IPR Community Advisory Council Meeting
December 13, 2012
Interlochen Center for the Arts
Interlochen, MI
MTCAL 106/107 meeting room

Called to order at 12:30 p.m.

Present: Peter Bergin, Chris Campbell, Tim Jackson (phone), Erica Karmeisool, Karen Segal, Tom Quinn (phone), Carol Voigts, Suzy Voltz, STAFF Present: Jeff Kimpton, Roger Valade, Thom Paulson, Peter Payette, Linda Stephan, Kate Botello.

Programming comments:
There is an abundance of national news on IPR, need more local news, and stories
Wonders about audience graphs – Car Talk
Long form reporting should be aired more.
IPR should have more local programming.
Should have more IAA/IAC programming – why isn’t there more Interlochen programming?. Interlochen and its relationship to IPR is unique.
Local stories about the area are important.
The story of the planned Muslim prayer at a church in Traverse City is an important community story.

Marketing suggestions
Small business Saturday – follows Black Friday. IPR should have a presence in stores.
Streaming music on demand for Interlochen performances.
Satellite radio plays in businesses.
CPB funding: “we want to be independent.”

Connecting with listeners
Younger demographic needs the opportunity to give to IPR monthly – they are active. Connect with them through social media, Facebook, email slam.
Ask for funding, ala Radiohead: “pay what you like” kickstarter, “CPB funding loss”

Erica – make sure the message is clear; distinguish between IPR vs. NPR.
Viral fundraising – pitch specific donations to support specific programs on social media.