



WBGO Jazz 88.3 FM
54 Park Place,
Newark, N.J. 07102
www.wbgo.org

Newark Public Radio Community Advisory Board Meeting
Wednesday, September 16, 2015 @ 6pm
54 Park Place – Newark, NJ

Present:

Martin Mueller, Chairman, Andrea Cunnell, Virginia DeBerry, Victor Nichols, Rich Noorigian, Susan Schear

Ex Officio: Albert De Leon – Board of Trustees, Newark Public Radio, and Amy Niles – President, Newark Public Radio

Excused: Gregory Holder, Secretary

Guests: WBGO Staff: David Tallacksen – WBGO Staff (VP-Operations); Steve Williams – (VP-Programming & Marketing)

Public: Patrick Rains

Martin Mueller called the meeting to order. The Board used an agenda, previously circulated by Martin. Introductions were made; the member of the public, Patrick Rains, introduced himself.

The members were somewhat disappointed that more members of the public weren't in attendance. Albert asked whether the CAB meeting had been announced "on air" and whether it had been "flagged" on the website. He also asked whether in the future a banner announcing CAB (and Board of Trustees) meetings could be placed on the station's homepage. Amy explained that due to the present design of the webpage, this might be difficult. He then asked David whether "visits" to the CAB page could be tracked in order to compare normal activity, and activity *after* meeting announcements were made and posted on the website. David said he would check and report back to the CAB. One member suggested including CAB announcements in email blasts and the monthly newsletter, once meeting dates are firmly established.

In that regard, the group agreed to set its meeting schedule for the full year, with meetings coordinating, ideally, 2 weeks prior to the Board of Trustees meetings. The CAB will gather at 5:30pm, with the official public meeting beginning at 6pm. The CAB would set its own agenda.

The Board then discussed how WBGO could connect to the different sectors of the community; Virginia stressed the need to make sure that what is done is accessible to everyone in the community. Martin noted the need to market the music to a new generation. Amy reported that station representatives attended approximately 100 events this season and was always looking to make its presence as meaningful as possible. For example, "At Kids Jazz" will be presenting Jazz Elders from the community. The CAB also agreed to develop a matrix to determine which communities are served by WBGO.



WBGO Jazz 88.3 FM
54 Park Place,
Newark, N.J. 07102
www.wbgo.org

Collaboration with other not-for-profits, as well as for-profits was discussed. Victor mentioned his affiliation with a transportation outfit that might help WBGO with respect to transportation to various jazz events sponsored by the station.

The group discussed potential new members, and Albert followed up on an earlier suggestion by Andrea to try and recruit a jazz musician for the Board. Albert mentioned that he recently attended a performance by the musician at the Blue Note, and raised the possibility of joining the CAB. The CAB agreed to send this musician, who teaches at Rutgers, a letter asking him to join.

Mr. Rains expressed an interest in becoming a member of the CAB. He mentioned his connection with the style of music presented by WBGO. He said that he currently represents saxophonist David Sanborn, and has previously represented singer Al Jarreau, and Joe Sample (formerly of the Crusaders), among others. The board agreed to consider his request, and asked him to complete and submit the application form found on the CAB link on the WBGO website.

There being no further business, the meeting adjourned at 7:36pm

Agenda

1. Welcome and Introductions of CAB members and their offices
2. Plan to add new members
3. Review of WBGO content and services materials - describe the role of the CAB
4. How do you, the public, connect to WBGO? (Select all that apply): WBGO Radio, 88.3 FM, WBGO Stream, WBGO.org NPR, WBGO Social media (Blog & RADAR), WBGO News/Events, Community events for adults, Community events for children & families, None of the above
5. What communities do you represent? What are the most important issues and/or needs in your community?
6. What do you think is unique and special about your community?
7. Does WBGO programming reflect and address the important issues and needs in your community?
8. Is there anything else about WBGO or your community you would like to share?
9. Other Business/Open Discussion
10. Meeting Adjourns