

**IPR Community Advisory Council Meeting
December 13, 2012
Interlochen Center for the Arts
Interlochen, MI
MTCAL 106/107 meeting room**

Called to order at 12:30 p.m.

Present: Peter Bergin, Chris Campbell, Tim Jackson (phone), Erica Karmeisool, Karen Segal, Tom Quinn (phone), Carol Voigts, Suzy Voltz, STAFF Present: Jeff Kimpton, Roger Valade, Thom Paulson, Peter Payette, Linda Stephan, Kate Botello.

Programming comments:

There is an abundance of national news on IPR, need more local news, and stories

Wonders about audience graphs – Car Talk

Long form reporting should be aired more.

IPR should have more local programming.

Should have more IAA/IAC programming – why isn't there more Interlochen programming?. Interlochen and its relationship to IPR is unique.

Local stories about the area are important.

The story of the planned Muslim prayer at a church in Traverse City is an important community story.

Marketing suggestions

Small business Saturday – follows Black Friday. IPR should have a presence in stores.

Streaming music on demand for Interlochen performances.

Satellite radio plays in businesses.

CPB funding: “we want to be independent.”

Connecting with listeners

Younger demographic needs the opportunity to give to IPR monthly – they are active. Connect with them through social media, Facebook, email slam.

Ask for funding, ala Radiohead: “pay what you like” kickstarter, “CPB funding loss”

Erica – make sure the message is clear; distinguish between IPR vs. NPR.

Viral fundraising – pitch specific donations to support specific programs on social media.