

# Meeting Minutes – May

## NY Public Radio Community Advisory Board Meeting



### Meeting Highlights

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**Subject:** Meeting & Guest Speaker Minute Highlights

**Date:** May 2, 2017      **Location:** The Greene Space  
44 Charlton Street  
New York, NY 10014

**Time:** 6:31 PM      **Adjournment:** 8:32 PM

**Invited Guest Speaker(s)**      [John Chao](#), Senior Vice President & Business Development & Strategy  
WNYC

**Attendees:** CAB Attendees Present Chad Bascombe (P), Liz Buffa, Carole Chervin, Grace Clarke (Vice Chair), Lue Ann Eldar (Chair), Andrew Greene, Merwin Kinkade (Vice Chair), Stan Ince, Alex Murry (Staff Liaison), Lisa Nearier, Samantha Pedreiro, David Szytk, Kathryn Tornelli, and Jacob Wojnas.  
Excused: Raesha Cartagena, Judith Cholst, Barbara Gerolimatos, Carmina Lu, and Board Liaisons Ellen Polaner and Lauren Seikaly, and Nancy Walcott  
10 Public Attendees, including Marlene Birnbaum, Renee Cherow-O'Leary, Fred Friedland, Sarah Heard, Catherine Kinkade, Elizabeth Tilton and Ms. Trellin.

AGENDA	Presenter	Time Allotted
1 Opening Remarks and Approval of Agenda and Delay Forthcoming Minutes	Eldar & CAB	30 minutes
2 Conversation with John Chao, SVP-Business Development and Strategic Planning	Cappello/ CAB Public	60 minutes
3. Public Commentary	Public Attendees	15 minutes
4. CAB Business		16 Minutes

## Discussion Highlights

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- 1 Lue Ann Eldar (LE) opened the meeting at 6:30 PM. The meeting's agenda for May 2017 was approved with a motion to delay receipt of forthcoming written minutes. LE continued to introduce John Chao (JC), noting his impressive academic credentials and leadership in strategic planning in public media before coming to New York Public Radio. JC elaborated with a focus on distinguishing business development and strategy and how the two components are key for the health of a not-for-profit media organization such as New York Public Radio that has four fundable segments – Newsroom (journalism) – WNYC Studios (original content) WNYC (station) and WQXR with the station's physical presence for live experiences -The Jerome L. Greene Space.
- 2 JC said he was appreciative of the opportunity to speak with members of the CAB and the public audience. LE asked everyone to introduce themselves individually to inform the conversation. To readers of these discussion highlights, kindly note that you may listen to the audio minutes posted at [wnyc.org/cab](http://wnyc.org/cab) for more details about strategy, programming pillars and other interesting facts in terms of listenership, sponsorship and membership goals. Below are some of the highlights, questions and concerns that surfaced during the meeting: Concerned with financial viability in a flat/declining media market, CAB Member Andrew Greene opined that the station should be more opinionated (JC responded that inherent in the station's mission is to have a balanced and truthful approach to the news; Catherine Kinkade, an artist and wife of Merwin Kinkade, said there should be more reporting on the visual arts and that it would be great to add more levity as with the Car Talk's Click and Clack; Members of the audience identified themselves in Education expressed concerns about youth listenership acquisition; Can radio impact brain patterns? Sarah Heard mentioned that students don't listen to public radio. "How do we get them to listen?" JC mentioned Radio Rookies, quoted stats of 2MM listeners in the Metropolitan area, and mentioned playfully that a Snapchat filter might be something to explore to reach younger listeners. CAB Member Stan Ince mentioned that he was happy to see Radio Lab on his 7<sup>th</sup> Grader's reading list. In terms of Common Core's requirement for non-written content, JC said that NYPR is always talking/working with the likes of Pierson, Scholastic and other publishers to uncover synergies. CAB Member David Szyk, an investment banker who enjoys the Discover mode on the WNYC app on his commute, was concerned about the sustainability of media's revenue model – JC said that at NYPR the priority is to convert podcast listeners to sustaining members, among other initiatives with three main sources of funding, namely Membership, Sponsorship/Underwriting and Foundations. Member of the Public Ms. Trellin mentioned that she put her membership on hiatus because of a company's sponsorship. She then revealed that she reinstated her membership after the March 2017 CAB meeting with Chief Content Officer Dean Cappello's conversation. Merwin Kinkade thought more local coverage about NJ, especially about pipelines about which no media organization seems to be covering. In all cases, JC said he is interested hearing opinions and thoughts, and to shared his email [jchao@wnyc.org](mailto:jchao@wnyc.org).
- 3 Public Commentary: Recapping top level concerns: 1) Tone --more levity in hosts; 2) Content – Visual Arts, Environmental Issues; 3) Revenue – Controversial Underwriters-transparency--NYPR's sponsor packet contains "halo-effect" to influence sponsors – what is vetting process; and 4) Legacy –Getting next generation of listeners and monetization. Of note, was an interest in a program that would examine the level of truthfulness. In response, JC cited PolitFact and Snopes as great examples of Fact Checkers and that NYPR's charter was to represent the city nationally as much as possible. Other initiatives to expand and extend the NYPR brand include new directions in what was described as a four-part digital music strategy led by new WQXR Head, Sharon Connelly—1-Discoverability, 2-Live Experiences (Group Muse-classical music house parties), Carnegie Hall Live and other types of community outreach; 3-Education – Instrument Drive was found to be too expensive and NY seemed to tap out in first two years and 4-Pop Culture – Film, Video Game – Armory, Lincoln Center's White Lights Festival. LE asked how the CAB could be a part of an ongoing conversation when it comes to strategy and former CAB Member Renee C. asked about focus groups. JC said that gaining feedback/suggestions on NYPR's ability to scale Talkbox, tap into education networks as well as explore partnerships with Google Kiosk and ways to get ephemeral time-relevant content distributed would be most helpful.
- 4 CAB Business: An incoming 2017-2018 Officer slate was put forth by David Szyk with a seconded motion. Barbara Gerolimatos, Chair; Grace Clarke, Merwin Kinkade, Nancy Walcott and Jake Wojnas as Vice Chairs with the ability to share and rotate role of Recording Secretary. Merwin Kinkade moved a motion to end the meeting at 8:32pm and LE adjourned the meeting. Next Month's Action Items – Nominate 3, possibly 5 new members for 2017-2018 incoming CAB Class and vote on new slate in June 2017.

