



WMUK FAC Approved Minutes

Date: Wednesday, December 21, 2016
Place: Richmond Center for the Visual Arts
Conference Room, #R2305
Western Michigan University

WMUK Friends Advisory Committee (FAC)

Present - Jim VanderRoest (JVR), Marti Fritz (MF), Rob Oakleaf (RO), Ben Maxey (BM), Jon VanderMeer (JVM)

Absent – Miguel Ramirez (MR), Ying Zeng (YZ), Paul Knudstrup (PK),

WMUK Staff

Stephen Williams (SW), Kim Willis (KW)
Joan Amos (Secretary)

Minutes for Wednesday, February 3, 2016 meeting:

- I. **Welcome**
- II. **Call to Order by interim Chair, Jim VanderRoest**
 - a. Meeting called to order at 5:09 pm. Quorum present.
- III. **Approval of draft minutes from February 3, 2016**
 - a. Accepted as presented.
- IV. **Comments from the Public (5 minutes)**
 - a. No comments submitted
- V. **Introductions**
 - a. Introduction of new General Manager, Stephen Williams
 - b. New FAC Member, Jon VanderMeer
 - c. FAC members- gave brief introductions
 - d. WMUK Staff
- VI. **Update on Diversity Outreach Efforts**
 - a. Part of diversity efforts in FY2017 will be to provide more coverage on issues related to the Muslim-American community in Southwest Michigan. WMUK News staff will provide 2-3 features covering this topic in coming year.
 - i. SW: Opportunities to cover/talk with this part of the community, also the Hispanic/American community. Welcome to any suggestions/input. JVR: Library

has “We Need Diverse Books”, the news staff could contact about discussing the program.

- ii. MF: Community Read Book is with Abdul-Jabar at Miller Auditorium this year. The likelihood of an interview is slim because he is only here for 3 hours.
- iii. SW: Working with Donna Odom with race relations in late March for a video StoryCorps type initiative to tie in to WestSouthwest.

VII. Advice from FAC on serving community needs:

a. WMUK meeting the educational and cultural needs of the community?

- i. MF: WMUK-Classical! Great Emphasis on local news, WSW are important to station. The more they can pick up, the better. JVR: Reocrd BachFest? MF: No, hear previous recordings from it every now and then. SW: We had to pull back on some recordings at the moment. Working on KSO recordings.
- ii. JVM: How much reliance on Arbitron? SW: Shaky, but it’s all we have, sample is not huge. We moved our schedule quite a bit, so it’s hard to establish a baseline. Overlap revenue v. Fall numbers. Ran into some listener fatigue.
- iii. JVM: Relying on data mining for the web? Is that growing? SW: Growing some- HD-2 not captured, hard to know for web traffic.
- iv. BM: Podcasts, listen to it. RO: WMUK App- listen to local content, new app is a lot better. BM: Schedule changes- consistency for when to find content, some past schedule changes made this difficult. SW: Public radio stations grappling with changes- mixed with News and Classical—What does the listener want in order to stay and keep them listening? We are working on improving programming.

b. What can we do better?

- i. RO: Local news coverage- particularly with the city, especially with all these new initiatives and new money being talked about. SW: Experimenting some more with a platform called Hearken. Currently used for the show *Why’s That?* Sehvilla also sits through all the town meetings. We had stellar election coverage with the use of some correspondents. We have had the loss of news staff. MF: Loss of position? SW: At the moment, due to current financial position.
- ii. JVR: The hybrid programming is important—I like everything but bluegrass, love Alma Latina. WUOM- news evil empire doesn’t have it. Need more Arts and Local News- want to continue that need to appeal to minorities. SW: Focusing on challenges—mixed format vs. all news.

VIII. Planned major projects for FY2017-2018

- a. Multi-phase strategic assessment. We will be working with an outside consultant to assist WMUK in reorienting its mission, programming and operations. The consultation

will also be designed to research, analyze and address declines in total audience, membership, and underwriting revenues.

- i. SW: strategic planning, looking at mission, the reason we are here, our purpose, areas for growth, our audience and signal expansion. Want to move quickly-revenue dealings and challenges.

