

## **Community Advisory Board Meeting 10-25-18-**

### **Warehouse, Eagle River, WI**

Doug Ferrel, Ocie Kilgus, Gary Entz, Brian Derber, Gami Miller, Jessie Dick, Erica Brewster.

Meeting was called to order at 6:05pm.

Fall Pledge drive was discussed. The 42,000 goal was met and exceeded. The drive was 9 days instead of 10. It was suggested to spread out the matching grants.

Community Counts- Jessie explained the Community Counts initiative and grant through NFCB and CPB. WXPR was selected along with 9 other stations. The station will receive \$7,000 undesignated funds and meets 6 times with the other 9 stations. Jessie and Mackenzie will be going to San Diego for a conference (2 one in June). The conference is fully funded. Jessie asked the CAB to share the news.

Feedback on features- Ocie receives lots of compliments on the moment in history feature. Jessie shared the idea of listening maps for the website. Brian suggested that businesses might want to sponsor stories in their area.

General Programming- Soundbeat is improving, but not great. Reveal is a good show, but too heavy for a Saturday morning. Moving Reveal to another time of day was discussed. The Politics show was good. Peoples Pharmacy was discussed. Overall the show has mixed reviews, people thought another time might be better for the show. Mountain Stage sounds too much like the other programming throughout the day. Radiolab and Ted are too repetitive. Midday Classics is too dark, lighten it up. No more "Waltzing Through Texas" on Polka. A Polka Open Turntable was suggested.

Volunteers- There is a new Jazz host, Jim Dummer. Bluegrass hosts, Midday Classics, and Edge hosts are needed.

Jessie mentioned that the streaming computer will be upgraded and that should improve streaming quality.

Doug mentioned that RFA is not easy to listen to. It cuts out every 15 minutes.

Gami suggested a partnership with Artstart where local artists would listen to a story on WXPR and then recreate the image from the story. Could potentially be traveling exhibition throughout the WXPR listening area.

Cohosting an event in Ironwood was discussed. Gami mentioned a possible partnership with the World Ski Jump.

Project North was discussed. There will be a kick off even on December 8<sup>th</sup>. CAB is encouraged to attend.

Meeting adjourned at 7:05pm.

Gami Miller

