



**Interlochen Public Radio
Community Advisory Council
April 7, 2015
11:30 Luncheon
12:00 - 2:00 Business Meeting
Agenda**

- 1. Luncheon, 11:30**
 - a. Council member introductions**

- 2. Business Meeting, 12:00**

Present: Derek Bailey, Peter Bergin, Gloria Butler, Meg Kehoe, Charlie MacInnes, Karen Puschel, Tom Quinn, Whitney Waara. **Staff:** Sally Eisele, Kate Botello, Peter Payette, Linda Stephan.

 - a. General Manager Sally Eisele introduces herself to the group**

- 3. Overview: Role of the Community Advisory Committee**
 - a. Vision for Interlochen (2010, including IPR)**
 - b. Role for Interlochen Public Media**

The advisory committee is an important source of feedback for us, advisory in nature. Sally also welcomes committee members to talk with her personally outside of the meeting if members feel IPR is missing the boat on something. The advisors are community ambassadors.

- 4. Content & Feedback**

The Green Room & Almanac

Staff played a demo of the new arts segment to be launched called "The Green Room." Peter explained the concept is a six-minute show on the arts with color from the hosts and several segments. Sally explains we want to fill the D Segment every day and to have a little more "Interlochen" sound. She also mentions a new Monday political check-in with MPRN that looks at issues affecting our region.

A question was asked about whether The Green Room will be national. Sally said it will have local content, but we have big ambitions for national content. We will never be a huge station, but we want to make a mark.

Charlie: Multiple airings of something good is good for the listener because we are in/out. The voices of the local hosts -- those are the franchise. So I liked the good interaction between the two hosts. I think it's important your voices are heard. It's so distinctive.

Gloria: Could there be a shorter two-minute segment for All Things Considered? There are Morning Edition listeners and people who are not. It should have some exposure on All Things Considered.

Charlie: An arts oriented segment will be distinctive for Interlochen. The arts thing is not something the papers, etc will do the same. Interlochen has lots of access.

Whitney: Conceptually, I like the idea of the show. I would really want it to be focussed on what's happening this week and to make sure there's a mix of things at Interlochen and through the community because there's a lot going on. Lots of ways to bring publicity to these other cool events.

Sally: we definitely will be looking outside Interlochen.

Kate/Peter: First real version (not the pilot we heard) will have no Interlochen events. We also hope to focus some on culinary.

Meg: Host personality is key for a podcast. It's why I return to podcasts over and over.

(Conversation turns to the Almanac announcements)

Sally: The Almanac works better on the web. We're trying to be more proactive with the web and also on the air, to say something you can't get off the web. We're talking about how to improve on air and to make our sound more compelling.

Karen: I like hearing the variety of things you decide to push and I don't go the website. The almanac is an easy way to give content. You don't have to produce something. So I think there is a balance.

Linda: It is a hard format for announcers. It is submitted by event organizers and writing is not consistent.

Charlie: Subtle. I never thought about the fact that you're reading work of others, so what you say doesn't reflect the skills of what you're staff is capable of.

Whitney: I do have to look events up on the website because I am new to the area and I often don't know what group you're talking about.

(Conversation turns to the MPRN segment)

Gloria: How long does The Green Room take to produce?

Answer: It can take hours to package it.

Sally: We are not solely looking at arts & culture. Peter & I also have a strong plan to focus on the issues.

(Played the Proposal 1 interview with David and Rick -- another new regular segment for Mondays on Morning Edition).

Sally: This is another use of the "D" Segment. We want to try to get to a place where we filled that every day.

Charlie: I heard on the broadcast and felt I learned a lot and really liked that broadcast.

Whitney: I noticed that too.

Sally: We're looking at how use the segments, how use almanac, and taking a different tact on news -- because this is an issues -based region instead of breaking news.

Whitney: I would rather hear your spin on the local stories rather than the paper -- take the local stories with the trusted public radio approach. What's really important here? What's the context?

Sally: We are doing long-term planning for financial support for some of the work we do, and developing the right sort of audience.

Peter P: After 10 years, Traverse City approved ADUs/granny flats. I wonder if those from the northern parts of the listening area were interested or cared about that story?

Charlie: I heard that. I was interested because the whole concept of affordable housing is also a big deal in our county. So to some extent it resonates. That was more of a concept piece, I think.

Karen: Lots of different organizations here can chase after the same story, but that's somehow different on the radio.

Gloria: Specific to Traverse City, I think other parts of the region are interested.

Peter P: It's hard because we all live in this community. It's so hard to know how it resonates.

(Conversation turns to upcoming news series)

Peter P: It's been awhile since we've done series work here. There are a lot of good stories to tell about people who are coming to this region, demographic shifts, etc.

Karen: There are lots of international connections, and other people can help. I have a folder, for example, of people. I would be happy to share.

Peter P: The Transom workshop will have some reporters connected to Latino USA. We are hoping a couple of reporters will be able to break into areas we can't normally go.

Gloria: You left out crime -- which is also growing. But I think that's also covered by the other media and Interlochen covers the long-range problems and leaves the crime to the other media and I think that's good.

(Conversation moves to outreach)

Karen: How are you communicating these new things to the world? What is the strategy for reaching out and making more people aware of the new things IPR is doing?

