

WXPR Citizen Advisory Board
Minutes from October 27, 2016 Meeting
White Pine Studio

In Attendance: Brian Derber, Gary Milanowski, Sue Pucocar, Ray Quicksilver, Pete Rondello

Meeting called to order at 7:04 p.m. No new agenda items added.

P.R. noted that future CAB meetings will be held out in different listening area communities.

Financial Update/October Pledge Drive Summary: P.R. passed out totals from October 11-15 pledge drive. Total of 176 pledges with 62 new or rejoined Members. \$27,194 was raised with the avg. pledge of \$119. WXPR membership stands at 1,705.

WXPR Staff Road Trip: Staff visited four Public radio stations (WORT-Madison, WSUM-Madison, WUWM-Milwaukee, WMSE-Milwaukee) P.R. noted that the University/College affiliated stations had larger staffs, state of the art studios and News departments. Streaming and Podcasts are primary way that these stations are being heard. WXPR has a more robust membership and smaller staff in comparison.

Open Turntable Update: Sunday evening program (5-8pm) began July10. Programs are filled up until April. Staff is hearing lots of positive impact from call-ins, Facebook posts. P.R. commented he has received 9 calls about changing from Sunday night Classical programming. R.Q. commented that the buzz in the community he travels in has been positive. Also, some interest by the under 25 year old demographic in participating as programmers on this show.

Fall Auction: Sunday, November 6 at Holiday Acres. P.R. read off a sampling of auction items offered. 2015 auction raised over \$20,000 and anticipating another strong year.

Logo/ Branding: WXPR Board of Directors is seeking input for an updated Logo or Branding ideas. "Local" should be stressed. P.R. presented ideas for Pine Tree and Water theme. B.D. added the "streaming" and tree with antenna look. G.M. thought the Pine tree and Northwoods theme was generic and overused for logos in our area. He thought a more modern design emphasizing the artistic building brick and WXPR logo would be fresher.

RadioFreeAmerica and Podcast Update: XPR is one of 30 stations being tested for this new service. Some glitches in presenting programs are evident. All WXPR programs are archived on RFA for two weeks then disappear. Podcasts are available through itunes store. Nobody on CAB has spent much time listening to RFA. Podcasts and streaming seem to be the present and future of how radio will be disseminated.

WXPR Music Programming: P.R. shared that “Your Favorites” will be reworked in 2017. Programming is uneven and too wide open. He is working with present hosts on ideas and new name for the program. G.M. commented that CBC has a formula for building and mixing a lively afternoon slot. He will relay to Pete. CAB agreed that more consistency and hosts’ personalities will improve this tired, old dinosaur. Midday Classics is seeing soft support over the last two years of fund drives. Program may need to be trimmed. P.R. shared that overall Jazz and Classical driven stations are in decline nationwide. P.R. asked for feedback on Prairie Home Companion’s new host and Dream Farm Radio. A mixed bag of reviews was expressed by all CAB members. Some agreement to look at PHC after the 15 show contract is up. Morning Edition will soon have larger time chunks dedicated to local news and features. P.R. said this will improve local coverage and sound less choppy.

Long Range Planning: Sally Kane from NFCB facilitated Board and Staff retreat on October 17-18. Megatrends noted: Streaming will replace traditional radio tune in options. Emphasize the “local” in programming, news, and “get out into the community.”

Listeners look to public radio for the story beyond “hard or spot news.”

Classical/Jazz programming is losing support nationally while AAA format is trending up.

78% of Community broadcast stations are declining. 22% are holding steady or increasing. WXPR is one of those in the latter. Sally commended the station for their work on this.

Technical Issues: Ironwood tower has a new receiver and antenna up.

Mackenzie Martin secured 12 Dell computers for WXPR from Macallister College.

We now have fully operating back up HD transmitter at Sugar Camp location.

Other Items: G.M. commented that political roundtables hosted by Ken Krall this election season were well done and important part of station’s mission.

Meeting adjourned at 8:47pm.

Next Meeting: February 23, 2017 at Eagle River Roasters at 6:00pm.