

**IPR Community Advisory Council Meeting  
September 26, 2013  
Interlochen Public Radio  
Conference Room**

Citizen Advisory Council: Porter Abbott, Peter Bergin, Gloria Butler, Chris Campbell, Charlie MacInnis, Karen Segal, Carol Voigts, Tom Quinn – By phone

Staff present: Kate Botello, Peter Payette, Thom Paulson, Linda Stephan, Sandy Wangen.

The meeting began with a discussion of the changes in IPR News broadcasting. The plan to cancel the BBC overnight broadcast has been deferred for now. Two programs that were to be broadcast in that time slot are live feed only at 7pm. Peter Payette pointed out that the BBC feed is the only international news broadcast on IPR and often has a different perspective than the news broadcast by national news feeds. Having the same programming in the same time slot through each day is considered best practice.

Most changes will take place on weekend broadcast beginning in October. Car Talk will be dropped. The underwriters for that program were informed and there seems to not be any change in their donations to IPR. New programs are set to replace weekend programming as noted on agenda.

Stateside and The Takeaway have replaced Talk of the Nation during the 2 – 4pm time slot. There was a question of the value of Stateside as to the depth of the issues discussed on the program. IPR news staff will be making contributions to that program to bring focus to Northern Michigan issues. Peter Payette will not immediately be resuming the production of Points North. Local programming is very time consuming and expensive to produce. IPR is to be commended for producing high quality programs with limited budget and staff. There was a discussion about the possibility of using more volunteers and/or interns from the community schools, and Interlochen Arts Academy to supplement the staff. Could underwriting be found for more locally produced programs?

The discussion moved to finding more listeners and donors, and the poor coverage of news radio in some areas of our region, specifically the Frankfort area. No new antennas are likely to be built in the near future. Technology is considered to be a more economical replacement for the antennas. Some ideas suggested were internet radios, Charter Cable live stream, IPR website live stream, and apps to connect with IPR, NPR, and PRI programming. The IPR website needs to be rebuilt as it was reported that streaming often cuts out after ten minutes. It is hoped that more coverage will bring in more listeners and donors. The concern was raised that the demographic listening to Public Radio is not as tech savvy as the younger generation. The alumni of the Arts

Academy and their parents do not seem to have a strong connection and are not a strong source for donations. Thom shared information about live streaming of IPR broken into fifteen minute increments.

The budget was discussed. Seventy-five percent of IPR's budget is programming and salaries. The next fundraiser is being held at the end of October. The Endowment fund has gone up, especially in the past nine months and since the anniversary celebration. Five IPR donor parties were hosted with mixed results.

Ideas for connecting with the community included partnering with the National Writers Series to increase listeners and donor, and outreach to local teachers and students with a possibility of ideas for local programming.

Notes recorded by Karen Segal