

IPR Community Advisory Council meeting  
Thursday, June 19, 2014  
IPR Conference Room

Present: Porter Abbott, Gloria Butler, Chris Campbell, Charles MacInnis, Tom Quinn, June Rengo, Carol Voigts. Staff: Jenie Altruda, Thom Paulson, Kate Botello, Linda Stephan, Intern David Cassleman.

**How might IPR more effectively engage radio and online:** A discussion about the ways listeners use IPR music programming.

There has to be something going on -- something that commands listeners' attention. It can be interesting bits of information about the music, or a presentation of the music that virtually requires the listeners' attention. Sometimes people listen with music in the foreground; sometimes it is simply a background music service, and a very good one.

From the Top is an example of 'foreground' listening; Repose is an example of music intended for background listening.

Metadata is for mobile and web users and for car displays is a must; listeners want to see what is playing. And listeners value information about the music.

Exploring Music is good because of the information that is shared in the program.

Chris Campbell suggested that IPR has a responsibility to expose listeners to music that they might not otherwise hear. Porter Abbott observed that people listen differently between music and news. IPR should be careful not to talk too much about music.

Listening/viewing on demand is the new way of consuming media, and is likely to change the way mass media are consumed. Curated music one way or the other -- it's personally curated or by someone else?

Charlie MacInnis says that convenience is big for radio listening; it's solid technology, portable, reliable, and Arbitron now records satellite listening. Abbott says that hearing aids are now Bluetooth capable.

IPR might present two separate streams: Music for foreground and for background listening.

Surveying classical music listeners would be important. The announcer is part of the music -- vital to keeping listenership. Theme programming is a good idea. Performance Today is 21st century music; it's good because it is always recent performances from around the world.

Be proactive in educating listeners and potential listeners about IPR and music and news coverage.

### News discussion

People want real news; many IPR News listeners are here because of news. -- Abbott

Considering the resources, IPR News does a good job of programming and reporting the news.  
-- Tom Quinn

Polling makes news; might we do polling on issues, in the form of the Quinnipiac University poll.  
-- Abbott

Carol Voigts and others appreciate the email blast related to news stories.

Charlie MacInnis: Content is important, and curated quality news reporting is vital and valued.

Gloria Butler asked if IPR News does interviews with IAF guest artists? Answer: only a small amount. Brad Aspey does some, but there is not a lot of reporting on local artists. There should be attention paid to area artists and guest artists, and Interlochen's artists and guest artists.

Discussion notes kept and compiled by Thom Paulson