

Meeting Minutes – September

NY Public Radio Community Advisory Board Meeting



Meeting Information

Objective: September 2016 Meeting & Guest Speaker Minute Highlights

Date: September 6, 2016 **Location:** [TGS](#) - 44 Charlton

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

Invited Guest Speaker(s) Delaney Simmons, Social Media Director, WNYC Studios & Digital Content

Attendees: CAB members as indicated E = Excused; X = Present; P=Phone)
 ~14 Public Attendee

Anita Aboulafia	X	Lue Ann Eldar Chair	X	Ellen Polaner BOT Liaison	E
John Bacon	X	Barbara Gerolimatos Vice Chair	X	Samantha Pedreiro	X
Chad Bascombe	X	Andrew S. Greene	X	Steven Rapkin	X
Gary Brocks	X	Stan Ince	E	Theodore Schweitzer	E
Raesha Cartagena Secretary	X	Merwin Kinkade Vice Chair	X	Laura Seikaly BOT Liaison	E
Liz Buffa	X	Peter Kentros	X	David N. Szytk	X
Carole Chervin	E	Carmina Lu	X	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	X

AGENDA

	Presenter	Time Allotted
1 Approval of Agenda 9/6 & Minutes Awaiting Transcription	Eldar & CAB	5 minutes
2 Delaney Simmons, Social Media Director	Simmons	55 minutes
3. Public Comment	Public Attendees	20 minutes
4. CAB Business	Eldar/CAB	20 Minutes

Discussion Highlights

- 1 Chair Lue Ann Eldar (LE) called NYPR's FY 2017 'inaugural meeting to order at 6:40 PM. She acknowledged Delaney Simmons as the evening's guest, members of the CAB, both returning and new members, and the public audience. LAE briefly summarized the mission of the CAB and noted the participation of CAB Members Aboulafia, Gerolimos, Kentros, Lu Szyk and Tornelli in planning session participants with guests Brenda Williams-Butts, VP of Recruitment, Inclusion and Diversity, H. Alex Ruiz of WireStone (aka Tenth Wave) a media company and station tour with Chief Archivist Andy Lanset, that preceded the full CAB meeting. LE went on to explain that the June Minute Highlights were not yet available. CAB members agreed to approve the minutes when available by email or at a subsequent meeting. The agenda for 9/6 was approved.
- 2 LE introduced Delaney Simmons (DS), who began the conversation by asking everyone to introduce themselves citing their favorite WNYC/WQXR shows. A variety swirled around the room – radio, commuter, office listening habits. The Brian Lehrer Show and Mr. Lehrer's coverage of topical and timely election issues as being the most commonly mentioned because of the presidential election year. DS, who has a background in marketing and worked in Reality TV development at MTV, explained how she switched to social media at A+E (Arts and Entertainment Network) and how she recently joined WNYC to coordinate and direct Social Media for on-demand programs, including Radiolab, Freakonomics, 2 Dope Queens and Death, Sex and Money.

Significant social media wins under DS' stewardship have been the Radiolab FB page, which has a significant cross-section of national listeners and a hyper-local presence. At the center of extending audience, is the use of marketing tools/platforms such as audiograms, podcast "trailers" and audio-files to Facebook, Twitter, Instagram by using the video upload tool that converts a static or dynamic image into a video as a way to visualize content.

Given the prevalence of listeners who obtain their information in visual bits and bytes, Simmons and the on-demand team discovered that 30 seconds is the absolute maximum time before people drop off. Recognizing this pattern from her TV background, what does all of this mean for WNYC? DS went on to highlight her strategy in developing an audience:

1) Continually and curiously seek new ways to distribute content, 2) Reach new people, and 3) Grow the world of WNYC Studio program brands.

Expanding listenership under her charge is not just about promoting the audio content, it is more about the bringing together of an audience through audiograms, resulting in 50%+ engagement on Twitter. This is significant because it's a quick-pace platform. The 30% completion rate is *massive* --reading a tweet takes approximately 2 seconds, listening to an audiogram can take up to 30 seconds, demonstrating that audiences -new and loyal- will stick around for valuable content. Testing in this fast-paced environment is a challenge. Using a Beta=stage app or platform that allows users to post audio clips and why they want to post is a discussion-encouraging platform may be more comfortable for people who don't want to show their faces or unveil their feelings to those in the field such as art directors of images, interesting moments or soundbites.

DS summarized that the objective of finding new audiences is a challenge through social media because the content isn't visual. Converting that content visually performs best, citing images attached to Tweets show an average 10-fold uptick in performance. Questions from the group and in particular social media directors in the audience who had come to the CAB meeting to participate in conversations with an engaging and influential thought-leader such as Ms. Simmons.

CAB Vice Chair Grace Clarke (GC), the recording contributor to this month's Minute Highlights, is a social media strategist in the retail industry and deep listener to WNYC podcast offerings had remaining questions about geo-targeting and platform strategies for Facebook, Instagram, Twitter, and Pinterest. DS agreed that those in the audience could either follow up online or by e-mail. LE thanked DS for coming to converse with the CAB and for her assistance with Staff Liaison Alex Murry and GC on "tweeting" in parallel with on-radio CAB meeting audio announcements. In summary and responding to the audience interest in learning more, LE, including members of the public and former CAB alumnae Fred Friedland and Renee Chernow O'Leary, our CAB Facebook curator, Anita Aboulafia and Board Secretary Raesha Cartagena, all chimed in that the CAB, along with Ms. Simmons as a guide, should consider creating a Social Media primer or glossary of terms for traditional NYPR/NJPR listeners.

3. General Public Comment: (see above)
4. CAB Business: LE expressed her appreciation to all in attendance, noting the top priority would be to grow the CAB Meeting participating audience though social media in addition to CAB Member regional, social and business circles. A motion to conclude the meeting was seconded and the meeting was adjourned at 8:40 p.m.