Members present: Rad Watkins, Cheryl Bowen, Brian Derber, Anna Dalka, Erika Brewster, Dom Frandrop, Meredyth Albright, Jessie Dick.

Anna Dalka was introduced as a new CAB member. She is from Rhinelander, a former intern at WXPR and a current resident of Menomonie, WI. Jessie said that Anna represents a demographic that is important to the station, younger persons who use technology forms other than a traditional radio to listen to WXPR.

Jessie’s Report:

- There is an increase of people streaming the station.
- The station hired a consultant who works with media stations and data gathering.
- Strengths heard from data gathering include listeners like the fact that the station is unbiased and they like community members as host.
- There had been concern about declining membership. Jessie reported that that comes down to marketing and discussed the considerations of how to market. She talked about not getting to the people who are not listening to the radio now. The key is to know where they are and how to reach them.
- The news staff has grown.
- Membership dollars are increasing, numbers are decreasing. She said the “greatest generation” donated (time and money) at a level that is not coming from the younger demographic.
- Fewer people own a radio than in past years. The conclusion is that there is new and more marketing.
- Laura Erickson, For the Birds host, will retire in January. There was discussion about a replacement. Suggestions were made to delay replacing her for a couple of months to allow time between Laura and the next contributor. Suggestions were also made to find a local contributor.
- Midday Classics was changed to Morning Classics.
- Some talk about Gary Enz’ book, A Moment in History. To this point it has been used as a thank you gift.
Concerts: There are two scheduled for May at Nicolet. Jessie said the question is whether Nicolet is the place for concerts. She said Whitewater Music Hall in Wausau has been a good venue, also.