

## Meeting Minutes

Community Advisory Board Meeting  
December 6th, 2022  
Formal Agenda - 5:02 – 5:37 pm  
New Orleans as the Birthplace of Jazz  
Virtual Meeting

**Present:** P. Morgan, Chair; M. Bess, Vice-Chair; B. Baulkman; C. Daniels; A. Dawson; J. Harris; B. Hines; C. Jackson; A. Manns; A. Montague; J. Woodson, Secretary.

**Absent:** R. Glover; P. Kyriacopoulos.

**WBGO:** S. Williams, President and CEO; S. Anderson; L. Harrison; A. McWilliams; B. May; L. Mergner; P. Slaten; G. Walker.

**Meeting began at 5:03 pm.**

**Welcome: Roll call and Approval of minutes.**

Minutes from September 7th, 2022 meeting were approved and accepted.

**Please direct questions to the Chat.**

**Mark Bess, Vice-Chair CAB, offered a moment of silence to acknowledge the artist that we have lost this year.** Marilyn Bergman; James Mtume; Kahn Jamal; Montez Coleman; Hector 'Tito' Matos; Badal Roy; Mark Levine; Betty Davis; Ernie Andrews; Jessica Williams; Grachan Moncur III; Gabe Baltazar; Michael Henderson; Jaimie Branch; Warren Bernhardt; Creed Taylor; Joey DeFrancesco; Gal Costa; Gene Cipriano; LaMont Dozier; Pharoah Sanders; Ramsey Lewis; Ronnell Bey.

**Greetings from Dorthaan Kirk, "Newark's First Lady of Jazz".** Welcome to all, looking forward to today's discussion. Thank you all for your support and donations to the Scholarship Fund in her name for our youth to attend the Jazz Camp in New Orleans. **Bright Moments**

**Pamela Morgan, Chair's Report:**

**Pam shared the 4 responsibilities of CAB, documented in the Corporation for Public Broadcasting Advisory Community Board Requirements:**

1. review the programming goals established by station;
2. review the community service provided by the stations;
3. review the impact on the community of the significant policy decisions rendered by the station; and
4. advise the governing board of the station whether the programming and other significant policies of the station are meeting the specialized educational and cultural needs of the

communities served by the station. The advisory board may make recommendations to the governing board to meet those specialized needs.

This quarter the CAB examined the programming goals and determined that the results of this new programming are quite positive, with listenership up by as much as triple digits in some areas. The station intends to build on its current success and offer further enhanced programming. The CAB was overall impressed with the implementation of activities supporting the programming goals.

The CAB will focus on WBGO's community service for the upcoming quarter.

**Steven A. Williams, President, and CEO, Updates on WBGO Activities and Initiatives:**

- Pleased with the impressive turn out, including staff.
- Gave an overview of program goals advising that data collected was instrumental in making changes.
- Pamela Morgan is a new member of the WBGO Board of Trustees.
- Spoke about the Winter Fund Drive - Giving Tuesday Event.
- Roslyn Turner informed us that Thursday-Sunday of this week, WBGO will be raffling off 8 cabins on the Jazz Cruise, as part of the membership drive. Please let your family and friends know.
- Publicly thanked Becca Pulliam for her extensive work of transferring and archiving WBGO massive collections.
- Jazz appreciation month festival.
- Scott McGraw, St. Benedict's Prep School - Jazz Band
- Introduction of Adrienne McWilliams, Chief of Business Support, Steve expressed his great admiration for Adrienne and her work. Adrienne shared that working with WBGO is a labor of love, offered her e-mail address ([amcwilliams@wbgo.org](mailto:amcwilliams@wbgo.org)) Partner with a Purpose.
- Stevan Smith, Chief Content Officer, gave some highlights on the New WBGO App
  - Launched 10/01 to Apple and Andriod, previous app was limited, dated
  - New app you can see more, allows more flexibility for users, more engagement for our social users
  - We now have direct access to our users, we can tailor our campaigns, gives us the ability to be more creative
  - For the months of November and December, we have more returning users

**Public comment - Pam asked for public comments, there were none.**

**Short Bio shared on Jackie Harris.**

**Pam thanked Jackie and panel for their participation.**

**Adjournment:**

- Meeting adjourned at 5:37 pm.

**This meeting was immediately followed by a CAB sponsored discussion on "New Orleans as the Birthplace of Jazz" moderated by CAB member Jackie Harris with Dr. Michael White, Gregory Stafford, Davell Crawford, and Donald Harrison.**

Respectfully submitted minutes,

Joyce Woodson, Secretary

The next WBGO CAB meeting is on March 6th, 2023, at 5 pm.

**WBGO Community Advisory Board Website.** <http://www.wbgo.org/community-advisory-board>

**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.