



**Interlochen Public Radio  
Community Advisory Council  
Thursday, January 19, 2017**

**AGENDA  
NOTES TAKEN BY EMILY CULLER**

Arrive and get lunch at 12:00 (20 min)

- In attendance: (S=Staff)
  - Emily Culler (S)
  - Peter Payette (S)
  - Drew Buchholz (S)
  - Whitney Waara
  - Cathy Dodge Miller (S)
  - Marcia Curran
  - Suzy Voltz
  - Jeff Kimpton (S)
  - Tim Dougherty (S)
  - Karen Puschel
  - Bob Giles
  - Charlie MacInnis
  - Tom Quinn (phone)
  - Evy Sussman (phone)

Greeting - Jeff Kimpton (15)

Update on presidential transition

- Welcome
- Since last meeting in June lots of changes at ICA
- Happy to report that Sally Eisele is moving to Seattle and going to manage a news and Jazz station
- Jenie Altruda left ICA in October - health and family issues
- Throughout all of this, been looking at role and relationship of IPR to larger community
- BC of those changes, we decided to ask Peter if he would step in as the Executive Director
- New directions for Classical and News are happening
- IPR community is strong; and collaborations with other departments is strong (within ICA)

- You can see and hear these changes.
- This fall, ICA Board selected a new president who starts in mid-June
- Trey Devey is the president-elect
- Will be a great 8th president for ICA
- Strong interest in digital media
- Worked in advisory capacity with the classical station in Cincinnati
- Is also very engaged with the community
- Will bring that connection to Interlochen and IPR
- He is working on departing from Cincinnati
- Senior staff is meeting with him in Cincinnati this winter and spring.
- He will attend our winter board meeting in March (Chicago)
- Very kind, sharp, and strategic
- June 12 is Trey's first day
- What's happening now - we have more stability
- We examining who we are, and what we can do
- What's our niche? Who is our community locally? Nationally? Globally?
- Classical had a mini-retreat to examine future of classical
- Opened the floor for questions
- How is Create Amazing going? (Bob Giles)
  - We're at \$103M of our \$100M goal! (Jeff)
  - Will have further update in a bit (Peter)

#### Council updates - Peter Payette (10)

##### Terms and structure

- In the past we haven't had term limits
- Jeff and Peter examined the structure and decided on two-year terms for two terms in a row.
- In fairness to you and the process, we need to to move those of you who have been on the council for 5 years should probably move off
- We are not "draining the swamp"
- We are looking for new members
- End dates are negotiable.
- Q: Suzy - when do terms end?
  - That's negotiable.
- Peter would like to see 3 full meetings per year
- Would like to avoid the January meetings going forward
- Will probably move to mid-summer, late fall, and spring
- Tom Q: where will we find new blood?
  - Peter: not sure yet.
  - Want to have a diversity of representation and experience.
- Charlie:
  - Do we look to donor lists for new members?

- Peter: not necessarily. Let's work together over the next year to find new names.
- Bob:
  - Do you have an ideal size for this group?
    - Peter: We could have 10-15 people and split into committees.
    - Suzy: Wouldn't hurt to have an underwriter there (once I step down)
    - Charlie: Having some randomness/diversity is important. Could use the air to recruit/have people apply.
    - Evy: Do you have any pre-requisites for membership? Do you have a list of the qualities you're looking for? Does it depend on what types of listeners you have? (Classical/News)
    - Peter: I really want people who will be straightforward and "get in my business" a little bit. Let's make sure we keep talking about this.
    - Drew: Let's look to our volunteer base as well.
    - Jeff: Trump just announced that he wants CPB to be privatized, and wants to eliminate the national endowments.

