



WMUK Minutes

Date: January 22, 2014
Place: Richmond Center for the Visual Arts
Conference Room, #R2305

WMUK Friends Advisory Committee

Present - Jim Heaton (JH), Jan Andersen (JA), Mike Lewis (ML), Rick Briscoe (RB), Annee Dunn (AD), Marti Fritz (MF), Rob Oakleaf (RO), Mike Ramirez (MR) Ben Maxey (BM), Mary Lam-Rodrigues (MLR)

Absent - Paul Knudstrup (PK), Linda Rolls (LR)

WMUK Staff

Gordon Bolar (GB), Kim Willis (KNW)

Guests

None

Minutes Wed. January 22, 2014

I. Welcome

II. Call to Order

- *Meeting called to order at 5:05 p.m.*

b. Advice from FAC on serving community needs

- *This will be a standing item on the agenda as an opportunity to share feedback not necessarily on the agenda.*

III. Introductions

a. The FAC and its purpose

- *GB gave an overview of the FAC: Group started two years ago, provided feedback for the station's strategic plan. The FAC exists to provide feedback and this round will focus on community engagement, marketing and promotion.*

b. Continuing FAC members

- *Continuing members are: Linda Rolls, Jim Heaton, Rick Briscoe, Mike Lewis, and Jan Anderson*

c. New FAC Members

- *New members are: Annee Dunn, Marti Fritz, Ben Maxey, Mary Lam-Rodrigues, Rob Oakleaf, Miguel Ramirez*

d. WMUK Staff

- *GB: Staff will attend FAC meetings as needed. We have hired two new staff members this month. Erin Williams is the new arts and culture reporter and Sevhillia Mann is in the new position of local government and education reporter.*

IV. Election of Officers

a. FAC Chair

- *Rick Briscoe nominated for Chair by JH, second by MF. Nomination approved.*

b. FAC Secretary

- *Jan Anderson nominated for Secretary by MF, second by RB. Nomination approved.*

V. Approval of draft minutes from September 18, 2014

- *Accepted as presented*

VI. Advice from FAC on serving community needs

- *JA: Helpful to define community needs. GB: Diversity for example; are we hearing from different segments of the community? Is our programming meeting community needs?*
- *MF: I applaud the station for adding an education and government reporter. It is an even more important need to fill due to gaps in local reporting.*
- *RO: Would it make sense to have FAC members look at the financial statements from year to year to have a better understanding of the station? GB: We can do that, though the committee does not have budget authority. JA: The returning members have seen that information and it is a good idea for the new members to see it also.*
- *BM: What other outreach are you doing for feedback? GB: We get phone calls and letters from the public, Andy will be doing quarterly meetings with community groups regarding news topics, we did a survey for the strategic plan, and recently completed a marketing study with the Haworth School of Business.*
- *RB: A major point is that WMUK can't see itself as just a radio station anymore. You are an entity disseminating information and performing a community service and everything you do is tied to that.*
- *RO: I enjoy the app and it is the primary way that I listen to WMUK. ML: It could be helpful if the app integrated a Like/Dislike function for programming feedback. Is there information or tracking on the app and website usage? GB: Klay will be in to speak on statistics and a new app version is currently being developed but not sure if a Like/Dislike function is part of it.*

VII. Comments from the Public

- *None*

VIII. Updates on recent events and activities by Gordon Bolar, General Manager

a. Pledge Drives

- *GB: We made our October drive goal. The next drive starts April 5. We have two drives a year with goals between \$150,000-\$175,000. In response to changes in giving patterns we also do fiscal and calendar year end drives. The recent year end drive*

brought in about \$32,000. For spring drives we work with the Kalamazoo Community Foundation (KCF) and have a community partner. This year our partner is Fair Food Matters. Working with the foundation triggers gifts to the community organization and highlights our connections to the greater community.

