

Meeting Minutes – March 17, 2016

NY Public Radio Community Advisory Board (CAB) Meeting



Meeting Information

Subject: March 2016 CAB Meeting & Guest Speaker Minute Highlights

Date: March 17, 2016 **Location:** The Greene Space
44 Charlton Street
New York, NY10014

Time: 6:36 PM **Adjournment:** 8:36 PM

Invited Guest Speaker(s) Alex Ambrose, Q2 Managing Producer, WQXR
Hannis Brown, Q2 Associate Producer, WQXR
Kathleen Drohan, Instrument Drive Director, WQXR

Attendees: Krystal Hawes, WQXR, 8 Members of the Public, including Pianist/Composer Jed Distler; Pianist, Evelyne Luest Kernis, Didi Lacher, Lisa Nearier as well as below CAB members and liaisons (E = Excused; X = Present)

Anita Aboulafia	X	Lue Ann Eldar Chair	X	Ellen Polaner NYPR Trustee Liaison	E
John Bacon	X	Barbara Gerolimos Secretary	X	Steven Rapkin	E
Chad Bascombe	X	Andrew S. Greene	E	Theodore Schweitzer	E
Gary Brocks	X	Sue Hornik	E	Laura Seikaly NYPR Trustee Liaison	E
Raesha Cartagena	E	Merwin Kinkade Vice Chair	X	David N. Szyk	X
Carole Chervin	X	Carmina Lu	E	Helen van der Voort	E
Judith Cholst	E	Alex Murry NYPR Staff Liaison	X	Nancy Walcott	X
Grace Clarke	X			Adam Wasserman Vice Chair	E

		Presenter	Time Allotted
1	Approval of Agenda (3/17/16) and Approval of Minutes (1/7/16)	Eldar & CAB	5 minutes
2	Guest Speakers with Q & A: Alex Ambrose, Q2 Managing Producer Hannis Brown, Q2 Associate Producer w/Q & A w/CAB and Public	Ambrose & Brown	40 minutes
3	Kathleen Drohan, WQXR Instrument Drive Update	Drohan & Hawes	15 minutes
4	Public Comment	Public Attendees	10 minutes
5	CAB Business	Eldar & CAB	40 minutes

Discussion Highlights

- 1 Minutes approved and Agenda approved. Q2 Managing Producer, Alex Ambrose and Hannis Brown, Q2 Associate Producer, presented. Kathleen Drohan and Krystal Hawes of WQXR Instrument Drive gave an update, CAB members and Public and CAB attendees self-introduced, stating instrument training.
- 2 Alex Ambrose described Q2 Music as the 24/7 listener-supported, New York-based online multiplatform radio station for discovery of a new world of contemporary classical music (<http://www.Q2music.org>). Q2 is devoted to the music of living composers; a home for immersive festivals (Ecstatic), live webcasts (Met Museum, Carnegie Hall, et al.) and on-demand concerts from today's leading new-music performers and venues. Through Sound Cloud, Q2 has over 34,000 followers. Programming includes podcasts of LPR (Live Publishing Rights) live concerts; insights from leading composers, on-demand concert archive; playlists of top musicians and monthly 24-hour marathons.

Hannis Brown described the Q2 Music programming in more detail, noting 10:30am to 5pm as the heaviest listening time of the day. *Playlist*, is a 1.5 hour listening session of contemporary, varied music by living composers (or recently deceased) and can include recent releases. *Meet the Composer (MTC)* is a podcast that features one composer with a self-introduction to his/her album. Q2 has a roster of 1,500 composers and audiences of 20,000 monthly. There have been over 500,000 *MTC* downloads in more than 180 countries. Brown described a 10-episode hour-long series focused on the 3 Bs, the Byrds, Beatles and Beach Boys. He also described LPR (Live Publishing Rights) podcasts with rights to release new music for free download in addition to the weekly release of full concerts (i.e., The Temple of Dendur concert at the Met was presented live). On the 24th of every month, Q2 does 24-hour music marathon streaming. Q2 is also involved in raising funds through Kickstarter, hosting music programming in the Green Space as well as podcasts that feature conversations with artist, such as Helga Davis. The speakers accepted questions from the CAB and the public attendees. CAB member David Szytk asked if anyone else was doing music streaming, and Q2 noted that they are the only with a relationship that enables them to do new releases. Questions were asked about demographics of listening audience (2/3 are males) geographic listening areas (NY, Brooklyn, Chicago, Berlin, Melbourne) and funding (a proportion of budget is underwritten and some is self-supported, while *MTC* is fully funded).
- 3 Kathleen Drohan gave a brief update for the 2016 WQXR Instrument Drive (April 8th – 17th), reiterating the ambitious goal to collect 6,000 instruments (100% above 2014's level). She distributed a one-page [handout](#) summarizing special events and invited all to participate. CAB participants will receive ID badges and a T- shirt. Kathleen also introduced Krystal Hawes, who will be working with her on coordinating training/staffing at the events. Volunteers should email khawes@wqxr.org to sign up for training.
4. Public comments included a discussion about how programming music was selected for WQXR and Q2. Members of the public expressed a need for more varied music and less traditional classical pieces. Ambrose and Brown acknowledged that choice involved a need to balance the interests of the traditionalist music listeners with interests in new, contemporary music. Ambrose also noted that music listening is not always active listening; listeners are often doing something else while listening to the radio, and WQXR needs to be mindful of this. The public also requested more information/education about the pieces played, suggesting a weekly musical education program. Brown noted that there was a Moonlighters' Contest with three groupings, those aged 14-18, 18-34, and 34+ as an attempt to gain newer and younger composers.
5. Lue Ann Eldar & CAB Members summarized previous discussions on 1) Carole Chervin's recommendations for improved navigation to CAB pages; 2) Grace Clarke's research and findings on other regional CABs 3) David Szytk's intro to WNET CAB and emulating its staff member inclusion at NYPR all meetings; 4) Carmina Lu's suggested approach to help assess listener experience and satisfaction; and 5) upcoming radio announcements for new CAB members, from 3/28 with a 4/18 application deadline. Chad Bascombe asked about student participation in the instrument drive. Barbara Gerolimos agreed to chair the CAB 2016 Recruitment Committee which will also include Grace Clarke and John Bacon if no one else could serve. Carole Chervin asked for clarification on the relationship of the CAB with Listener Services and the possibility of more collaboration with community feedback. Alex Murry informed CAB that the Community Engagement Department was being dissolved and prior functions absorbed in other areas, promised an updated org chart and stated that the June Board of Trustee (BOT) meeting was the best venue to discuss findings and collaborative initiative requests. A member of the public, who thought the meeting was informative and more would attend, opined that it was tough to jot down the information from the radio and suggested that meetings be listed on The Greene Space event page as a possibility. Click [here for audio minutes](#) for March 17, 2016. Next meeting: April 11th @ NJPAC with Jim Schachter, VP of News, on Election Coverage:

		Responsible	Due Date
1	Volunteers need to email KHawes@wqxr.org for training	CAB/Public	March 24
2	New WNYC organizational chart requested for next meeting	Murry	April 11
3	Summarize research on functionality of other regional CABs	Clarke/Walcott	April 11