#### Transmitter updates - Peter (10)

##### Emmet County

- Our new transmitters are up
- Peter reviewed old and new coverage charts
- Transmitter is now near Cross Village.
- Charlie: 88.5 is coming in strong
- WHBP: better signal now stronger in Petoskey and surrounding area
- Tom: How much did this cost?
- Jeff: We got a grant for the signal, and the transmitters and towers cost about \$400,000
- Peter: Gary Langley will be here at the end of the meeting to answer questions about the transmitters.
- Bob: Do we need to build any more towers? Is there a need?
- Jeff: That's the \$64,000 question. So many more people are listening online; there are so many diverse ways that people are listening. We've spent a fortune upgrading what we have; it's complex and expensive and time intensive. Terrain and weather are also factors. We have to take into account what the return is on the investment. If a transmitter is available in problem areas it can help, but you can't create one. CPB has been threatened before, but if we lose the CPB funding it will be a devastating loss to our budget.
- Jeff: It's the big question; what will happen to FM frequencies. Norway just did away with their FM signal nationwide.

#### Program updates - Peter (10)

##### Classical evenings

##### 1A and 2015 News changes

## Future survey

- Peter: Joshua Johnson just took over Diane Rehm. New show is called 1-A
- Still have not gone back after the changes we made in 2015 (on the programming side), especially for news. Still have the standard schedule.
- We've made some changes on classical
  - Brought Repose back (Suzy: Yay!)
  - Have Kate's show
  - Brought back Thistle and Shamrock
  - Will be another survey this year about programming.
  - If you have shows you're thinking about or programming questions please let us know. We'll use that info to inform programming decisions.
- Bob Giles: Does cost of the shows weigh into those decisions?
  - Yes. Peter is just getting into that. Networks were willing to negotiate fees for shows. We were paying \$14K for On Point. Now we're paying \$7K! NPR is coming up with a new structure for carriage fees (in light of the digital revolution). There's a recognition that small stations can't afford to pay these enormous fees. NPR is also working to expand their digital offerings.
  - Charlie: Stability is always a good thing. You get used to hearing things. Mentioned I-A - likes it.
  - Karen P: It seems like they're making it more call-in centric. New administration here; it can be tricky to chart a road ahead. She has news on all the time. Very relenting anti-Trump. Have to get more of a normative feel. Have to get more programming that isn't reflexively towards the left. We have to be careful of the fine line.
  - Marcia Curran - She's not hearing that way.
  - Suzy - She does (feel that it's left-slanted)
  - Peter - there's not a lot we can do. He will from time to time report to our station rep, but it's something that needs to be considered in program selection.
  - Karen - Before we lost RadioLab, This American Life, etc. You listen, and you laugh. We need to think about how it feels to be in a 24 hour news cycle. Right now feels that Wait Wait Don't Tell Me is our only funny show. Car Talk is another example of a funny show that offers relief from politics. Don't want to lose the loveliness of public radio.
  - Charlie: We're lucky to have both the News and the Classical stations so that you can jump to Classical for relief.
  - Tom: Do donations come more from the News side or the Classical side?
    - Peter - They come from both sides.
  - Bob: This is a very important conversation. If the news that Jeff shared comes to pass, to the extent that we can stay neutral is very important. Injecting some relief is important.

- Create Amazing overall progress to date and next steps (CDM)
  - Reached \$100M overall campaign goal
  - Will present new goal to Board of Trustees for approval in early March
  - Also reached \$18M goal for the campaign top priority Music Building; Board will decide at that meeting to proceed with groundbreaking this spring
  - The progress on the Music Building means that we will be able to focus more on other campaign priorities, including IPR
  - Leading the charge for IPR will be Jane Becker, who now represents IPR on the Campaign Cabinet--our leadership volunteers for the campaign
- IPR's progress in the campaign to date, including Underwriting (July 2012 - present) (EC)
  - \$5.1 Million in operating and endowment gifts since July 2012
  - \$1.2 Million in Underwriting revenue (including this year's contracts to-date) since July 2012
  - **Total of \$6.3 million in fundraising for IPR since the start of the campaign (including Underwriting dollars).**
  - Progress at CYE for IPR (without a December on-air drive!)
    - As of December 31, 2016, we had reached 85% of our overall fundraising goal for FY2017, and were tracking slightly ahead of last year. (Without holding a December fund drive, as we've done for the past several years).
    - Are tracking ahead of last year in number of overall donors (by about 70 ppl)
    - Had successful Summer and Fall Drives
      - Summer: Goal of \$100K, raised \$106K
      - Fall: Goal of \$90K, raised \$108K
- Future fundraising priorities for IPR:
  - Peter and I have been having follow up meetings with Feasibility Study participants this month.
  - We have copies of the study Executive Summary if anyone would like to have one.
  - Based on the feedback and recommendations from the study, we have...
  - Identified three principal areas for fundraising focus: Endowment, Annual Fund, and IPR Archive project.
  - However these areas and internal fundraising goals will be shaped by the new strategic initiatives in programming at IPR, which Peter will now share with the council.
- Bob Giles - How much archival material has been transferred so far? (EC - 500 hours)
- Suzy - Worried about CPB cuts and how they would affect rural communities who count on the service.

