

Meeting Minutes, CPM Sounding Board September 19, 2018

ATTENDEES

CPM Staff:

Kassie Stephenson - VP of Marketing and Membership
Betsy Berger - Director of Communications
Steve Edwards – VP, Chief Content Officer
Izzi Smith - Managing Director of Programming
Dan Tucker and Meha Ahmad – *The Morning Shift*
Cindy Abbott - VP, General Counsel

Sounding Board:

Jill Dunlap
Glenn Grosch
Samhita Iyer
William Lee
Sheila Lewis
Danielle Litman
Ty Martinez
Angela Sims

1. Welcome, Introductions & May Minutes

CPM staff intros

2. The Morning Shift- Meha Ahmad & Dan Tucker

MS Question: What is your feedback on listening assignments?

Ty- The political segment had a good flow by tying individual segments, like gun violence, to the big picture, in this case voting in the gubernatorial politics.

SB Question: How do you pick stories and decide how much airtime to give each segment?

Ans: Segments provide context and analyses of topics based on the availability of guests and relevance to current issues. Also there is attention to source diversity ie. columnists and reporters.

MS Question: What do you as a listener look for?

Ans: One on ones, cultural stories like the Mariachi band and source of idioms.

MS Question: Do you care for local stories like covering a festival?

Sheila- YES. Learned about the neighbourhood opportunity fund. Suggestion to interview new business owners in the south side to see how they received a grant.

Glenn- If stories are hyper-local, listeners outside that locale will not be interested in the program.

Ty- Expose listeners to local news variety to expand their horizon.

Jill- Link local issues to broader questions so you don't lose listeners. They could have educational value.

MS Question: Opinion on new MS hosts?

Ans: Didn't really notice the new hosts. Schedule of new hosts would be helpful in providing feedback. Each new person hosts for 3 days to give them time to settle into the role.

MS Question: What do you want to hear more of?

Sheila- Vocalo/WBEZ cross-branding

Others- Appreciation for programs like 'What Chicago Sounds Like'.

Suggestion- Mention the name of the artist for music samples.

3. Brand Campaign

Survey of Chicagoland news consumers 2 years ago showed 33% awareness of WBEZ. Size of broadcast audience consequently flattened leading to a stagnant member revenue. Aim to grow brand awareness as well as listenership during drive time.

Target audience: 30-40 year olds who listen to radio/podcasts. Older audiences who get their news from TV are difficult to influence.

Flight I:

Media Plan- Out of home, TV, Digital, Streaming Services

Impact- Significant audience growth in Spring 2018 (+15.7% quarterly growth).

Television biggest source of new listeners (26%). Greatest message recall is 'National News. Local Views.' (62%). Ty mentioned that 'Hear the Whole Picture' might not be effective because everyone already thinks they have the whole picture.

Flight II:

Creative- reuse brand messages that have proved the most effective. Broadcast product messages at targeted times.

Media- diversify NPR by programming current news in a more compelling, unbiased and insightful way compared to other sources. Ads on the side of King Ultra Super Buses are like moving billboards. Six buses have routes that cover the whole city in 6 days. Suggestion to clarify that ads are targeted towards the residents of the area in which the buses are. Digital ads have become more personalized based on location and position. Eg. Geo-tagging, tracking kinetic motion (eg. If you're in a train) and rotation (eg. if you're lying down).

Name: WBEZ radio station changed to WBEZ news station

4. CPM Feedback & Updates

WBEZ sends Rundown Daily Newsletter every day at 4pm as of last week. This subscription was released after completing the beta phase of its development and testing/surveying it with a group of users. Suggestion to make the newsletters tweetable. Tracking click time and dwell time. About 50% of users spend more than 15 seconds on the newsletters. Suggestion to create multiple options to unsubscribe- daily, weekly and monthly.

5. Steve Edwards

Provide impact of past feedback given by the Sounding Board. Update on Arts meeting with SB- Carrie Shepherd has increased content on the vibrant local arts scene. There may be an additional 5th desk added for Arts and Culture. Regardless Arts and Culture will be incorporated into other programs or standalone podcasts.

6. Public Comment – Appreciation for the daily newsletter. Request for Tony Sarabia documentary on coming out later in life.

7. Action Items –

- a. CPM will provide Sounding Board with schedule of new Morning Shift hosts
- b. Sounding Board suggestion to add social media (Twitter, Facebook) share buttons to the Daily Newsletter
- c. CPM will provide access to Tony Sarabia's "Unlocking the Closet: Stories of Coming out Later in Life."
- d. Sounding Board suggestion to add subscription options upon clicking the 'Unsubscribe' button eg. 'Subscribe weekly/monthly' instead of daily and total 'unsubscribe'.
- e. Content suggestions
 - i. Vocalo-WBEZ cross branding
 - ii. Mention artist of music sample played for more than 10 seconds
 - iii. Access and mentions of commendable work done by longtime hosts outside of WBEZ
 - iv. Making tone and manner of political content more neutral and unbiased to attract more conservative listeners
- f. Media Advertising
 - i. Put a map or a sign on Ultra Super King bus messages to clarify that the ad is targeted to residents across Chicago- north, south and west sides
- g. Samhita to forward meeting minutes to Betsy B. for CPM review- DONE!

8. Continue –

- a. Running current and relevant political stories in the format of the first listening assignment
- b. Playing a song at the end of an interview of a musician
- c. Sending daily newsletters
- d. Making local stories relevant to big-picture topics

NEXT MEETING DATE:

Thursday, November 8, 2018

Minutes recorded by Samhita Iyer