

Minutes

Community Advisory Board Meeting

June 12, 2019 5:00 pm

WBGO Headquarters, 54 Park Place, Newark, NJ 07104

Present: J. Riman, Chair, M. Bess, M. Bond, M. McDonough; A. Montague, P. Morgan, R. Noorigian, CAB Vice President

Phone: A. DeLeon, WBGO Board of Trustee Member, B. Hines, S. Schear, CAB Secretary

Absent: A. Niles, V. DeBerry

Community: None

Staff: B. Wood, WBGO Marketing Manager

Jeffrey Riman called the meeting to order at 5:00 pm. Motion to approve minutes by Mark Bess, Second by Rich Noorigian Minutes were approved by unanimous vote with no changes.

Jeffrey Riman noted that WBGO CAB is somewhat autonomous from WBGO as CAB is a subsidiary of the Board of Trustees.

- Conversation and discussion: Why any presence if not driving the mission? Pamela Morgan questioned “How is she serving CAB? Role to interact with the management of the station, but to represent the listening community.
- Can CAB be on Facebook: access to update; put up new content; remove old; and more.
- CAB Charter: solely advisory; he noted digging deep into the roots that what’s emerging.

Brandy Wood presented the new business card to CAB members.

- Brandy updated CAB members on the details and events celebrating WBGO’s 40th Anniversary. The 40th Anniversary promo is Bright Moments.
- Brief discussion about communicating WBGO’s value proposition.
- September fund drive connects to the community by partnering the with Food Bank.
- Brandy to put together flier WBGO CAB handout.
- Social media – Facebook – how to manage in a way that is not dependent on CAB as need to assign a new administrator, which needs clearance.
 - Michael Bond spoke about generating content on social media, however, not hearing about events on social media: people going to video-based on You

Tube; video presence of Facebook; get people to like the Facebook page.

Discussion

- Mike McDonough noted value proposition and video
- Mark Bess: “What are you getting in terms of freebies, but, what is the greater conversation.”
- Mike B. – need to mention benefiting the community.
Language about support needs to be determined as a [CAB] board.
- Pamela: what constitutes language as CAB as a conduit; sustaining the history of the artform; the message, asking questions, promotion access.
 - Flier: Message? What do we, communicate? Who competing against \$\$\$? Fundraising? Programming?
- Slice of time dedicated to history
 - Historical viewpoint can’t be washed away
- Advocate for the Newark Community
 - Disenfranchisement from the station
- Antoinette Montague noted three “E’s”: Emerging, Established; Elder state folks
- Pamela recommended meeting in October
- Antoinette mentioned TD Moody Jazz Festival
 - Panel discussion
 - 30-second videos to post to media
 - Need a script, talking points
 - Brainstorm between meeting
- Mike B. – make CAB more prominent
 - Use QR code

Next steps (brought up in advance of Discussion)

- Albert DeLeon to respond to Jeffrey’s questions and requests
- Brandy to get permission from Amy for flier
- Albert to get schedule for board meetings
- Engage station management, programming and fundraising

Public Comment – there was no comment from the public.

Adjournment –The meeting was adjourned at 6:50 pm.

Respectfully submitted by,

Susan Schear, Secretary
August 31, 2019