- Karen - question about how IPR stacks up against other stations. Thinks we're doing a great job with staying in the community conversation. (Mentioned interview with Bergman)

#### Highlights and Strategy - Peter (25)

- Saw a need for a narrative about who we are and what we're doing
- Has created this presentation and plans to share it more broadly in the community
- Three parts to this presentation
- Classical is where you see this perfect match between Interlochen CA and our service.
- Should support the active and vibrant music scene
- There are about 70 classical stations left in this country
- We want listeners of Classical IPR to feel that they are part of something larger.
- You can always be at Interlochen when you listen to IPR.
- Example: WWOZ (New Orleans). It's not a jazz station in New Orleans, it IS New Orleans.
- People from all over the country listen to OZ.
- Peter did an air check - heard an Underwriter from Key West!
- How can Classical IPR connect to the culture of Interlochen?
  - Live Broadcasts
  - Our goal this year is 10 live shows
  - Upcoming - Bob James and Nancy Stagnitta
  - Hope to air most if not all WYSO season
  - Studio A - will have two sessions tomorrow
  - Energy and activity from the studio!
  - Every other Monday will play studio A in the mornings
  - Archival materials going on the air in the regular rotation
  - New Release of the Week
  - Music for the Cinema - want to make something happen to connect us to film fest and activity
  - Bringing back the Kid's Commute this fall. Investing a lot of time and energy in this - feels that it will bring us the larger audience we're looking for
  - Reviewed Long-Range goals for Classical
- Evy - Loves the idea about the film festival and thinks it will connect a lot of people
- Bob - Where is the 10,000 audience goal coming from?
  - Peter - across the country! From anywhere. Not just regionally.
  - Karen - Betsy DeVos
  - Suzy - She really like it! She learned a lot from.
  - Charlie - Could we find underwriting for it?
    - Yes! We could.
  - Charlie - Really enjoyed the interview with Jeff Haas during pledge drive. Thought that it was public radio at his finest.
  - Peter - Would like to bring Jeff's show back someday. Not a front burner project.

- Karen - Are you thinking of these programs as crossover with with News? Could we incorporate them there. For example, could provide that “relief” she mentioned before.
- Peter - we’d have to think about how we do that.
- Karen - could we even advertise it more on News.

