



---

## WMUK Approved Minutes

---

Date: May 20, 2015  
Place: Richmond Center for the Visual Arts  
Conference Room, #R2305

---

### WMUK Friends Advisory Committee

Present - Rick Briscoe (RB), Jim VanderRoest (JV), Mary Lam-Rodrigues (MLR), Jim Heaton (JH), Mike Ramirez (MR), Jan Andersen (JA), Paul Knudstrup (PK), Rob Oakleaf (RO), Ben Maxey (BM)

Absent - Mike Lewis (ML), Marti Fritz (MF), Linda Rolls (LR),

### WMUK Staff

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

### Minutes Wed. May 20, 2015

#### I. Welcome

#### II. Call to Order

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

#### III. Approval of draft minutes from January 14, 2015

- *Accepted as presented*

#### IV. Comments from the Public

- *No comments submitted.*

#### V. Introductions

- *FAC Members – Mary Lam-Rodrigues and Annee Dunn are stepping down.*
- *WMUK Staff*

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

- *RB: Last meeting we did a mixer session with staff which generated some suggestions. Any reactions to that? MLR: Good to change things up. JH: Best time to do those is when we have new people coming on board. JA: I liked it, but maybe not for every time. RB: I think it would be nice to interact with the on-air staff also. MLR: Education of the FAC on how the organization works would be helpful.*

*JVR: Have we considered an open house? GB: We have and it can be done though parking and accessibility are issues. It is a good suggestion. We could possibly do it at different venue.*

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

**a. Pledge Drives**

- *GB: We made our spring drive goal five days after with the mail.*

*JH: Is our membership getting older? GB: We don't have direct access to that information. JA: Is there a reason why? GB: There are theories and trends, everything is competing for attention, everything on demand like podcasts. MLR: Did you utilize the ticket list from Wait Wait Don't Tell Me? KW: Yes, we have used that list in appeals.*

**b. Staffing changes and additions**

- *GB: We added changes two staff since the last FAC meeting. Robbie Feinberg is doing stories for Arts & More and Business reporting. Joan Amos is now full-time at WMUK from part-time to cover office, finance & budget, and donor database management which brings us back to 3 administrative and development positions.*

**c. Major Gift Status and e. Major and Planned Giving Efforts**

- *GB: I am meeting with natural partners currently and we have a prospect list we are working on. I will be meeting with prospects and making discovery calls over the summer.*

**d. Awards at MAB**

- *GB: We won several awards in March from the Michigan Association of Broadcasters. Sehvilla Mann won 2 awards for stories, and Cara won an award for a promo spot. Earlene McMichael won for a story on infant mortality. Chris Killian won for the Trust Gap series. Rebecca won for an Arts & More story on beads and Gordon Evans won for a West Southwest interview. The PRINDI awards are coming up and we have been notified that we've won some, but not the specifics.*

**e. See VIII, part c.**

**f. LGBTQ Initiatives in 2015**

- *GB: We are partnering with the Resource Center and the Arcus Center for StoryCorps events in the fall. There will be multiple events for the public, and Dave Issay will be speaking at 6:30 on November 5. RB: Please send us a reminder of the events so we can be there. GB: We will send out a notice, and sign up for our NextWeek e-newsletter if you haven't already.*

**VIII. Anders Dahlberg, WMUK Marketing Efforts**

- *Anders gave an overview of recent and upcoming marketing efforts including print media, bus backs, business to business trades, outreach at Art Hop and expos, and tote bags for testimonials. Marketing is not something the station has done in a major way before, and it is paying off in recognition and image building.*

*JVR: Have you had a presence at the farmer's market? AD: A lot of what we do requires us to be able to talk to people and that is very difficult to do at the farmers market.*

*RB: The best marking is the kind you make for free and not buy – an encore story could be better than an encore advertisement.*

*JH: The Business undergrad students are the people we're not getting. AD: We are looking at reaching students this year through bus backs on campus. We are also doing Bronco Bash.*

*JA: Is your approach at events consistent? AD: Yes, we try to do best practice and stay consistent with how we present ourselves.*

*JH: What is there for smaller contributions? GB: Text to give is an option, but it does not build donor loyalty. MLR: Have you looked at crowdfunding? GB: We have and it is a thorny issue. JVR: Have you put the bumper stickers in the mail, possibly with the thank you letters? KW: We have tried that in the past with mixed results.*

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

**a. Next meeting: September 16, 2015 from 5-7 p.m. in the Richmond Center**

## **X. Adjourn**

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

*Submitted by Kim Willis, 7/29/2015*