



WMUK Minutes

Date: May 21, 2014
Place: Richmond Center for the Visual Arts
Conference Room, #R2305

WMUK Friends Advisory Committee

Present - Jim Heaton (JH), Rick Briscoe (RB), Paul Knudstrup (PK), Mary Lam-Rodrigues (MLR), Mike Ramirez (MR), Mike Lewis (ML), Marti Fritz (MF), Rob Oakleaf (RO), Linda Rolls (LR)

Absent - Jan Andersen (JA), Annee Dunn (AD), Ben Maxey (BM),

WMUK Staff

Gordon Bolar (GB), Kim Willis (KNW), Anders Dahlberg (AD)

Guests

None

Minutes Wed. May 21, 2014

I. Welcome

II. Call to Order

- *Meeting called to order at 5:02 p.m.*

III. Approval of draft minutes from January 22, 2014

- *Accepted as presented*

IV. Comments from the Public

- *None*

V. Advice from FAC on serving community needs

- *MF: Does WMUK do announcements of emergency weather? GB: Yes, we have the emergency alert system for broadcasting emergency weather situations.*

VI. Updates on recent events and activities

a. Spring Pledge Drive

- *GB: WMUK made the Spring \$150,000 goal a little late, but it was within four working days. Mail response was extremely strong this round. We partnered with Fair Food Matters and the Kalamazoo Community Foundation which worked well. We had not taken local spring break schedules into account and will avoid that time in the future. We are also looking at potential changes to the drive schedule.*

- *JH: What shows up to provide the overage for goal? GB: the mail coming in at the beginning of the following week got us the remaining \$7500.*

b. Irving S. Gilmore Grant Proposal Funding

- *GB: We have received \$16,000 for expanded arts programming and we've already added an Arts & More edition on weekends, done more arts interviews for Let's Hear It and both have been successful. The community based stream is in progress and may take a little longer than previously expected.*
- *GB: ISG has also renewed their yearly underwriting grant and continues to be a strong supporter of WMUK.*

c. Staffing Additions

- *GB: Erin Williams is our new Arts & More producer and Sehvilla Mann is the new Government and Education reporter. Both are settling in well. We are up to 13 staff members now which is where we were a few years ago.*
- *RB: Sehvilla Mann did an Audubon interview for the 100th anniversary of the extinction of the carrier pigeon. She did an amazing job and the society gave great praise to WMUK for the interview.*

d. "Wait Wait...Don't Tell Me!"

- *GB: It was a great show and experience. We filled the house at Miller and had the benefit of being on Carl Kasell's farewell lap. It was excellent working with the Miller and Wait Wait staff.*
- *JH: What income did we get for doing the show? GB: It was not a major income generator, but it was great promotion for the station. AD: The only show that had better first day sales at Miller was Wicked. And the director of marketing for Stryker was at a conference where her peers had heard the underwriting spot.*

VII. Review of WMUK Annual Budget (see document)

- *GB: Per our strategic plan we are investing more in marketing. You'll see an increase in personnel that brings us back up to where we were numbers wise but proportionately shifts to more content staff vs. administrative staff though it puts a burden on Kim, Anders and myself.*

RB: I see a large amount of funding from the university which is gratifying unless it has gone down significantly. GB: The support has gon down though it went up a little this year due to board approved salary cost of living increases. The level of university support is comparable to other stations.

JH: How are we doing with memberships compared to nationally? KW: We are right about median in terms of membership performance compared to the stations participating in the Benchmarks survey.

RO: What about ratings? GB: We will go over programming and ratings at the next meeting.

RB: Does this document answer everyone's general questions? PK: What does "billable services" cover? KW: That is studio recording time and ISDN line fees.

VIII. WMUK Strategic Plan

a. Overview of plan progress to date (see documents)

GB went over progress in Strategic Plan. Anything in document that is bold will be done by the end of the fiscal year. Anything with an asterisk was done before the plan was finalized. Some items are longer term and ongoing.

- *GB: We have come a long way in our plan already. In addition to additional Arts & More, we are increasing West Southwest programming coverage. We are also working on funding from major donors, text to give options, and challenge grants from individuals for drives. All options have benefits and potential disadvantages.*

RB: There is potential with larger contributors but it takes time to develop the relationships and if FAC members have contacts and are aware of potential supporters you can help make those connections. GB: We are very open to working with FAC members on that.

b. Comments from FAC

- *JH: How many FAC members have HD radios in their cars? [a few] GB: If you have BlueTooth in your car, you can listen to WMUK1 and 2 through your smart phone.*

- *LR: What is replacing New Inspiration for the Nation? GB: There is definite lack of alternate choices available in the marketplace. We are always looking for options. There will be more changes to the 9:20 am time slot in the near future.*

IX. Marketing Activities – Anders Dahlberg

- *Anders gave an overview of Underwriting and Marketing. We are consistently increasing our underwriting efforts.*

- *AD: We created a community events attendance schedule based on the marketing study plan recommendations. We will have a presence at events year round and will be at no less than 10 major outreach events this year.*

- *AD: We have completed a logo change and have new banners. We have not officially launched it yet, but our new tag line is “Information + Inspiration”.*

- *AD: We are working on improving our tracking and evaluation of statistics for our website, apps usage and email communications.*

X. Next FAC Meeting

a. Next meeting: September 17, 2014 5-7 p.m. Richmond Center

b. Focus of the next meeting will be on Programming.

XI. Adjourned

- *Meeting adjourned at 7:03 p.m.*

Respectfully submitted by Kim Willis