



WWOZ COMMUNITY ADVISORY BOARD MEETING MINUTES

Date: May 26, 2016
Time: 6:00pm
Location: The New Orleans Jazz & Heritage Foundation
1205 N Rampart St, New Orleans 70116

CAB Members Present: Sissy Wiggin, Veronica Cromwell, Leon Waters, Reid Wick, Sakura Koné, Cherice Harrison-Nelson, Lou Hill, Paige Patriarca, Tajiri "Truth Universal" Ujasiri

CAB Members Absent: Charles "Action" Jackson, Michael "A Scribe Called Quess?" Moore, David Pulphus

WWOZ Staff Present: Arthur Cohen, Melanie Merz, Pearl Ricks, Elaina Thompson

WWOZ Board Members present: C.J. Blache, Deborah Harkins

The meeting was called to order by Ms. Wiggin at 6:10pm, with nine of 12 members present.

Mr. Waters moved to approve the minutes of the March 22, 2016 meeting. Mr. Wick seconded the motion.

Mr. Cohen stated that so much has changed since the last meeting in March. Mr. Cohen is now the Chief Operating Officer, and no longer the interim COO. He stated that there has been some re-organization: the General Manager position still open, and still the top position. Beau Royster is the Chief Financial Officer, and Pamela Wood is Chief Development Officer, Elaina underwrites for sponsorship, and the Membership Director position has been filled temporarily, and will be filled permanently soon. Clare Bourgoyne is in charge of Swamp Shop. Major giving/planned giving is still being worked on.

Mr. Cohen stated the staff changes at the top started on April 18, 2016, just after French Quarter Fest started, and right before Jazz Fest. The WWOZ Board decided that WWOZ would pursue no new projects until the end of the year. There is a lot of basic work that needs to be done, especially regarding membership.

The Director of Music will have more input with video. Proposal to make curatorial decisions to serve our listeners. Maryse Déjean, the Volunteer Coordinator, shouldn't have to supervise everyone who volunteers. Volunteers' talents need to be better utilized.

Content Department is down two people.



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How do we use the different platforms that we have, especially WWOZ-2?

We are underrepresented in the non-White community. Discussions have started. Mr. Cohen is committed to change and is looking for ways to harness technology to get a real cross-section of the community on the air. 'OZ has had a passive way of getting volunteers, let alone hosts.

Mr. Koné suggested going back to announcing on-air to reach out, and mentioned the gospel artist Rev. Dr. Lois Dejean.

Mr. Cohen stated there needs to be a way to advance people, e.g., evaluations.

Mr. Wick stated he likes the idea of coming up with a better brand for WWOZ-2. It's not promoted. Ms. Cromwell stated it should be promoted on 90.7 FM and when pitching. Mr. Cohen stated promotional strategy is necessary. Mr. Hill asked if a committee will be set up to promote 'OZ-2.

Mr. Waters asked if Mr. Cohen was at a point where he wants to concentrate on something first as a priority and then move to phases as needed.

Mr. Cohen replied no. Just started discussing it. Summer may be time to begin. Trying to figure out what can be done financially and with staff. Now need for training of DJs. Recent meeting of Show Hosts was first meeting since the 1990's.

Mr. Koné stated the on-air equipment sometimes doesn't work. Mr. Cohen stated that broadcast equipment is priority one.

Ms. Patriarca inquired about David Freedman. Mr. Cohen stated that he only reports to the Board not the station.

At this point discussions stopped in order for Mr. Cohen to present video on finances and demographics which lasted approximately 40 minutes.

Old Business

What we like and don't like about the programs. Build a list of what's listened to on the station.

Ms. Harrison-Nelson asked about a brass band show time change, saying that it needs to be on at a time when people aren't working. Mr. Hill discussed music diversity. 'OZ's programming has a 20-year gap in more modern music. Gravitating to others who are new to town. 'OZ is in



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a position to meet needs. Keep roots music dominant. New Orleans has a lot of diverse artists. Shows should be dedicated to New Orleans tradition.

Mr. Wick stated the curatorial staff can work on New Orleans traditional music.

Mr. Cohen stated 'OZ is maximizing by playing more than one type of music. 'OZ as an entity needs to strive for more diversity in New Orleans music. Mr. Kone asked how many shows are on WWOZ. Mr. Cohen stated 60.

Mr. Waters stated young musicians came to town and he connected them to 'OZ. The young musicians were enthralled.

New Business

Mr. Koné proposed that the CAB reach out to the community to attend meetings, through on-air announcements. Mr. Waters recommended that this body stick to a methodology, and that meetings with public not take place now while we are still learning, though they can certainly come to meetings. Mr. Hill stated that the CAB can hear from the people and what their interests are, though 'OZ can't please everyone. Mr. Waters proposed that someone write up how to conduct meetings with the public. Ms. Cromwell stated that this is old business that was discussed at the last meeting, and read notes from last meeting pertaining to such. Mr. Cohen stated that this is old business and should have been addressed as such earlier.

Mr. Koné proposed to broadcast PSA's to find potential show host openings. Mr. Cohen stated that show host recruitment is not a part of the CAB's role, as it is part of the operation of the station. Not part of the charter. Mr. Kone stated he would propose it again at next meeting.

Next Meeting

Ms. Wiggin announced that next meeting will be on Tuesday, June 21, 2016, at 6:30pm. Venue to be announced. Ms. Harrison-Nelson stated she will be out of town, and asked if it would be possible to give a proxy to someone. Mr. Cohen stated no.

Adjournment

Mr. Wick moved to adjourn. Mr. Waters and Ms. Cromwell seconded the motion. The meeting was adjourned at 8:30pm.