

Meeting Minutes – November

NY Public Radio Community Advisory Board Meeting



Meeting Information

Objective: October 2016 Meeting & Guest Speaker Minute Highlights

Date: October 6, 2016 **Location:** NYU – Silver Art & Sciences
33 Washington Place Entrance

Time: 6:35 PM **Adjournment:** 8:35 PM

Invited Guest Speaker(s) Matt Abramovitz, WQXR Program Director

Attendees: CAB members as indicated E = Excused; X = Present; P=Phone)
8 Public Attendees, including Jim, Chair of WHAI Advisory Board

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

AGENDA

	Presenter	Time Allotted
1 Approval of Agenda 10/6 & Minutes 6/13	Eldar & CAB	15 minutes
2 Matt Abramowitz, WQXR Program Director	Abramowitz	55 minutes
3. Public Comment	Public Attendees	15 minutes
4. CAB Business	Eldar/CAB	30 Minutes

Discussion Highlights

- 1 Lue Ann Eldar (LAE) opened the meeting at 6:40 PM, recognized guests and host NYU, and noted anticipated 9/7 minutes and 6/13 and cited yeoman's effort by former CAB VC Adam Wasserman (AW), and that 6/13 minutes were forthcoming. CAB members agreed to approve the minutes when available by email if it is an option. The agenda for 10/6 was approved.
- 2 Recognizing his producers and WQXR's commitment to enriching and expanding the reach of classical music to listeners, LAE introduced Matt Abramovitz (MA) who opened the conversation by describing his arrival at WQXR after spending time at the start-up Sirius Satellite Radio. MA also shared that WQXR was actually broadcasting Live from Carnegie Hall that evening (Simon Bolivar Orchestra) and the newly launched WQXR Fall theme: *Celebrate, Curate and Connect*. Among the programmatic directions: a midday Master Piece Series on the first Wednesday in The Greene Space, where Julliard students have the opportunity to play before live audiences. Given the responsibility of bringing new audiences to the world of classical music radio, WQXR has explored such themes as *WQXR Celebrates the World* with evangelicals, *Music in the White House*, which included talking with a White House historian, and using the website featuring a video with classically-trained millennials playing *Stravinsky's Rite of Spring* on Melodicas. WQXR also looks to connect to You Tubers who love their pets, by asking listeners to post video of dogs/pets listening to music on National Dog Day. WQXR is still looking to explore in depth pieces and other innovative approaches, and how volunteers can support NYPR's strategic plan, particularly in representing the audience and pushing the station on what it should be doing. Jim Dingeman, a WBAI Advisory Board Chair, was curious about who listened to classical music and wanted to know how the audience is created and how ratings worked. MA responded that 6,000 classical music listening interests were rated and results were extrapolated to estimate the size of audience. Today, there are 4,000 radio "panelists" whose behavior is tracked every six months. With this level of statistical evidence, WQXR has learned that most tune-ins last 10-20 minutes. In contrast, online streaming listening has grown exponentially. WQXR is the largest streaming classical music station -not Pandora or Spotify. In addition, WQXR is seeing more mobile app usage. MA encouraged everyone to write to him mabramovitz@wqxr.org. Overall, MA, is looking to take the station to the next level. A public attendee while sharing a childhood memory that lasts until this day, asked about the status of the Met Opera broadcast, a strong tradition and iconic part of NY weekend listening life, and whether it was coming back. There was also a request for more contemporary music integration of Q2 music into the classical WQXR format. Attendees also expressed frustration with the lack of more interesting music vs. the offerings of Sirius radio. MA said that were differences between the two audiences: one is a national broadcast and the other needs to customize for local audience. MA also noted difficulties with live broadcast. Since WQXR does not own the music rights creating a lost opportunity of creating "on demand" content. Peter Kentros (PK) of the CAB asked how curation decisions were made --*trying to balance what listeners like hearing with a "live" new sound, noting first connection/response is to the melody and then show constructed to allow listening while working?* CAB's Stan Ince (SI) asked about core of the job to which MA responded, "The program director is *your listener* while designing programs to be consistent with brand, vision and meeting listeners' needs." CAB's Kathryn Tornelli (KT) wanted to know how the station is bringing young people into the listening audience to which Beethoven, Brahms, & Bach have been very successful in reaching all audiences and introducing new music selections befitting the vision.
3. General Public Comment: Former CAB member Prof. Fred Friedland read from his poetic tribute about the late Oscar Brand, which had been posted to the CAB Facebook website. Oscar Brand was a long time personality with WNYC and was a Folk Music hero for content preservation and historical significance.
4. CAB Business: CAB decided it was best to routinize meeting dates and space, and to meet in The Greene Space, whenever possible, especially as changing venue discourages public attendance. Discussed also was the need to align CAB meeting dates and days on the CAB web page. Carole Chervin (CC) suggested ways for motivating public to attend meetings, e.g., pose a provocative question, use words like "join in" in radio spots, have each CAB member invite 3 friends; email reminders to attend; using the NY Public Radio Community Advisory Board Meet Up page. LAE asked the CAB if they thought of the 9/7 Planning Session topic to explore 501-c-3 (or fiscal sponsorship) for expenses and adding an extra year for CAB officer roles. CAB members agreed with Merwin Kinkade (MK)'s assessment: editing typos OK but nothing more. In summary, LAE recognized CAB Members Anita Aboulafia, Carole Chervin, Grace Clarke, Barbara Gerolimos, Carmina Lu, David Szytk and Adam Wasserman in their respective efforts for CAB Facebook curation, attendee navigation, comparative CAB research (SI would like a copy and mentioned an innovative UK approach to engage listeners through their hobby time about which MA was familiar), younger audience engagement, listener experience feedback, WNET connection and general programming research. LAE re-emphasized priorities to provide learning opportunities for listeners & non-listeners and encouraged ideas.

ACTION ITEMS

Responsible

DUE DATE

1. November 7, 2016: Conversation with Laura Walker, President and CEO, NYPR, The Greene Space	Eldar & CAB	Ongoing
January 23, 2017: Conversation with Jennifer Keeney Sendrow, Executive Producer of The Greene Space		
March 13, 2017: Speaker TBD	Eldar & Speaker	Confirming
2. Gathering at Ted Schweitzer set for Oct 13 th , for CAB member plus one. (This was rescheduled for February)	Eldar/Schweitzer/CAB	2/8/2017
3. Review of Bylaws (for edits – last update – 2012)	Gerolimos	1/23/2017