



**Interlochen Public Radio
Community Advisory Council
November 13, 2014
11:30 Luncheon
12:00 - 2:00 Business Meeting
Agenda**

1. Luncheon, 11:30

2. Business Meeting, 12:00

Present: Gloria Butler, Chris Campbell, Erica Karmeisool, Karen Puschel, June Rengo, Carol Voigts, Suzy Voltz. **Staff:** Jeff Kimpton, Jenie Altruda, Kate Botello, Peter Payette, Linda Stephan.

a. Welcome and review of agenda

i. Introduction - new members: Whitney Waara

3. Overview: Interlochen in the 21st Century

a. Vision for Interlochen (2010, including IPR)

b. Role for Interlochen Public Media

Jeff Kimpton presented an overview of the vision and financial status for Interlochen Public Radio and took questions & feedback. It was stated this was a confidential discussion and constitutes a closed session.

End of closed session. Skipped to agenda item on fundraising.

Fundraising strategy

What did you notice about the drive?

June Rengo asked about the missing triple challenge. We talked about the shift in strategy and toward more transparent challenges that better show our fundraising capacity.

Karen Puschel suggested we keep identifying local people and guest on air fundraising hosts. She suggests people with a lot of influence in the community who can talk too. Doug Stanton, Paul Sutherland. Think of people in outlying areas too.

Gloria Butler: Push more that it's tax deductible.

Erica Karmeisool asked what information sharing happens among Michigan stations.

Whitney Waara suggests pushing the fact that we don't have giveaways... that every dollar goes into programming. What does Lewis Kennedy think of this approach?

Puschel suggested a live broadcast live from mens night/women's night downtown or in conjunction with some other area event.

Carol Voigts suggested we look into Day sponsorships. Several members liked the idea. They liked \$1000 as a price tag. Maybe three mentions that day. Something like that.

Programming content on IPR

Classical:

Complaints include too much "pre-packaged" stuff at night (June Rengo), too repetitive and too much Performance Today (Suzy Voltz).

Chris Campbell said to remember the pedagogical function. Give them something they need v. something they want, including long pieces.

Others said attention spans are short during drive time. SymphonyCast was noted as a show for long works.

June Rengo has noticed more Interlochen content. Likes Radio Collage.

Karen Puschel said maybe IPR could offer radio for the Arts Academy Intermester.

News:

Linda/Peter spoke about the impending changes to the show clocks, especially Morning Edition and invited members to pay attention to see what you think of the local content and how we add it into the new clock. Peter mentioned we will have to do less long-form work to pick up the more robust needs of the new clock. We have no choice.

What do you think of the checkerboard programming at 9am/1pm?

Whitney Waara says it's confusing and needs to be promoted well. Think of pairing and promoting an arts day/environment day, etc.

Puschel and others voiced support for the programs in those hours, saying they would have for those to be off the air. Mentioned specifically TED Radio Hour/Radio Lab.

There was some discussion about bringing back Points North. Peter said the changing the clock has made it hard to look at that. Waara said a local show seems like it's what's missing.

Diversity Goals (Linda Stephan)

Linda quickly presented diversity goals (now published online) and invited the group to look them over later and to give feedback on anything that is missing or seems out of place.

CAC Membership

Linda talked about terms expiring and thanked everyone for their work and asked people to consider an extra term to keep the committee more stable in transition.

Adjourn

**Notes respectfully submitted,
Linda Stephan**