Sally: It's all happening very quickly, but it's a conversation that needs to happen between me and Maureen (in Marketing at Interlochen). A multi-platform approach is necessary, but it definitely is about marketing.

Karen: Luke Haase and the Record-Eagle would do the story when you're ready.

Peter P: The institution has been re-arranged and marketing is more focussed on marketing the radio station as part of their role.

Whitney: Have you considered the Vista program for an intern to focus on poverty-related issues?

Peter P: We're interviewing interns this week and you can't believe the talent we have available to us.

News Survey Results

Sally passed around the information from the News survey and encouraged people to have a look at it but we did not discuss it because of time.

Classical Programming

Kate shared about the Copeland festival coming to Interlochen and hopes of a co-production with WFMT.

Members wondered if that can be monetized.

Sally: The way to get national programming distribution is to first prove yourself. It's sort of like a courtship, a testing the water type of relationship. Podcasts are monetizable. Ultimately we would like to get financial support for news series planning as well.

Pledge drive

Linda shared some top-line fundraising stats from Advancement, and specifically that Year To Date we are down overall in budget 0.5% year-over-year. With all the transition that seems like good news.

Tom: How did other stations do in fundraising this year?

Linda: We don't know. We do know from our consultant that the fall drives were pretty tough across the country.

Peter Bergin: Will you keep doing the same number of drives?

Karen: I always thought it was confusing there are three four drives. I give and I can't remember what I gave that year. What is the overall strategy?

Charlie: Heard the drive all week but gave Friday. Then felt a certain urgency on Friday that I had to give.

Karen: People do find it annoying. Could you explain to people, "We know it's not your favorite thing so we'll do it twice a year, and one will be just three days." Is there a newer approach that's less annoying?

Sally: We could be funnier, more entertaining. We are thinking about a "Warp" drive with less on-air fundraising.

Linda: Our history with the Turbo Drives is that this works for a time but the effects begin to wear off. It could be time to try again though.

Karen: Also, is there a way to strengthen the basic model? Are you getting enough on the web? There is Indiegogo, etc. How does that model apply to it? I'm not sure it does, just worth asking.

Sally: We want to add in some well-placed incentives. I think that could be very beneficial.

Charlie: I don't miss the incentives. They take away from the value of the donation.

Gloria & Meg agreed.

Sally: A once/hour drawing for an iPhone or trip to Paris or the Interlochen experience, something non-transactional could really work.

Meg: Something experience based is a good idea.

Sally: We want to make the Broadcaster's Circle an important club.

Tom: I like the club idea. People like expensive exclusivity. Pre-concert parties, etc, are very effective. They make the donor feel very impressive. It works for Interlochen Center for the Arts, why not IPR?

Karen: Look at TCFF fundraising. Talk with Terry, who has been doing that as a volunteer for last 8-9 years, and get some ideas and identify what you have here. Summer tickets sales, that has been a tangible good. I am willing to help with that connection with Terry.

Whitney: Is there perhaps an in-kind trade with TCFF? Trade some of these opportunities.

Charlie: Phone calls are very effective. He heard from Jeff when Thom retired and those personal touches are really impressive.

Karen: Are we IPM yet?

Sally: no. The IPR brand will change entirely when that happens.

Karen: You've alluded to it upsetting people, and it has to be rolled out with strategy for the entire community, with care for older people and with advance warning.

Sally: You will get advanced warning and we will use you (the council) to help us to change it.

Karen: Will IPR be part of IPM?

Sally: We will still have the broadcasts but it will all be IPM.

Gloria: Is there a timeline?

Sally: We're working on that will Jeff and Jenie.

Charlie: I was visiting a younger relative without a radio and I had to bring my own. I really like radio.

Sally: The people who want to listen to the radio will still be able to.

Gloria: I have relatives who also have no radio in the house.

Whitney: WCMU has lots of retirements. Maybe there is more room for collaboration there?

Sally: There's no reason why stations can't work more together instead of competing. But it comes down to the bottom line but I don't know why Michigan can't manage it.

Linda: Northerners do have a compelling reason to fight for local content, because downstate will never be interested in a lot of our issues.

Peter P: The question for the future is whether CMU can stay in business.

Charlie: You have a special feel that separates you from the competitors. CMU doesn't have that. There are horrid weather and call sign announcements on CMU. Your content is as good as anybody anywhere.

Gloria: The quality of the Stateside broadcast can be bad -- especially this week it was garbled. Their content inconsistent for my interests.

Sally: There's lots of downstate issues on Stateside and I've had lots of conversations with the UM GM to talk about better collaborations. There's lots about this region that is interesting throughout the Great Lakes.

Charlie: NPR pioneered interviewing reporters. It really worked and still works because they can provide a broad view. From time to time local reporters can be a source too. I don't know if they're capable of that but you might consider that.

Peter P: Actually we've had the best luck out of all the papers with the Petoskey News-Review for interviews.

Charlie: For my Luncheon lecture, Kate did a great job because she did the backstory behind certain composers. She demonstrated what Interlochen is without having to show the gears behind it. So my challenge Sally -- what would you like to bring to my series that would be entertaining?

Sally: I'll talk about the region.

Charlie: that would be great.

Adjourn

**Notes respectfully submitted,
Linda Stephan**