches. More concerns expressed about a lack of affordable housing, the increase in privatization and commercialization of neighborhoods, leading to a lost sense of community; and continuing concern about the number and tenor of the ads for NYPR sponsors and potentially blurring of lines for ads and programs.
4. CAB began business portion of meeting thanking the public for attending and their feedback. Chair Lue Ann Eldar noted that mission of CAB was two-fold: to educate the public about NYPR and to provide feedback from the public to NYPR. When asked about joining the CAB, attendees were referred to [wnyc.org/CAB](http://wnyc.org/CAB) and [WQXR.org/CAB](http://WQXR.org/CAB) or to write to [cab@wnyc.org](mailto:cab@wnyc.org). Speaker recommendations for conversations with public included Dean Capello, Chief Content Officer on *The 13<sup>th</sup> Idea* incubation program (i.e., *Two Dope Queens*).

ACTION ITEMS	Responsible	DUE DATE
1. Next meeting dates at The Greene Space:		
<b>January 23, 2017:</b> Conversation with Jennifer Keeney Sendrow, Executive Producer of The Greene Space	Eldar & CAB	Confirmed
<b>February 8:</b> CAB Social Gathering at Ted Schweitzer's	Eldar Schweitzer CAB	Confirmed
<b>March 13, 2017:</b> Conversation with Dean Cappello, Executive Vice President & Chief Content Officer	Eldar Cappello	Reconfirming
2. <b>Dates for 2017:</b> April 18, May 2, and June 6	Eldar & CAB	Ongoing