



WMUK Draft Minutes

Date: January 14, 2015
Place: Richmond Center for the Visual Arts
Conference Room, #R2305

WMUK Friends Advisory Committee

Present - Rick Briscoe (RB), Jim Heaton (JH), Mary Lam-Rodrigues (MLR) Linda Rolls (LR), Mike Ramirez (MR), Jan Andersen (JA), Mike Lewis (ML), Paul Knudstrup (PK) via phone

Absent - Rob Oakleaf (RO), Annee Dunn (AD), Marti Fritz (MF), Ben Maxey (BM)

WMUK Staff

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

Minutes Wed. January 14, 2015

I. Welcome

II. Call to Order

- Meeting called to order at 5:01 p.m. Quorum present.

III. Approval of draft minutes from September 17, 2014

- Accepted as presented

IV. Comments from the Public

- No comments submitted.

V. Introductions

- FAC Members
- WMUK Staff

VI. Informal Socializing Time

VII. Advice from FAC on serving community needs

- MLR: Can we create a meet & greet event, like a Meet Your WMUK Day? AD: We recently hosted a Buy Local mixer event, brought the Bravo Competition winners in for a forum and tour. GB: We give Boy Scout tours, College of Business tours. Access can be an issue. The kids are fascinated with the studios.
- JA: Is there some sense of reaching out to do an event with Bell's or Arcadia and have an "issue & ale" type event? AD: We are even working on some promo materials that riff on beer labels. GB: We can look at doing events outside the studio. JA: You could do a video tour of the studios to show at the brewery. AD: We have done a starter video that goes over our new app and could continue with a tour.

- *RB: I like volunteering on the phones so I get to meet the staff. The more personal interaction the more likely someone is to support the station. AR: We also did the recent news forum and quarterly meetings with local community groups with the intention of speaking to a broad variety of groups in rotation, roughly every three months. GB: if you have organizations you think we should talk to please let me know. JA: Is ISSAC one of those groups? AR: Yes. They were invited but did not attend. MR: There is also a new Native American student group on campus that could be contacted.*
- *MR: I have heard nothing but good comments on the bilingual El Sol series. RB: That series was very well done and enjoyable.*

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

a. Pledge Drives

- *GB: We had a successful fall pledge drive. A shorter drive format was successful. We will have a partnership with the Kalamazoo Community Foundation and the Kalamazoo River Valley Trail for the spring drive. Last year's partner was Fair Food Matters and that effort was successful. The trail appeals to our listeners and access will be the primary focus. JH: People need to be continually reminded for the spring that the shorter drive worked.*

b. Staffing changes and additions

- *GB: We are in the process of hiring a news producer and we are getting close to completing that process. Another position will be open soon that will focus on budgeting and data entry.*

c. Major Gift Status and e. Major and Planned Giving Efforts – See Case Statement

- *GB: During the coming year, prospect conversations will begin. We are working with university development on this. There will be station tours and other events. There are FAC members who will be able to help with introductions. RB: If you volunteer to assist with this you will not have to ask about money. You can help in any way you are comfortable.*
- *GB: We have a case statement. While “things” are easy to fund, our greatest need is human resource capitol, because while some one is working on things like community engagement that takes away from the core functions of the current positions, and having additional staff is necessary.*
- *JA: When you get the lifeboat studio done it will be a fantastic opportunity for outreach and marketing. JH: If I look at the other arts organizations, we're after the top tiers of the people in their annual reports. I don't run in that crowd. The people in my category are not going to write a check for a lifeboat studio. RB: You never know unless you ask. There are a lot of options, and you don't have to be a billionaire to have in impact. PK: Rick is right. If someone tells us no, that's just for this particular thing and at this particular time. WMUK has a good position in the community and the support can be leveraged. Slow and steady is better than one big splash.*

d. MPRN

- *GB: We rejoined MPRN after being away for about four years. They provide stories for distribution, primarily statewide news. JH: Do they partner with Bridge Magazine?*

AR: Michigan Public Radio has a relationship with Bridge, but they are two different entities.

e. See VIII, part c.

f. Promotion of Morning Edition (Spark Project)

• GB: You will hear more promo spots for Morning Edition. The idea is that stations will solidify the audience and increase listenership. It will raise all boats including fundraising and underwriting. Other programming updates include a Tuesday morning segment called Between the Lines produced by Zinta Aistars. It is a ten minute program that airs at 7:55 am, 11:55 am, and 4:20 pm. Arts and More is on Friday and Saturday mornings now. BBC is now on at 3:00 pm weekdays and Performance Today is at 1:00 pm. Monday and Thursday at 3:30 pm is a re-air of West Southwest.

g. LGBTQ Initiatives in 2015

• GB: Storycorp's new Out Loud project will hopefully be coming to Kalamazoo, and we're working with the Resource Center to do some additional events around the Storycorp events. We are also working on getting an event with Dave Issay, who is the founder of Story Corp. RB: We need to look at the outreach events we do to make sure we are reaching as many groups as possible.

IX. Future Business of the Committee

a. Next meeting: May 20, 2015 from 5-7 p.m. in the Richmond Center

X. Adjourn

• Meeting adjourned at 6:30 p.m.

Submitted by Kim Willis, 5/1/2015