#### NEWS:

- Commitment to high quality work - industry standard work.
- Environmental reporting - Example - deer story - Michigan Radio (who does a ton of environmental reporting) had never heard of that issue and loved the story
- Another example - Lee Chatfield story. Got a lot of traffic on the web for this story. Held our legislator accountable.
- Arts stories - The Green Room (opera composers). Debuted an opera in Marquette.
- Education stories - Private money in education (Old Mission School). We cast the story in a broader context and larger light. NPR picked up the story.
- How can we increase our impact?
- More events - more special call ins, regional debates and discussions (Prop 3 debates)
- News Series - two examples of new things:
  - Irredeemable - a series of stories about juvenile offenders serving life without parole.
  - Country Diners - Portraits of people and the places they meet in (in the country for coffee and conversations)
- Syndication - more collaborations with NPR, Environmental Report, Bridge, etc.
  - Charlie - what about the AP?
  - Peter - we aren’t part of the AP anymore?
  - Karen - could we just take the web posts and turn them into print stories?
    - Peter - yes, we could at least start there.
  - Charlie - Would the Record Eagle take anything that you do?
    - Peter - probably not
  - Marcia - Advocates for Benzie County
    - Had a wonderful panel on health care. They want to get to 1,000 members. Had health care workers there; lots of panelists who were very skilled and knowledgeable, but it was clear that they needed to be brought together to get to know each other and communicate better about their industry.
    - Peter - I’d be interested in hearing more about that.
- Bob Giles - Brought up the AP; (Peter reiterated that we’re not a member). Record Eagle is concerned about the AP’s shrinking coverage in Michigan.
  - Peter - we should talk more about this. Would like to share his experience with the AP.
- Charlie - When he worked in TV, most of the stories came from the newspaper; do we use local news outlets as a resource?
  - Peter - we should talk about that more.

- Long Range News goals review. (Produce a weekly affairs program, increase contributions to Environment Report, Produce 3 investigative series a year)

#### Training:

- We have the best internships in Public radio!
- We train a lot of adults here and we aren't using them afterwards; we should!
- Example of Fred's story.
- Professional fellowships at IAA.
- Reviewed long-range training goals

Closing quote from Jay Allison.

#### OPEN FLOOR DISCUSSION:

- Suzy - very pleased with what she just heard. (Group agreed)
- Reviewed Council's service. Are we meeting the needs of the communities that you live in.
- Suzy - I'm very pleased that you're planning to include more ICA in your programming. People from all over the world here that our going to take our story back. THIS is where we are and this is where it all started.
- Peter - for example, silence at the end of Hanson was because it was the sign off for a radio broadcast.
- Suzy - may want to underwrite more things. You should share this with other Underwriters, too.
- Karen - I think your concept about WWOZ, and your comparison to IPR being ICA, It's a good hook for the new President. It's a very creative way of introducing that relationship.
- Peter - Example that Trey gave from Cincinnati - "It's not just an event; it's a FEELING"
- Tim - What have we done to encourage listeners from camp and academy to tune in to IPR.
  - Jeff - Facebook and Twitter outreach, and also email.
- Tim - so we've done some things, New Orleans example was helpful. Don't know if we've promoted that hard.
- Drew - WYSO concert broadcasts will help that a lot
- Suzy - how often do we work with Lansing on legislature reporting?
- Peter - We've Got Issues is the main forum for that
- Marcia - Feels that the Stateside program fills a real need. Is attached to it because it's one of the few sources of info about what's happening in the state of Michigan.
- Peter - We want to work more with Michigan Radio.
- Marcia - Thinks the environmental reporting is really terrific and essential. Likes "Living on Earth", but it's not as accessible. Timing for Living on Earth is off (late at night or early in the morning).
- Bob - Very important opportunity (environmental reporting). Great Lakes, Dunes. Circle of Blue - we should work with them more. They are focused on freshwater issues both



locally and internationally. Lots of other collaborator possibilities in Leelanau and elsewhere in the region. The water is what makes this area so attractive.

