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## WMUK FAC Approved Minutes

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Date: Wednesday, February 3, 2016  
Place: Richmond Center for the Visual Arts  
Conference Room, #R2305  
Western Michigan University

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### WMUK Friends Advisory Committee (FAC)

Present - Jim VanderRoest (JVR), Marti Fritz (MF), Jim Heaton (JH), Jan Andersen (JA), Paul Knudstrup (PK), Linda Rolls (LR), Ying Zeng (YZ), Rob Oakleaf (RO), Ben Maxey (BM),

Absent - Rick Briscoe (RB), Mike Ramirez (MR)

### WMUK Staff

Gordon Bolar (GB), Klay Woodworth (KW)  
Acting Secretary, Elly Bolar

### Minutes for Wednesday, February 3, 2016 meeting:

- I. **Welcome**
- II. **Call to Order of Friends Advisory Committee by FAC Vice Chair, Jan Anderson**
  - a. Meeting called to order at 5:04 pm. Quorum present.
- III. **Approval of minutes from Sept. 16, 2015**
  - a. Accepted as presented.
- IV. **Comments from the Public (5 minutes)**
  - a. No comments submitted
- V. **Introductions**
  - a. FAC members
  - b. WMUK Staff
- VI. **Advice from FAC on serving community needs:**
  - a. *WMUK meeting the educational and cultural needs of the community?*
    - i. BM; Majority of listeners seem to support the station. KW; Arbitron ratings are good. YZ; friends really like "Between the Lines", appreciate the improvements in host's delivery. GB; through the arts coverage, such as "Arts and More", Jazz programs, opera, the station touches on diverse elements of community. PK; consider a survey of selected listeners by asking open ended questions about

content. GB; survey was done with the Strategic plan. Will consider timing for a new survey.

- ii. JVR; do you get any written FCC complaints? KW; Have had none for the last 25 years. GB; Every three years WMUK pays for an Alternative Broadcast Inspection (ABIP) to make sure we are in compliance with the FCC. We will be doing this again in the summer.
- iii. LR; How diverse is our listenership? GB; Could be better. All stations try to expand it, but our format leads to an older demographic and a whiter audience. Through our coverage of the all the arts, we are looking to expand and diversify.

b. *Review of Program Goals from Strategic plan and comments*

- i. GB; Strategic Plan of 2013 has been implemented. KW; goals and programs are complete, vision and assumptions can be reviewed. Music is very important to this station, and the scheduling is based on the way people divide their day. GB; We have and want to keep a good balance of news and music.
- ii. JA; In your opinion is there anything missing? KW; There needs to be a better popular music program for people of all ages, and there are none available. JVR; decent coverage of the local news. YZ; cultural life is very rich in this community and we need more coverage for local events.
- iii. JVR; goals for getting more local news are good, we just need more of it. GB; Sehvilla Mann covers the City Commissioners meeting, when possible. JA; perhaps formatting like Michigan Radio does Stateside? KW; they have a production team of 6-7 people who work full time on that. West Southwest with Gordon Evans does 30 minutes, including 15 minute interviews, and airs twice a week on WMUK. LR; Michigan Radio redid their Sunday music lineup and the comments were very negative. GB; Our Sunday lineup has been very well received and complimented.
- iv. RO; How are we doing with digital contacts? KW; we have doubled the website and Facebook contacts, and we are continually working on it. JVR; I like WMUK 2 as well. Music programming is great. LR; I like the jazz programming in the evening.

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

a. Spring Pledge Drive and need for New Members

- i. GB; This spring's drive will be Wednesday to Friday, all day, April 13-15, and one emphasis will be on new members. We reserve the right to come back on the weekend if we don't make the goal. We are working on a match incentive for new memberships. This year our partnership with the Kalamazoo Community Foundation will be Pretty Lake Camp. We did not meet the goal last fall during the drive, but the mail coming in after the drive help us make it in December.

b. Major gift prospecting status and Planned Giving Efforts

- i. GB; some folks have been very helpful in contacting people for meetings, with the thought to get their ideas about the station, and to establish a relationship that can lead to major donations. Warren Fritz and Bill Maxey have helped as well. Approximately 80 people have been identified, attempted to contact 50, conversations with 18 or so. When a committee member or a friend contacts someone, the response rate is about 50% to get a meeting. With only a letter or call, the rate is about 10 to 20%. We need advance contact to reach people. Kim Willis is working with the WMU Foundation to help approve our efforts in Planned Giving.

