



---

## WMUK Approved Minutes

---

Date: September 17, 2014  
Place: Richmond Center for the Visual Arts  
Conference Room, #R2305

---

### WMUK Friends Advisory Committee

Present - Rick Briscoe (RB), Jim Heaton (JH), Rob Oakleaf (RO), Linda Rolls (LR), Mike Ramirez (MR), Jan Andersen (JA), Paul Knudstrup (PK), Marti Fritz (MF), Ben Maxey (BM)

Absent - Mike Lewis (ML), Mary Lam-Rodrigues, Annee Dunn

### WMUK Staff

Gordon Bolar (GB), Klay Woodworth (KW), Kim Willis (KNW)

### Minutes Wed. September 17, 2014

#### I. Welcome

#### II. Call to Order

- *Meeting called to order at 5:03 p.m.*

#### III. Introductions

- *Staff and FAC members introduced*

#### IV. Approval of draft minutes from May 21, 2014

- *Accepted as presented*

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

- *None presented*

#### VI. Comments from the Public

- *No comments submitted.*

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

##### a. Pledge Drives

- *GB: Fall pledge drive is October 18 through October 24 this year. We are doing a shorter drive which will be half the live on-air pledge hours of previous drives. This is an experiment to see if we can raise all the dollars while interrupting programs less. We are buffeted by our sustaining members. This is also an attempt to better fish where the fish are and put less of a strain on staff and volunteers.*

##### b. Staffing changes and additions

- *GB: We are replacing Erin Williams after eight months due to her accepting another position in St. Louis. The filling of this position will probably not be finalized till sometime early in 2015.*

#### **c. Staff Awards**

- *GB: Two of our reporters recently won awards from PRINDI. Correspondent Chris Killian won an award for an audio postcard he produced and Gordon Evans won for an interview he did on race relations.*

#### **d. Volunteer Awards**

- *GB: Longtime volunteer Mark Sahlgren won the Community Medal of Arts award this summer for his contributions in part through Grassroots.*

### **VIII. Recent Staff review of Strategic Plan**

#### **a. Key changes and questions based on August review**

- *GB: We reviewed the plan in August and since we adopted the plan things have changed considerably regarding technology and NPR. There are going to be changes to the morning and afternoon drive clocks, meaning Morning Edition and All Things Considered, that will create a fixed time for national underwriting credits. It will not be a huge transition for us operationally, but it will somewhat alter the listening experience for people who set their morning routines to what they're hearing. The change will not take place until after fall pledge drives and the November elections.*

*Another change is the recent introduction of NPR's One app. There is a lot of discussion around its impact and how we at WMUK will work with it. The app works primarily as a short podcast feed that auto locates to your closest station's feed.*

- *RO: Is there a downside to using the One app? GB: For us it is that the listener misses the drive and some local underwriting. We cannot post entire local shows because the maximum length of a piece is twelve minutes. We will be getting some amount of user data from the app though.*

- *JH: Are you hearing stories that you would have heard in the morning, on the air? GB: Yes, though what WMUK feeds into it is still being explored. We also have our secondary stream and a third community stream coming online. We are scrambling a bit to figure out how it all fits together.*

#### **b. Emphasis on Major and Planned Gifts**

- *GB: We recognize we need to do more in the areas of major and planned gifts. We are working with the WMU Foundation and will be utilizing some of their screening resources on the major giving side. A case statement is in the works.*

#### **c. Assistance from FAC Members**

- *GB: We'd like to enlist more natural partners to make introductions and open doors for our us. I will present some names to FAC members via email and meetings to see if we can do some qualifying and decide whether to proceed with making a connection. We will need major gifts in order to do any further expansion of local news and arts coverage or really any other efforts requiring human resources. FAC members are not required to assist with these efforts.*

- *RB: If you are uncomfortable with reaching out but you see a name with potential, let Gordon know and we can find someone else in the circle to make contact. We are not looking at taking support from other organizations. These efforts need to be done because additional funds will not be available from traditional sources. But, it will not be a primary function of this group.*
- *GB: The FAC is the closest thing WMUK has to a board. While we are technically under the WMU board of directors, we are far under the radar and scope of their fundraising efforts.*
- *MF: What constitutes major gifts? GB: The university considers major gifts to start at \$25,000, though we would be happy starting at \$10,000. There will also be people that we will not contact because they are tied to other university efforts, but there are still many of our donors who do not give to the university. We will be communicating directly with the foundation and colleges regarding our lists.*

## **IX. Programming, Klay Woodworth, WMUK Program Director**

### **a. Overview of WMUK according to the numbers**

- *KW gave an overview of current station statistics. See documents.*
- *JH: How do our primary listening times compare to all-news stations? KW: they are about the same for us as for stations without music. JH: Does WMUK compete for the same pool of CPB dollars as the all-news stations? KW: No, we are in a different benchmark.*
- *PK: WMUK is the 5<sup>th</sup> or 6<sup>th</sup> most popular in the area out of how many? KW: Out of about 20 and if you look at the dial, it is quite full in of choices in Kalamazoo.*
- *JH: Are the Arbitron listening figures just for on-air? KW: Yes, our two streams are peaking at about 45 people at any given time of day, that goes up to about 100 on weekend nights. RB: The benefit of online listening is that you know exactly what they are listening to and when.*
- *JA: Do you see the long term drop in listening audience continuing with all the new and upcoming technological options? KW: On a large time scale, yes. The long downward curve for traditional broadcast will continue, but we will go after and adapt to the ways that new and younger audiences are listening. RO: Arbitron is an outdated method for listening metrics. RB: If we understand that we are not just radio broadcast, then we will measure appropriately and serve the community best through how they're listening to us.*
- *PK: Has the median age stayed steady over time? KW: About the same, but it has trended down over the last few years. It used to be even older.*

### **b. Strategic Goals and the Near Future**

- *KW: We recently changed our morning drive to 6:00 to 10:00 am and the afternoon drive time will be changed in January to align with NPR best practice. The afternoon change will make the pm drive from 3:00 to 7:00 which moves Performance Today to late morning. The new community music stream will be available by the fall pledge drive.*

- *RO: Do you pay royalties on the music and can you air covers? KW: Yes, through our NPR contract, at least through this year. So we are able to play song covers by local musicians on the community stream. GB: we also get a reduced rate on WMUK 2. KW: that is a basic access fee for anything NPR programming we choose.*

**c. Discussion questions**

- *LR: It will be interesting to see the reaction to the Performance Today change.*
- *JH: I am now pretty dependent on your many podcast selections.*

**X. Future Business of the Committee**

**a. Next meeting: January 14, 2015 from 5-7 p.m. in the Richmond Center**

- *GB: News will likely be the focus of the next meeting.*

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

**XI. Adjourn**

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

*Submitted by Kim Willis, 9/25/14*