



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

Newark Public Radio Community Advisory Board Meeting
Wednesday, June 28, 2016 @ 5:00pm
54 Park Place – Newark, NJ

Present:

Rich Noorigian, Presiding; Andrea Cunnell, Virginia DeBerry, Gregory Holder (Secretary); Victor Nichols, Susan Schear;

Ex Officio: Albert De Leon – Board of Trustees Liaison (via telephone), Newark Public Radio, and Amy Niles – President, Newark Public Radio

Excused: Martin Mueller, Chairman; Patrick Rains

Guests: WBGO Staff: David Tallacksen – WBGO Staff (VP-Operations); John Newcott (Director of Donor Development)

Public: Obi Taiwan

Rich Noorigian called the meeting to order, and proceeded to follow the Agenda circulated earlier. Introductions were made; the member of the public, Obi Taiwan, introduced himself. The following reports were made:

Programming:

Amy reported the following:

- In response to the recent programming changes, she reported that some audience members were not comfortable with the change, while others were okay with the changes.
- There was a public perception of “**high turnover**” in personnel
- Marketing & Underwriting for public radio was very different than in commercial environment
- A member asked whether celebrities could do public service announcements when they visit the studio to promote WBGO. Amy said they try and do that as often as possible. For example, the Joe Morton (actor appearing in a play about the comedian Dick Gregory) interview was successful, and Michael Shannon (an award-winning actor) will “Host-an-hour”
- Interviews shortened due to demand for more music
- WBGO ‘**Fellows**’ program instituted this summer, with currently 2 students. The program requires Newark residency and enrollment in college.
- The Gala featuring the Felix Hernandez R&B dance party was successful, but there is still a need to increase monetary returns, along with a need to build strategy for eliciting greater public support
- Evaluation must consider the current audience, as well as affect on financial support
- New audience available within ‘**core demographics**’; need to deliver services efficiently and effectively
- Core Mission: To play Jazz



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- Applying for research grants to provide for marketing analysis and programming strategy; WBGO committed to marketing research

David and Amy updated the CAB on the status of the Seattle-area jazz station KPLU (Pacific Lutheran University licensee, Jazz and news station). KUOW (University of Washington licensee, news and information station) was under contract to purchase KPLU (without the knowledge of the station or management), but after adverse community reaction, agreed not to if another bidder came along. (Note: the stations duplicate about 9 hours a day of programming. **KPLU's** Community Advisory Board took an active role and shared their disagreement and managed to raise \$8 million to acquire the station. The moral of the story is to show the value of a community advisory board.

David discussed the following:

- Programming changes, the first significant ones in 20 years, driven by strategic concerns
- Data on public response to programming changes were not yet available
- There were some complaints, but overall the response was favorable
- Learned that some listeners are very **"passionate"** about certain programming that was previously believed not to have strong listener support
- Programming changes will be evaluated in the next few months
- Must recognize how people use services of station
- Different audiences seek different music at different times of programming day

Website issues

Questions: **"What** will next generation of WBGO.org look like, how will it be funded and how will it appear to **users**"?

- NPR partnership provides access to its Digital Services for content management; will transition to use of NPR Digital Services for web design
- Will allow greater flexibility, including full integration with other formats – Smartphones, iPhones, tablets, desktops, etc.
- Will maintain current calendars and playlists
- Transition to begin in late September; expect completion early January 2017
- NPR partnership service already being subscribed to and paid for

CAB Member Comments:

- Many young people do not own radios: get music from phones or streaming
- Artists interviewed on-air can be asked promote station in other venues
- Possible inclusion of other genres to reach new audience[s]
- WBGO should value its own uniqueness in evaluating new programming options; must emphasize being **'best'** at what it does



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- Albert informed CAB members that he and Chris Allegaert, chairman of the Board of Trustees have discussed ways for members the Board and CAB to get to know one another and work closer together. While that does not include joint meetings, CAB members are encouraged to attend Trustees' public meetings. Amy agreed to prepare summary of the Board of Trustees committees and functions.

Next Meeting: Jim Kressler will send out a Doodle notice asking members for available dates in August/September, but before the next Board of Trustees meeting.

There being no further business, the meeting adjourned at 6:25pm

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Tuesday, June 28, 2016 at 5pm
Performance Studio

Dial +1 (408) 650-3123
Access Code: 421-809-893

AGENDA

1. Welcome
2. Review of proceedings of the last meeting
3. WBGO Update – A. Niles & Staff
4. Attracting New Members
5. Open Discussion
6. Other Business
 - Next Meeting
7. Adjournment

WBGO MISSION: WBGO is a publicly supported, cultural institution that champions jazz and presents news to a worldwide audience through radio, other technologies and events.