

CAB Meeting

Thursday, June 24, 2021, 6 PM via Zoom

Attendees: Brian Derber, Erica Brewster, Dominic Frandrup, Gami Miller, Katie Thoresen

Katie introduced herself and her background; looking for news feedback

Where do you go for news coverage?

- WXPR via Facebook and on radio and via podcast
- WPR
- Other local stations (WJJQ, WRJO)
- WJFW via
- Lakeland Times, Vilas County News Review

Where do you get your national news?

- NPR
- Online news aggregators and apps
- Axios
- PBS News Hour
- BBC on PBS/WPR

Do you listen to WXPR news on the radio or reference the website?

- Omnivorous in consumption of live radio, website, podcasts, Facebook

Have your news habits changed with the pandemic?

- Do experience ebbs and flows with interest in news
- Habits have changed based on lifestyles changes with the pandemic: no longer driving to work or having other "out of the house" routines
- Tired of national

What do you want to hear or know about?

- WXPR is doing a good job of highlighting local stories that are needed
- Good job tying national stories into a local spin
- Local features dig deeper into larger societal issues but giving them a personal or local community impact perspective

Do you share news articles on social media?

- Yes.
- Sharing is a good way to get good stories out into the world

How important is it to have a forum to discuss news content? (e.g., open comments on website)

- Never read the comments

- Could be politically detrimental to the station
- Not a good use of staff time to be devoted to monitoring comments

Have you noticed changes to WXPR news coverage in past year

- Quality of news programming/professionalism makes it difficult to distinguish from national news
- News is thoughtful and well thought-out
- Willing to take some risks, seems to indicate that staff have freedom to do work
- Noticed changes flow well and are not jarring or take away from the overall listening experience
- Social media game has stepped up
- Maintains a high standard in unbiased news coverage
- Focus on state of Michigan news

Other comments

- Note: there are two short segments in the morning (around 5:40 and 5:50 AM), Pulse of the Planet and Sound Beat (Belfer Audio Archive from Syracuse University). The first has been very repetitive and runs “archive editions” nearly every day, the second doesn’t live up to WXPR standards for quality in writing or production. May be something a little fresher/better production quality out there.
- Discussion of where Katie gets her news
- ? Did Gary Entz make a book? Yes – it was available through the pledge drive
- Suggestion – Masked Biologist could produce a book for kids; opportunities to bring activities into schools
- Good to hear some of the volunteers coming back – back to “normal-ish”