

## WXPR CAB Minutes

29, October, 2015

Members Present: Brian Derber, Gami Miller, Susan Puncochar, Nancy Reznichek, Janet Reznichek, Joel Flory, and Ken Krall

WXPR Update from Ken (this is a brief summary of a 3 pg handout provided by the station to CAB members, if you'd like the full text email Pete):

Ken provided a summary of the pledge drive results from October: calls were up 11% from last October (221) and revenue was up 13% (\$29,772). Piggybacked the WXPR pledging with WPR and that may have been part of the reason for uptick. 33 brand new members, and 41 re-joining. Streaming numbers have been rising along with contributions from streamers. Weekly there is lower volume on streamers, but on the weekends it skyrockets.

Brian asked about approaching WPR to see if they would be interested in some of our programming such as our "Blues". Ken indicated that it probably wouldn't fly as they are a bit "provincial".

The staff took a road trip to KAXE and WTIP in Grand Rapids and Grand Marais, MN respectively. There are some good things happening at these stations and WXPR will be learning and applying from the good things they do there. CAB members should check out the 2 websites to learn more about them. One of the main points was "people presence on the main floor".

WXPR is going to be making physical changes to the station itself and be relocating staff to the main level to create a more welcoming presence. There will be construction work starting within the month to create or move workstations/offices.

Programming changes: For 2016 there are plans to

- 1) Shrink Midday Classics to 3 hrs 9-noon and rename Morning Classics
- 2) Noon newscast with NPR and local news along with new Nature series from 12-1230
- 3) Renamed Your Favorites show running from 1230-300. ATC from 3-5, with local news wrap up after NRP news, National Native News and local feature stories until 530.

Email CAB comments regarding these potential changes to Pete. Overall feeling from CAB members was that this may be a little heavy on the News time for this station/area. Gami's comment was we are more of a "Twitter" vs. "Washington Post". Brian thought that the "lack of" or "lighter" news level is what distinguishes us from WPR. Joel commented that increasing

the time required to fill with news, when it involves the editing/processing, would likely make the news more Rhinelander centric. Either way, most members felt that without a large increase in manpower/time it would be difficult to pull off. Hopefully CAB members can more clearly indicate their thoughts directly to Pete/WXPR in an email/phone call. Other comments included:

If you listen all day, that is 5 hrs of news; WPR has ATC at 3:00, too early to not have music; good starting point would be to tweak afternoon programming and rename.

Looking for CAB input for these ideas, and will be scheduling community listening sessions over the next 6-8 weeks.

At this point we got a little off track, but the topic of vinyl came up. Apparently the station has a plethora of vinyl that was donated by community members to the station. As the vinyl is stored in an area with expensive electronic equipment, it is behind locked doors. The CAB discussed ways that this could be made available to Volunteer hosts so that the contributions could be put to use and members could hear the music that we have. Some follow-up with this should take place so we can rectify it and while protecting station assets, not also lock up good music.

There is a board subcommittee working on logo and branding in line with Local.Public.Radio initiative.

CAB input: There was some input that the word Community would sound good in there. Public would be the best word to get rid of. Gami mentioned space is an issue and the word Community takes up a lot and doesn't really "size" well on logo/branding.

Patty Fitzpatrick and Richard Gisell are co-chairing the Community Outreach program which has been representing WXPR at community events. WXPR is allowing groups to use the boardroom and White Pine Room for meetings and gatherings.

CAB input. There have been some instances where WXPR presence at a function (Volunteer Potluck??) where there was only 1 WXPR staff member there. Doesn't look good to the volunteers/community not to be able to meet the station staff. I would choose fewer events and have more of a presence there.

Underwriting Thank Yous: Big improvement in Underwriting. CAB members should verbalize their thanks or write a note to these sponsors. If you know of any prospective underwriters forward info to Dave Havel, Development Director.

2016 Financial Outlook: expecting new grant income as well as high underwriting for next year. Operating surplus for 2015 will be reinvested in station improvements and banked against

future expenses. Hoping to hire a part-time morning producer. Jeremy Starz has been hired part-time as Interim Operations Mgr., but he doesn't have full-time capability. He's very dedicated and doing an excellent job. While WXPR would love to have him for more time, at the moment that isn't an option.

We will have an intern from UW-Superior starting in January.

Gami is interested in putting together a special edition of Northwoods Café or even the Bluegrass show to feature music based on genre switching. For example Hayseed Dixie playing a fusion mixture of rock and bluegrass (rockgrass).

WXPR has several station identifier recordings and recently the Facebook ads have seemed a little overdramatized. Let's make sure the recordings don't go too far in drama so as to make them "creepy".

In thanks for all of Ken's contributions to WXPR, the CAB has also proposed that if the station ever goes forward with entertaining the idea of changing the station call letters, we would unanimously support WKEN radio.

Meeting adjourned about 8:15pm.

Minutes respectfully submitted by "Interim" secretary, Joel Flory  
7 November, 2015

The next regularly scheduled meeting of the WXPR CAB will be on Thursday, Feb 25<sup>th</sup>, 2016.