- Peter was the environmental reporter; we want to hold the line here.
- Marcia - Another program - by 2020, electricity will come from alternative sources for all of TC. There's a big story out there about that.
- Peter - He knows a lot about that story
- Marcia - City Board has decided to go 100% by 2020.
- Peter - That's a good example of story that we could tackle in an appropriate way with more resources.
- Marcia - In June, the Great Lakes energy group will be in town.
- Peter:
  - Does our programming meet community needs?
  - Enviro does and could do more
  - ICA integration is a community benefit and service
- Karen: Another focus - manufacturing and jobs. Looking at service industry and jobs; something that informs people about our basic economy.
- Whitney Waara: One of the things that struck me moving into the area was the feeling of being able to hear in-depth conversations was wonderful. Would love to hear more of this. You can't get this any place else. Find ways to put money into ways to keep us out there. More interns, more reporters. Different Beats (David on politics, environmental beats, etc., regional/tribal law suits). Helping build awareness of longer term issues.
- Charlie - challenge of news is that it's a serious business. If we do it halfway, we're not really doing it at all. We rely on the reporters to help us see all sides of the story in a balanced way. What can we do to help listeners see all side of the story? Interviews, conversations, etc. This is difficult to do. How we actually pull it of. Find what we can do well and JUST do that. It
- Peter - what are some examples?
- Charlie -
  - Island Cabin Disks (featuring local voices)
  - Other non-news opportunities?
  - Feels you really want a professional managing the news.
- Suzy - Book on interviewing. Scott Craig. Citizen journalists.
- Evy - Thinking about outreach; would there be any value in having something placed in visitors centers in our listening area, and engaging volunteers to help with disseminating information about the station in those areas. (Northport, Suttons Bay, Traverse City). Could you have a table at art fairs.
- Peter - yes, we could. One thing we saw in the study is that people want us to be more present in the community.
- Evy - Use us for that! Use your volunteers.
- Peter - that's part of why you got name tags.
- Charlie - National Writer's Series; Could we add more of that?
  - Could we do more with that?

- Bob - Can you make a distinction between news and politics in your programming? So much of what we hear is devoted to politics and the split in the country. For example, if you had a topic of national interest, and you got 5 people around the country, and you spent ½ an hour letting them have a conversation about it. Think about how to cover without it being so political. More of a conversation about the essence of what's going on.
- Suzy - Hearing that people are switching from News to Music.
- Whitney - thinking about going back to public affairs programming. Once a month, perhaps. For example, what the IAF does. Those kinds of regular community interactions are incredibly valuable. Politics and other topics.
- Karen - Prop 3 was a great example. You can bring people out around these issues.
- Karen - Marketing our people and their faces is very effective (for example, Aaron Selbig). Use strategic marketing opportunities to create materials for your volunteers to use. Small takeaway piece. We're very different - what we're doing now deserves a fresh look.
- Drew - What we're doing puts Traverse City on the map. (NWS, TCFF) Could we also collaborate with the Chamber and local efforts to elevate the area and new businesses in the area.
- Peter - what would you need at your table in your community.
  - Evy - bookmarked shaped takeaway piece with call letters with a sampling of the programming. Donation envelopes. Underwriters can help (Suzy). Something about the station and something about Interlochen. Not a huge booklet - a takeaway item.
  - Jan ? In Sutton's Bay and established their visitor's center. Evy will email her info to Peter. They're an ICA family also.
  - Tom - He looks forward to continuing the conversation. Rotating off the board.
- Suzy - Thom used to have ice cream socials in the summers (around the region). Used to take an ensemble with him.
- Marcia - There are lots of events in the region; you have to pick and choose.
- Whitney - have to be careful for these not to turn into just marketing events; how do you make them engagement events.
  - What questions do you ask? What does this region mean to you?
- Karen - We're all impressed with your strategic vision - and we're all groping to add something to it!
- Marcia - Loves that we're doing something for the kids, too. Drawing in kids and parents!
- Karen - Will that be rolled out before Battle of the Books?
- Peter - when does that start?
- Karen - Culminates in March
- Drew - Talk to Dave Griffith
- Peter - Kid's Commute starts in August
- Cathy - Gets the audience started very early! You want to be able to engage them early.
- Peter - Example of email that came in - That gentleman listened to IAA when he was a student and it was very important to him.

- Tim - Most of our enrollment throughout our history is music. It's hard to keep track of them. One of the things we see a need for is FINDING our people. If we leverage the station as an engagement tool it could be very powerful.
- Suzy - Enjoyed reading Crescendo even though she's not an alumna.
- Karen/Tim - Kids commute and Archival recordings are a good way to reconnect.
- Suzy -
  - Transmission issues - Crystal Downs, Frankfort, North Shore.
  - Gary - Has an application to raise signal on Classical in Frankfort.
  - Gary - the terrain is definitely challenging.

ADJOURN.

Open Discussion (60)

Conclude at 2:40