

WYPR Community Advisory Board Meeting Minutes

September 19th, 2017 6-7:30pm

Welcome and introduction of new members Sara Baker, Tammy Black, Angie Hamlet, Caroline Devereaux, Lori Todd, and Flannery McArdle.

Board Report:

The station is increasing its focus on quality social media outreach. Podcasts are being pushed and mobile is growing.

WYPR Station News/Programming Updates:

WYPR is doing very well in ratings. Morning Edition Spark campaign has increased listenership at WYPR and other stations. There has been a focus on promoting WYPR as a trusted news source, resulting in the station being the #1 ranked talk station in the area.

On the weekend of October 6, several program changes are going into effect. Car Talk's 3rd incarnation is coming, with straight repeats. The show has continued to do well, but will be moved out of the weekend timeslot to Monday night at 9pm, followed by classic PHC episodes for an evening of NPR "Classics". Wait Wait Don't Tell Me is moving to 10am on Saturday, Ask Me Another is moving to Saturday at 11am. New NPR programs being picked up are Sam Sander's show It's Been A Minute and Shankar Vedantam's show at 3pm on Saturday. This American Life's repeat on Sunday is being replaced with Bullseye, as it was not doing well. A new season of PHC is starting with Chris Thile and going for 26 shows, up from 13 last season, which will decrease the reruns. Francis Lam is taking over as host of the Splendid Table.

Life in the Balance is a new program that will air once a month, produced by Aaron Henkin and Katie Marquette. Out of the Blocks is being promoted as a podcast, and is being funded by PRX, with new 20 minute episodes every other Monday.

Heidi Sheppard, Community Engagement and Outreach

Heidi has been with the station since June 5th, and has been focused on social media outreach, membership, and events. There was a closing event for the Patterson Park concert series at Salt Tavern that brought about 50 people out. Heidi is working on a WYPR themed trivia night with Nathan Sterner to begin early 2018. She is also working on a partnership with Make Tribe. Since this summer there has been a 40% increase in Instagram followers and a 75% increase in Facebook live views.

Ascertainment:

Dates for ascertainment this year are as follows, with all meetings at the station, 2216 N Charles St from 5-7pm: Wednesday, October 18th, 2017; Wednesday, December 6, 2017; Wednesday, February 21, 2018; and Wednesday, April 11, 2018

CAB By Law Review Committee:

The CAB by laws were written in 2009 and need reviewing to ensure they are accurate and reflect the purpose of the CAB. A committee will be set up to review the by laws with CAB and board members, and any changes will be proposed to the board.