

Interlochen Public Radio
Community Advisory Council
October 6, 2015
12:00 Luncheon
12:30 - 2:00 Business Meeting
Agenda

1. Luncheon

- a. Council member introductions.

2. Business Meeting

Present: Kate Botello, Charlie McInnes, Gloria Butler, Suzy Voltz, Corinne VanWyck, Peter Payette, Nancy Giles, Bob Giles, Peter Bergin, Tom Quinn, Karen Segal, Whitney Waara, Cathy Dodge, John Roddy, Drew Bucholtz, Emily Culler, Sally Eisele

Transmitters & towers- action has been taken to address the issues. Building in redundancy, cleaning, ordering new parts. Building a new tower in Emmet County. Expand classical service in Harbor Springs/Petoskey.

3. Discuss programming changes on Classical IPR and IPR News

Sally: Overall objective is to keep the core as listeners wanted. Weekends will offer some new music programs.

Kate: Introduced her new show "Show Tunes with Kate Botello". A donor donated a huge bin of original vinyl recordings to be used for the show.

Tom: Asked about the sound quality of the vinyl.

Kate: Very good and recording engineer helped clean it up.

Sally: Offered to do a tour after meeting to see the records and the basement archives.

Nancy: Asked if there will be themes or just music in general.

Kate: Just music in general. Asked about horror stories. From one enthusiast to another. Virtual intermission.

Bob: When you digitize from vinyl to CD do you lose some quality?

Other comments:

Tom: Would like to not repeat Performance Today. Suzy agreed.

Sally: Will keep for now until new PD is hired. Average age of classical listener 60-80.

News

Bob: ATC and Weekend shows, last portion seems to be targeted to a younger audience.

Sally: 40-50 average age of news listener.

Discussion on average age of listeners on both classical and news. How is it tracked? We need to gear towards an audience that use all means of media to consume information. Not always the radio. Online, social media, etc.

Sally: 9am and 1pm checkerboard programming has been discontinued. We've added The Takeaway at 9 am and 7 pm and Here and Now from 1pm-3-pm. Here and Now is a well-received program nationwide. Hope the 1-3 hour will pick up with this new programming. We took our programs that were our best performers and moved them to the weekend. We kept the best of the best. We are thinking digital first - post on website, out to social media. Working on a Copland project collaborating with Interlochen Presents to over programs all over the world.

Karen: Commented how she appreciated our content being available on the web.

Bob: Which hour of On Point do we air? (we air the second hour) Would encourage us to air the first hour instead of the second hour. Why do we repeat The Takeaway?

Sally: Explained why we air it twice. Because repetition is good in broadcasting and the evening audience is not a repeat of the morning audience.

Tom: Asked about cost for the new programming.

Sally: We saved money with the new changes.

Suzy: Can you encourage new underwriting for these new programs?

John: Yes

Suzy: Can individuals Underwrite?

John: Yes

Sally: Other stations do Day Sponsors. We will continue to explore options.

Gloria: Is Here and Now produced 5 days a week? What will fill in the Specials?

Sally: Specials may include Reveal, National Writer's Series, Michigan Writers on the Air

Corrine: Appreciated IPR removing The World. Really enjoys The Green Room and Which Way to Paradise. Enjoys the local content.

4. Feedback on series and ideas for events

- i. Which Way to Paradise - Peter played a couple sections. These pieces are doing great on Facebook. Normally our pieces don't do well there. Have invited listeners to call in and list their perception of paradise. And have received very good response.

Gloria: Says this program has really resonated in the Ludington area. People are trying to find ways to come back. A large influx of retirees in the area. They were able to move here, she is in the nonprofit sector, husband a graphic designer could work remotely. Get people from Ludington to talk why they are returning. Struggled at first making friends, but people are in the arts.

Peter B: Says he moved here 5 years ago and it was tough to make friends their age.

Bob: Thinks it's a really terrific theme that can be broadened beyond the struggles. Mentioned pipeline under the bridge that Peter did. There are many stories like this not being covered by the general media. It begs for some intelligent reporting to go in depth.

Peter: Feature tomorrow is on the downtown TC section

Charlie: What are the resource requirements for the story?

Peter: Explained what was involved. Rewriting, pictures, etc. can take quite some time.

Charlie: Talked to a newspaper reporter stating taking care of the resources takes away from the actual reporting.

Gloria: Appreciated our coverage of the editor of the Record Eagle.
Peter: We could get back into doing an occasional call in show.
Sally: Possible choice to end the series, maybe an event
Whitney: We need to be more visible, more involved in the community.
Karen: Mentioned the elections coming up. Living in Paradise have candidates talk about Paradise.
Sally: Let people tell their stories.
Whitney: Feels the series is resonating well and has a ton of potential beyond where you think it should end. Would like to see conversations continue.
Karen: Asked about our event. Have an open-type forum where people can discuss a topic
Sally: Still undecided on what format we will pursue.
Corinne: Are people calling in to share their thoughts or offering ideas for stories.
Peter: Most people are sharing their stories.
Suzy: We never hear stories why little companies come here and hire lots of people.
Karen: General theme that is out there is they can't fill the positions.
Suzy: Interesting to find what the factory people want in skills.
Tom: Partnering possibilities like with Northern Express?
Peter: Have worked with them in the past. We could go back.
Nancy: People who have moved here talk about how good healthcare is here but we don't report on it.
Peter B: Lots of perspective on healthcare based on age.
Corrine: Lot of variance in areas. In her area physicians are not accepting new patients.

5. Open Discussion/Testimonials

Tom: Fundraiser coming up. What's the goal?
Sally: Nov. 5-11, Sunday off. 7am-6pm every day but Sunday. Trying to get creative in our process. Want to use testimonials on the air so different voices can be heard. Pre-drive messaging. Working towards shortening the goal.
Bob: Are you trying to strategize around old platforms? Why don't you say you are raising funds to hire a new reporter?
Cathy: Working on campaign priorities for IPR. Raise money for staffing positions.
Emily: The number one tool in raising money is the fund drive. Should be community voices bringing more support to the station.
Cathy: We're also incorporating guest hosts in the fund drive.
Suzy: Any open houses been held here lately? In the past she has been able to get people to make donations.
Sally: We're thinking about doing these again.
Tom: Never underestimate the ego of someone with a checkbook! Offer them to guest host something like Music By Request.
Karen: Agree!
Nancy: Bring people in who don't really know what we are all about and surprise them.

Karen: Are you looking for names? Paul Sutherland? Can testimonials be done on the phone?

Sally: Yes.

Sally: Thanks CAC for taking time to meet with IPR staff

Tour

Adjourn 2pm