c. Financial picture moving forward

- i. GB; In order to sustain current and future operations in news, membership and underwriting must be augmented. Major giving will be the only way to do so. We need to do a major campaign to raise 1 to 2 million to sustain coverage of the news. We are budgeting now, and have hard decisions to make. Since the Gazette and MLive are not focusing on our community, we need to be able to cover the news. Grants have been very helpful, but more is needed. JH; no one is minding the store, it's in the public interest for WMUK to cover the local issues.
- ii. JA; is there a time frame for this campaign? GB; in the next year. The new GM will need to have 6 – 12 months to settle in. I'd be willing to help on the campaign as a volunteer if asked. RO; when was the last campaign? KW; 2002, we did a capital campaign for the new studios. It was for about \$1.2 million and was successful. GB; the need this time will be for staff. RO; you don't want to get yourself into too many restrictions from donors. JA; Kalamazoo Community foundation is shifting the way they do things, might be wise to watch that. GB; we have had a several hundred thousand in grants during my tenure, but there is now a need going forward for major gifts.

d. LGBTQ Honoring Identity Initiative in Fall of 2015 and Jan. 2016

- i. GB; four-part project, started with the visit by Dave Isay of StoryCorps, and the three day OutLoud Initiative StoryCorps Initiative that recorded the stories of 18 pairs of participants. The Stories are archived in the Library of Congress. The Resource Center and the Arcus Center were our partners in all of these activities. In late November we observed Transgender Day of Remembrance at the Arcus Center, with speaker Crispin Torres. Finally, there was a public listening event in late January 2016 in which excerpts from stories approved by selected participants were played (with their consent), and discussed. The entire project was funded by the Kalamazoo Community Foundation. WMUK has had three events with StoryCorps during my tenure with WMUK: the airstream trailer recording stories in April of 2007, the military voice initiative in 2013 and this one, OutLoud. This has helped WMUK's visibility and outreach into the community.

- e. Lifeboat Studio status
  - i. GB; this is the emergency broadcast capability for WMUK in the future. It is almost complete. There is a 10 x 10 room at the transmitter site with a microphone, satellite hookup to NPR, phone, generator, water, for when the location in Freedman Hall cannot broadcast, due to natural or manmade disasters. This will be coordinated with all the emergencies agencies. When it is completed, all the emergency agencies and the community will be informed of this emergency capability. This will solidify WMUK's position in the community, and be another first for WMUK.
- f. WMUK 65<sup>th</sup> Anniversary and event at Bell's on May 18<sup>th</sup>
  - i. KW; we are working with Garrard Macleod to put together a comprehensive history of the station using archived photos, recordings, stories. We will tell the story in an engaging way. Larry Bell has offered his establishment as a way to celebrate, with the Red Sea Pedestrians, Wellspring Corey Terry, and Mark Sahlgren and Darcy Wilkins playing live music. GB; It will be a fundraiser with a cover charge, and a great time. JA; will WMUK be at Art Fair? GB; yes, and at Coopers Glen, the Fretboard Festival, Gay Pride Week, and the Art Fair.

**VIII. Gordon Bolar's retirement on June 30, 2016 and Search Process for new GM**

- a. GB; After 50 pledge drives in my career, I'll be leaving on June 30<sup>th</sup>. The search for the new GM is underway, closing on Feb 12. I'm planning on a smooth hand off to the new GM and will work diligently to make sure everything is up to date. MF; the FAC is glad to have worked with you, and want to present you with a token of our appreciation. GB; thank you, and my heartfelt thanks to all of you, and your hard work.

**IX. Future composition of Friends Advisory Committee**

- a. Current status of members of FAC
  - i. Rick Briscoe, Jan Anderson, Jim Heaton and Linda Rolls are retiring after serving two two-year terms; Rob Oakleaf, Marti Fritz, Ben Maxey, Mike Ramirez, Paul Knudstrup have the option to remain for a second two-year term; Jim VanderRoest continues until May 2017, and Ying Zeng continues until September 2017.
- b. Thank you to those completing their terms.
  - i. GB; You have been a wonderful committee to work with.
- c. Invitation to remain for those who wish to continue.
  - i. GB; I will contact each of you by email for your thoughts on continuing, I hope you will, and I will pass that information on to the new GM.

**X. Next meeting to be called by new General Manager after June 30, 2016**

**XI. Adjourn: Meeting adjourned at 6:27 pm**

Respectfully submitted by Elly Bolar.