

MONDAY, DECEMBER 8, 2025, WBGO CAB MINUTES

5:10 pm Steve Williams Opens Meeting:

Carrie Jackson, Secretary, Attendance Call to Order

CAB MEMBERS: Antoinette Montague, Carrie Jackson, Ronald Glover, Whitney Marchelle Jackson, Reginald Blanding Steve, notes that we do not have a quorum to handle any real CAB business.

WBGO Staff: Jennifer Poteet, Sheila Plotnik, Rosalind Turner, Bill? Leslie Harrison, Rosalind Turner, WBGO New Employee, Sheila Plotnick: Customer Relations, software presiding in support function, keeper of agendas, previous minutes.

IN CHAT ROOM: Kevin Coobie? Leo Jensen? Leon Frasier, Anna Maria Sorentino, Matthew? Roberta Furschneidur,

Antoinette Montague, Chairperson, acknowledges Sheila Plotnick new role and thanks for her assistance.

Review of proposed agenda items, wait on our approval of prior minutes to go out to entire CAB, after review please text with approval to be approved post meeting,

Steve acknowledges email that minutes are read and approved by CAB Members to be sent to Antoinette, Carrie, and Sheila.

Antoinette Montague: Keep our engagement and desire to be participants of the station in a way that's greater, what an opportunity to be a part of the community advisory board.

The station remains vigilant, the last fundraising effort has been successful, there is interest, care, and passion about this and speak positive edifying things of this work, station and our leader with Steve Williams and support leadership at the most challenging times.

There is much going on in the City and the Newark Community School of the Arts has shut down over the past 5 weeks; laid off all their teachers and students paid their tuition and had the rug pulled from under them. The community should be aware because we have young students who are developing jazz artists that we are trying to bring along at all ages. The Miller Branch Library Director at the Daoud David Williams Miller Branch is a CAB Member community support the efforts they have. Reginald Blanding has expressed an interest in becoming the CAB Vice Chair, we need to have elections soon.

Reginald Blanding: Wants to expand and build the James Brown African American section of the Newark Public Library, the Miller Branch home of the Daoud David Williams Auditorium, historic happenings going on and still works with colleagues at the Newark Public Library to assist and establish new programs, had a great turnout for Melba Moore, from Newark, also had Valerie Adams and wants to continue the legacy of music with more programs for Music month in June 2026, and collaboration with WBGO.

Antoinette suggests that we have the next CAB meeting in a new space with Reginald Blandings organization and to do an in-person meeting and hybrid for those people who can't make it there and more expansive as a possibility with approval from WBGO.

Reginald Blanding: There are numerous Kwanzaa events coming up at the end of the month dance truth on the December 27th at the Miller Branch Library out of Newark and welcomes in the space, small parking lot.

Steve Williams assisting with folks trying to get into the Zoom Meeting, makes an announcement go to WBGO.ORG website, got to tabs at top that says about bring menu drop down to item COMMUNITY ADVISORY BOARD, and sign on and register for Zoom in progress receive confirmation. Steve Williams: Acknowledges WBGO Staff Members; Phyllis Slaten, Leslie Harrison, Billy Robinson, Jennifer? Shelia Plotnick, Rosalind Turner,

Rosalind Turner, Membership Coordinator: Getting ready to kick off December Fund Drive, go on air Thursday, Tuesday last week, we did phenomenal day, we out performed our fundraising from last year by over \$20,000, looking forward to on-air portion on Thursday and will be fundraising through the weekend on air will continue on Monday, the 15th with our power hours which we initiated last year and was very successful.

We will do power hours through right up until Christmas Eve, we take a pause and on the 26th we will begin our year end fundraiser through December 31st.

