



WMUK FAC Draft Minutes

Date: Wednesday, July 19, 2017
Place: Richmond Center for the Visual Arts
Conference Room, #R2305
Western Michigan University

WMUK Friends Advisory Committee (FAC)

Present - Jim VanderRoest (JVR), Rob Oakleaf (RO), Ying Zing (YZ), Miguel Ramirez (MR), Jon VanderMeer (JVM)

Absent – Marti Fritz (MF), Ben Maxey (BM), Paul Knudstrup (PK),

WMUK Staff

Stephen Williams (SW), Anders Dahlberg (AD)
Joan Amos (Secretary)

Minutes for Wednesday, July 19, 2017 meeting:

- I. **Welcome**
 - a. Brief introduction of members
- II. **Call to Order by Chair, Jim VanderRoest**
 - a. Meeting called to order at 5:06 pm. Quorum present.
- III. **Approval of draft minutes from December 21, 2016**
 - a. Tabled item of Board Secretary has been resolved. Joan Amos will continue to serve as secretary for meetings.
 - b. Accepted as presented.
- IV. **Comments from the Public (5 minutes)**
 - a. No comments submitted
- V. **Introduction of Senior Underwriting and Marketing Director, Anders Dahlberg**
 - a. Discussion of Anders' role, and current underwriting and marketing activities at station.
 - i. Anders presented an overview of the purpose of underwriting for the station.
 - ii. Currently seeing a downward trend, but this across the market and not just WMUK.
 - iii. Departure of underwriting from both hospitals as both have turned to media buys.
 - iv. Working on new leads as well as new and renewing relationships—FNG and Earth Fare.
 - v. **JVR:** Underwriting HD-2—didn't get one contact out of it

- i. **AD:** new approach. Need to grow HD-2 listenership, we do have a high renewal rate on contracts but it is difficult to get through the door with major corporations.
 - vi. **JVM:** Hits on the website? **AD:** 25,000 a week, we do some digital underwriting on our website.

b. Marketing

- i. **AD:** New tote bags, adding external events- BAAC, Despierta added to our other events like KIA, Pride and Cooper's Glen
 - ii. **SW:** Anders has done an extraordinary job, a culmination of things has added to the downward trend. Membership is taking more to hold position. Working hard to meet companies halfway.
 - i. **JVM:** Analytics? **AD:** yes, NPR, Kalamazoo, Grand Rapids we can share but can't compare to commercial radio. Issues with national media buyers because they go for the larger markets – Michigan Radio. **JVR:** possible to increase coverage with WKAR or WDET? **AD:** Occasional statewide buys- Consumers Energy.

VI. Update on Diversity Outreach Efforts

- a. Attendance at new festivals this year.
- b. Enhanced coverage of issues related to the Muslim-American community in Southwest Michigan. WMUK news staff will provide 2-3 features covering this topic in coming year.

VII. Advice from FAC on serving community needs:

- a. WMUK meeting its public service mission? What can we do better?
 - i. **MR:** Kalamazoo county voter ID story and coverage was appreciated by the Hispanic community, pleased to see the attention the issue received.
 - ii. **MR:** Mike Ramirez's office successfully applied for a "College Migrant Assistance Program" grant from US Department of Education to help 40 migrant seasonal farm workers going to college from Michigan, Texas and Florida. The entire first year of tuition will be paid for, with addition (though lesser) support in the second year. The grant program will also cover other student expenses.
 - iii. **YZ:** Fourth Annual China Festival on campus on October 7, would WMUK be interested in hosting a booth from noon to 5? **SW:** Send me more information as you have it and we will look into it. That is a community we would love to reach.
 - iv. **JVR:** Have you done anything at the Medieval Congress? **AD:** Don't need/want to promote locally.
 - v. **JVR:** Are you still streaming Concierto on HD-2? **SW:** We are no longer streaming it.
 - vi. **JVM:** Career Fair- it was good to see WMUK there. **SW:** Happy to help students, we will have two interns this Fall.
 - vii. **MR:** Submission and acceptance of grant, Alma Latina anniversary.

VIII. Planned major projects for FY2017-2018

- a. Multi-phase strategic assessment moving forward. Agreement with consulting firm, Livingston Associates, nearing completion. Phase I of work will begin in August. The

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

- i. **SW:** Hybrid format stations are struggling and we need to meet audience needs in ways they don't even know or realize. Consultant will talk to all stakeholders, including possibly speaking to members of FAC.

IX. Other updates by General Manager, Stephen Williams

- a. Update on Spring 2017 membership drive by Stephen Williams
- b. Fall drive starting earlier this year. Likely September 8-15, 2017.
 - i. **SW:** Working on incentives for the drive.
- c. Station passed Alternative Broadcast Inspection Program (ABIP) by Michigan Association of Broadcasters.
- d. Other items.
 - i. **SW:** New WMU Administration changes—new president, provost and the announced retirement of the VP of Academic Affairs.

X. Future Meetings

- a. Establish dates for next meeting.
 - i. Targeting December 2017
 - ii. **SW:** Suggest December 13, 2017.
 - iii. Need to recruit more members.

XI. Adjourn

- a. Meeting adjourned at 6:11 p.m.

Respectfully submitted by Joan Amos.