IX. Updates on recent events and activities by Kim Willis, Development Director

- a. Fall 2016 membership drive performed below expectations, but we were eventually able to reach 97% of our target goal of \$175,000.
- b. We engaged in our first-ever Calendar-Year-End (CYE) on-air membership drive, which was held from December 11-13, 2016 (shortened to prevent listener fatigue so soon after fall drive). Station is on track to meet its \$37,000 goal for CYE drive.
 - i. KW: 3 day drive, underperforming in part to a technical issue with our giving page, makes it harder to analyze data. Just over \$35,000 as of this morning. We should meet our goal- not out of the woods, but are getting there. Harder and more resource intensive. JVR: You didn't do a goal this time, did that work better? KW: Not stating a goal did not improve significantly, learned that the approach may be enhanced, but having a goal is not to be moved away from at the moment.
 - ii. JVR: The 102.10 club served us well but need to get people past that. How do we? Incentives? KW: One success was the MemberCard. This was an initial incentive paired with a gift of \$120 or more as the new 102.10, we saw significant movement. Second we have been pushing \$10/month sustainer option—overall the number of members has decreased, but the average gift amount has increased.
 - iii. SW: Working on reaching a goal: do you set it and fall short? Don't want to publicize that- struggle with where to set it. We are doing some A-B testing to see what works and try some new things. We are not yet there with incentives, some issues with the WMU Foundation. JVM: Tim may provide more opportunities.
- c. Underwriting revenues down but on track to improve in next quarter.
 - i. KW: Anders is doing quite well- lost one large contract that was already heading out the door. Signing lots of new contracts, holding our own. JVR: New contract signed today.
 - ii. SW: Kim has done an outstanding job. Joan is making sure we stay on track with our budgeting. We are hoping to grow our major donor program—more contacts or leads, let us know.

X. FAC Governance

- a. Seek input on who would like to be FAC Chair for current term, and take vote.
 - i. MF: Would you like to continue? JVF: Would stay, but I don't like asking for money. RO: Move to make Jim Chair for next year. BM: motion supported. Motion passed, Jim VanderRoest to be FAC chair for the next year.
- b. Board secretary
 - i. SW: perhaps we should table that until we fill the open committee spots. JVR: Tabled.

XI. Future Meetings

- a. Current status of FAC membership. Need 5-6 new members to increase FAC membership to normal level of 10-12 people.
 - i. JVR: Think about recommendations; areas we don't engage or currently represent in the community. MF: Is Mike coming back? SW: Yes, I believe so, also would like to see if we could get a Rabbi, Imam or someone else.
- b. Major focus of FAC moving forward will be on assisting station (and Kim) particularly for fundraising and major donor development, as well as helping station grow underwriting potential.
 - i. RO: Fundraising- I can't make asks because of my position, but can offer advice and knowledge, its uncomfortable for anyone to ask people to give money. Strategic planning, how is the story being shared? Lunches, dinners. JVR: In the 80's they used to invite people who gave to the station for a tour. RO: Handwritten thankyou's, make a specific ask. SW: The station is discussing non-profits in large markets and how they are brittle inside. Great when the money is flowing- pleasing to corporation, but ultimately an unstable model when economic downturns occur. Better to aim for a mix of reaching people who are of modest means and not become over-reliant on major donors and corporate investment. Major donors- we don't want to become a boutique, we want to serve people who don't have a voice, stewardship of resources. MF: Talked about that, the committee helping to sign cards. SW: Strategic planning process, matching funds declining, putting the audience at the heart of everything we do. JVR: Don't want to be dependent on corporate funds, have volunteers sign cards? KW: We experimented with volunteer thank you calls. It went well but we need to work on logistics of cards. JVR: The Boy Scouts send special patch, could WMUK send a decal? KW: Did that with bumper stickers sent with thank you letters, observable amount of bumper stickers, but need to look at ROI.
- c. Request recommendations from FAC members on possible new recruits, based on above, are welcome.
 - i. JVR: Think about it and contact Kim, Stephen or Anders if you have any suggestions.

- d. Establish dates for next meeting.
 - i. Late May 2017?
 - 1. SW: We need to have a minimum of 2 meetings a year.
 - 2. May 2017 agreed upon, Stephen will send some dates to committee members

XII. Adjourn: Meeting adjourned at 6:17 pm

Respectfully submitted by Joan Amos.