Please tune in and call us at:1-800-499-9246, on-line WBGO.ORG, text again at: WBGO 243725, PayPal, many ways to give. Contact Sylvia Brewere, Director Volunteers to assist with volunteerism, we have a coat drive, also come and donate gently used, they can mail them to 54 Wayne Shorter Way, Newark, NJ

Also drop off coats at the radio station, or visit Christoffers Flowers and gifts, Mountainside, NJ also listed on WBGO.Org page for information about all times and places to drop off. You can donate car donations,

Steve Williams: speaks with Jennifer Poteet, she is a contact for WBGO Car Donation, spots on air with hosts making announcements, we've had \$7000 donated, Carl, a member of the Board of Trustees donated a car. WBGO will up vehicle running or out of commission we will take it in, and you wait for the payment, you will receive a statement, you will also get membership for the value of the donation go.

Steve Williams: Question to Rosalind Turner, what is the goal for the fund drive weekend.

Rosalind Turner: On air portion \$250,000 in our 4 days, we will have challenges on the weekend.

Steve Williams: We have been the beneficiary of many levels of giving from members and donors, most likely in response to the loss of federal funding we suffered earlier this year, this is our biggest month in fundraising participation. We need more from the CAB Members to lend a hand, we take volunteers to answer phones, help keep order, answer door when other volunteers

come to lend a hand, strongly encourage all members of CAB to come and help, we need your help.

Rosalind Turner: you can stop by on Thursday, we are on air from 8am-8pm, same on Friday, Saturday is 8am to 6pm, Sunday, 8am to 6pm, to lend a hand with many duties mentioned.

Steve Williams: Since we last met there have been several programs that have been added to our schedule, programs & podcasts, on the programming side there's a show called New Standards hosted by Paul Covalcante? Veteran of New York Radio, we have received an overwhelming positive response after adding him to our programming side schedule, early Wednesday morning at 6am or Saturday nights at 10 pm, New podcast All Things Sold? He has interviewed Bill Clinton, Martin Luther King, Rob Reiner, and many other names just launched hosted by Jay Johnson, former Homeland Security Secretary during the Obama Administration, Steve will co-host on this program Saturday from 8am-10am. Note, Billy Robinson on call has podcast as well, for more information please go to WBGO.Org. the station will be relocating to a new studio space, several spaces, in about two years' time, there's a 25 story high rise years' time going up around the corner, the shell is already up, wrapping windows now. You can check out the new construction at NJPAC off Rt 21 it is the new site of WBGO, we are days away from finalizing the paperwork process. To: Steve Williams question from Whitney Marchelle, submitted and ad late October, for a gig and several fans showed up as a result of hearing it on air,

Michelle, said it gets your name out there as an artist out there and there is no way you can get this anywhere from any other radio station, for the ASAP Program on air announcements & promoting performances, CD Releases and much more on the Artist Support Action Program,

Steve Williams: it is very beneficial and a way for WBGO to give back to the community and has been helpful to us for nearly 50 years to in launching this program. The program was inspired by Antoinette Montague to assist musicians and others with getting the word out. The ASAP has been a big surprise in terms of a revenue perspective standpoint for us and it's also a heartwarming kind of way to give back to our community.

Antoinette: Note, the cost of an ad use to be a \$1250 ad space and then I negotiated a price that bandleaders would go for like \$250, when in fact they don't make more than \$350 for the gig, and a way to make the gig successful when you get a good 20% lift for more people in your audiences that you can associate with something bigger than yourself, when we show we are more about the business, we must self-promote your performances. Lift the station so it can grow and spread its wings, for the artist and other organizations not for profit and take out a sponsor ad.

Please recommend or join the CAB and or recommend interested persons who want to be involved with the organization.

Steve: Takes more on-line call in questions from Roberta Furshager, been a member of the station for many years, more observations on ASAP would like to see on on-air testimonies from who do not have shows, I listen to Bobby Sonabria, and Leslie Harrison. I think ads are great but want to hear more music and thinks promos are too repetitive and less conversations. It will be a better experience for your listeners to have more music and less WBGO promos.