b. Irving S. Gilmore Grant Proposal Funding and CPB Grant

- *We typically receive \$14,000 in underwriting from the Irving S. Gilmore Foundation, and this year we have a new grant from the foundation. The grant covers expanded Arts & More programming for Saturday mornings which we have already started. It also covers performance interviews for on-air and website content and a community based web stream that will be representative of Kalamazoo.*

- *Another grant we are applying for is to CPB for post 9-11 veterans engagement. Last year we participated in Story Corps Military Voices Initiative and the university is very supportive of veterans. The grant proposal has us working with the Office of Military Affairs to broadcast stories and information on veteran issues. We will keep you updated on this effort.*

c. Staffing changes and additions

- *Erin Williams recently from St. Louis replaces Lorraine Caron in an arts and culture reporter and Sevhillia Mann started this week in the new local government and education reporter position. The hiring process was extensive and notice was widely disseminated. We now have 13 full-time and 2 part-time staff.*

d. “Wait Wait Don’t Tell Me” on March 20 at Miller Auditorium

- *Tickets sales are very strong. We have promoted the event heavily on-air and online. The event is almost two years in the making. FAC members who are interested in going to the reception after the show will be provided tickets.*

IX. WMUK Strategic Plan – See Document

a. Overview of plan: Gordon

- *Plan started in September 2012. We worked with Midwest Consulting and Paul Knudstrup. The six member staff committee met frequently and developed a very ambitious plan. We will continue to meet regularly over the next few years to review the plan and take stock of goals and objectives.*

b. Progress on carrying out plan to date: Gordon and Staff

- *GB: We had a marketing audit and are directing more resources toward marketing to bring WMUK to the attention of the local community.*

- *RB: NPR seemed to have the idea that it was above marketing and that is not the case. JH: You have to “sell” it. When you do service announcements and billboards for wearing seatbelts you are “selling”. It can be a good thing.*

- *GB: We have participated in the Greater Public Benchmarks Program. KW: Benchmarks is a reporting program of about 100 stations who submit data to Greater Public and in return receive a full report on how they are doing compared to their peers. This is the first time WMUK has participated in the reporting and it was a significant amount of work to compile the information and set up the reporting infrastructure. We recently receive the report and were pleased to find that we’re holding our own amongst the participants. The next step is to take an in-depth look at identified areas of potential revenue growth.*

- *GB: We have made a conscious decision to and in fact hired content production staff at the expense of development and administrative resources. We have also created a diversity statement, undergone diversity training and made diverse hires.*

C. Suggestions for changes and improvements

- *RB: Suggestions will be forthcoming as members have a chance to read through the materials. BM: It would be good to have an update on progress made for the next meeting. GB: We can do that.*

X. Future Business of the Committee

a. Next meeting: May 21, 2014 5-7 p.m. Richmond Center

b. Hope for some help and input regarding Major Giving attempts

c. Marketing plan under development

- *GB: The new report will be presented to staff on January 29.*

d. Diversity

- *GB: We are looking at getting the Story Corps GLBT initiative Outloud to come here.*

e. Annual Event

- *GB: Looking at the possibility for an event or events where we are a primary sponsor to improve station visibility in the community. JA: What is the situation with the KIA Art Fair? GB: We had not been there in the past due to an agreement where Michigan Radio was there. We will have a booth there next year. RB: A potential source for booth outfitting funding is the Kalamazoo Rotary.*
- *JA: This is a Gilmore year, are there plans for a special on the festival or is there a way to work something out with them? It is a perfect fit. GB: We do have their artist on our shows and do underwriting with them, but the sponsor levels they have are not possible for WMUK. There may be more we can do.*
- *MF: The Wait Wait is certainly a large event for this year, even if it isn't an every year event. GB: It would be great if we could host them every year, but as that isn't possible we'd like to find something consistent.*

XI. Adjourned

- *Meeting adjourned at 7:00 p.m.*

Respectfully submitted by Kim Willis