



---

## WMUK Draft Minutes

---

Date: September 16, 2015  
Place: Richmond Center for the Visual Arts  
Conference Room, #R2305

---

### WMUK Friends Advisory Committee

Present - Rick Briscoe (RB), Jim VanderRoest (JVR), Marti Fritz (MF), Jim Heaton (JH), Mike Ramirez (MR), Jan Andersen (JA), Paul Knudstrup (PK), Linda Rolls (LR), Ying Zeng (YZ)

Absent - Mike Lewis (ML), Rob Oakleaf (RO), Ben Maxey (BM),

### WMUK Staff

Gordon Bolar (GB), Joan Amos (JRA), Kim Willis (KNW)

### Minutes Wed. September 16, 2015

#### I. Welcome

#### II. Call to Order

- *Meeting called to order at 5:00 p.m. Quorum present.*

#### III. Approval of draft minutes from May 20, 2015

- *Accepted as presented*

#### IV. Comments from the Public

- *No comments submitted.*

#### V. Introductions

- *FAC Members – New Member Ying Zeng.*
- *WMUK Staff*

#### VI. Advice from FAC on serving community needs

- *MR: Is there any NPR programming coming up for Hispanic Heritage Month that starts today and goes to mid-October? GB: I will look into that and let you know. RB: That's a good question about how to meet community needs.*

*JA: Could there be some sort of coordination between Kalamazoo Community Foundation and WMUK for their annual community meeting? Last year Miller was packed, perhaps any broadcasting or interviews that could be arranged. The guest this year is Ta-Nehisi Coates. KW: Last year we did an interview. GB: The best avenue would be an interview, I will ask about it.*

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

##### a. Arbitron Numbers

- *GB: Arbitron numbers for the first 6 months of 2015 remained flat.*

*JH: How does that compare to other stations in our market? GB: All over the map, some are up and some are down in this market. We have tweaked the schedule.*

*JVR: How are the numbers for BBC, did it increase? GB: We made that change about a year ago, so it's still a little early to tell; currently no change.*

#### **b. Fall Pledge Drive and need for new members**

- *GB: Fall Pledge drive will be October 17-23; the first round of mailings went out. We are working on some drive initiatives to get new members involved.*

#### **c. Major Donor Prospect Calls**

- *GB: I have been making calls to prospects and having coffee with those that are willing. The first meeting is informational and not an ask, although I have had some natural partners come forward. I have had help from Rick, Paul, Ben and Warren Fritz in making some warm up calls. I am trying to meet with one person a week.*

*RB: No obligation, but if you know of someone let Gordon know. GB: That would help me out.*

*GB: We have also recently signed up for a planned giving workshop through Greater Public that Kim will be representing us for.*

#### **d. News Developments: Awards at PRINDI, "Why's That?"**

- *GB: We won 3 PRINDI awards. Recently, our graphic designer John Townsend won an award for our new program guide. We have also aired 2 episodes of "Why's That?" and we see this as another way to have engagement with the public.*

#### **e. StoryCorps OutLoud, LGBTQ Initiatives**

- *GB: WMUK is partnering with the Resource Center to bring StoryCorps OutLoud with Dave Isay to WMUK. Through a Kalamazoo Community Foundation Grant he will be giving a presentation on November 5<sup>th</sup>. We will be sending an invitation to our major donors for reserved seating, and I will extend that invitation to members of the FAC as well.*

- *We also have a speaker coming for transgender remembrance day, and that is being coordinated with help from Jay Maddock and the Resource Center.*

#### **f. Studio Remodeling Projects**

- *GB: We are currently working on upgrades to our studios; this includes sound treatments for the walls to improve the audio quality. As well as upgrading the audio consoles and this project has been completely funded.*

- *RB: Lifeboat studio. GB: Coming in 2016-2017, and almost completely funded for all but \$2000. JVR: Problem of lightening at the transmitter? GB: It could knock out the transmitter, hope that both the station and transmitter would not be down at the same time. RB: Lifeboat studio only for use if we can't do anything on campus.*

**g. 65<sup>th</sup> Anniversary observances in 2016**

- *GB: Be on the lookout for more information regarding our 65 years of service to the community. We are trying to get somebody from NPR, like Nina Totenberg to be a guest speaker. There will be retrospective audio throughout the spring.*

**h. Ira Glass and Garrison Keillor**

- *GB: Ira Glass and Garrison Keillor are coming to Miller in January and April. We will have some sort of involvement, but we are not the official sponsor. PK: Date? GB: Garrison Keillor in late April, it's on Miller's website.*

**i. RDS Capability & Digitization of music library**

- *GB: RDS capability and digitizing the music library will begin in 2016 through 2017. The technology is not the problem, but this project is expensive and we are working on finding funding for it. We can't just buy a list of the "top 40" so we have to create the lists ourselves.*

**VIII. Friends Advisory Council Members and future committee service, Gordon Bolar**

- *GB: Some of you are in your 2<sup>nd</sup> term and will be leaving after the next meeting, while those in your 1<sup>st</sup> term have the option to stay on. One correction to the list is that Paul is actually in his 1<sup>st</sup> term, not his 2<sup>nd</sup>. RB: One more meeting for us in our 2<sup>nd</sup> term. I would encourage others to stay one more term, and to tell us if you know of anyone who would be a good addition to the committee.*

**IX. WMUK Development Efforts, Kim Willis, Development Director**

- *Kim gave an overview of the upcoming and ongoing development efforts including pledge drive, new member initiatives, car talk vehicle donation, sustaining membership, planned giving, data tracking and volunteer participation. There are many positives coming from the development initiatives, but still room for improvement.*

*JH: How did the art festival go? KNW: Really well, to quote Anders, "The bags looked like red poppies." GB: We recorded many testimonials.*

*JA: Any money for a banner somewhere on campus? LR: That was my thought as well. GB: Not this year. JA: It would catch people's eye. KNW: We are next in line for campus bus backs.*

*YZ: Were you at Bronco Bash? KNW: Yes, but we were stuck behind Athletics. The bags were a hit, any time we had them the students swarmed to our booth. We had to go back twice for more.*

*RB: Thank you calls- you should have a good response, there is a caring aspect. GB: Points of touch with members.*

*JH: In terms of Greater Public, have any stations cracked the new member bug? KNW: If there are any, they have kept it a secret.*

*JH: Attrition, loss in year 2 worse than other stations for new members? PK: Personal note from someone on the staff might help. KNW: We are working on that, on handwritten thank you's.*

*JA: Is there any value in sending a thank you to faithful donors at certain times? They like to hear "thanks." KNW: Training will help make that possible. GB: Separate leadership letter update and thank you, plus more segmentation in letters.*

*RB: Information/Inspiration starts with a strong male voice first and then a soft female voice. GB: I don't see it that way. I think Cara does inspiring pieces so it makes sense to hear her say it. When to move on to a new slogan? It's a way to identify us in Arbitron surveys. JA: One more year, don't want to go beyond 3. GB: We also have "Like what you hear?" that we are using. JH and LR: Gender hadn't registered.*

## **X. Future Business of the Committee**

- a. Next meeting: February 3, 2016 from 5-7 p.m. in the Richmond Center**
- b. Other Meetings**

*RB: Kalamazoo Community Foundation annual meeting.*

*MR: Bill Mills a former Olympian will be on campus next week.*

## **XI. Adjourn**

- *Meeting adjourned at 6:30 p.m.*

*Submitted by Joan Amos, 10/27/15*