Steve Williams: In chatroom response to Roberta's comments in listening to radio you don't have a chance to interact with the listeners, your comments is verification or validation of the work that we do here, the reason why we repeat the commercial announcements in such frequencies is that we want to make sure that everybody that listens to the radio station has a chance to hear those promotional announcements at least 2 or 3 times is primarily to get people to act and do something, solicit a program or got to concert. Standard broadcast methodology when you talk about promotional commercial announcements and expected recall leading to some type of action whatever that desired action is desired to be it usually means you have to play those things a number of times.

Steve Williams: It's called optimum effective scheduling; we apply that formula to our scheduling to note promotional announcements for underwriting so that we can maximize and optimize the reach and effectiveness. We hear this quite often from people we meet and want to get the word out, so we can play it once or twice and expect to maximize the number of people to hear it, which is the objective to as many people as possible to be informed and then act on that information. Antoinette recently records and announcements for our on-air and on social media platforms.

Roberta: In chatroom to Steve requests again less program and more music, Steve we appreciate your feedback and support.

Antoinette: Governance and Compliance Issues, we had a group of supportive non-profit attorneys to take a look at our policy handbook, to Steve, do we have a status on this yet or is it still pending?

Steve: Antoinette, are you talking about By-Laws, and yes, we do have a draft and I'm reviewing the draft right now.

Antoinette, that's wonderful everybody, please take note of that. We need people who will be willing to head up this community engagement committee I'm going to nominate Whitney Marchelle as that person because with your energy and your steadfast loyalty to the CAB as well as Carrie Jackson, and Karen Maynard. I don't know if Karen Maynard is still interested in joining the CAB at some point, but we welcome her involvement. We need some new energetic life blood 2026.

Thank you, Steve, for going over the reviews program and we need more outreach and energy. Please raise your hands if interested in participating in it for more accountability offline.

Antoinette Montague, **Old Business:** Follow up actions, we just went over that with Steve, he is reviewing some things, status updates and projects, we talked about the new building it is thrilling to go downtown and take a look at the amazing high rise that is being built, it is a huge educational arts space as well.

New Business: from CAB Members about new things, we want to do in 2026, please speak now or jot down a note to send to Carrie Jackson, Secretary and Ms. Shelia.

Carrie Jackson: it would be nice if we could have an in-house CAB Meeting in 2026 at least once a year, it's nice to see everyone on Zoom but great if we could have one meeting out of the year where we can all get together at a designated spot and meet everybody, Antoinette that might be the kick next year with Mr. Blanding and have a spot there while we figure what the station will participate in this matter. Please note also that Wayne Winborne, Executive Director Institute of Jazz Studies, Rutgers University Newark and Executive Director of Clements Jazz, Newark, also offered said that he can arrange for an in-person meeting for us to meet up there.

Antoinette, CAB VISIBILITY AND IMPACT: Question, what are the things we can do to strengthen our relationship with the public and to meet at these free places and spaces and enjoy some music but also create something that really represents the

community. Acknowledges Leslie Harrison for showing up at the CAB Meetings, she also has a great program on Sundays, she is an on-air host, along with Janice Siegel. Let's think about contributing some ideas, this is the life blood of any organization of people, please send it me at cell # 203-820-8819 or Carrie Jackson at: 973-818-0609 or contact Rosalind Turner at WBGO.

We have some spaces that are available for anyone that is interested in joining the CAB, check at station website wbgo.org look for COMMUNITY ADVISORY BOARD information and reply. Please submit and send your suggestions to us for future CAB Agenda items at the end of this meeting, or to me Antoinette Montague, or Carrie Jackson, next CAB meeting is Monday, March 2026 at 5:00 pm please submit your suggestions.

Closing remarks, Meeting is adjourned at 6:40pm

Minutes Submitted by: ***Carrie Jackson***

Carrie Jackson, CAB Secretary,

December 8, 2025, for review by March 2, 2026