

**IPR Community Advisory Council Meeting
January 16, 2014
Interlochen Public Radio
9350 Lyon Street, Interlochen, MI
Conference Room**

Called to order at 12:30 p.m.

Present: Porter Abbott*, Gloria Butler, Chris Campbell, Tim Jackson*, Karen Segal*, Tom Quinn*, Carol Voigts*, Thom Paulson**, Linda Stephan**, Tim Burke**.

Guest: Jane McPhilimy

*attending by phone

**IPR staff members

Programming and engagement issues

Thom Paulson asked the group to address ways that IPR could better serve listeners with more relevant programming and reporting, and specifically to online listeners and web visitors.

New IPR website

Several acknowledged that the new website is a significant improvement over earlier IPR websites. Carol Voigts suggested clearer promotion of the website, particularly the podcasts of news stories.

Station information: call letters, dial position, phone number should be more readily visible and accessible.

Efforts should be made to promote the website to listeners. Karen Segal advised that press releases be issued to area media, highlighting key points and content in the improved site. Gloria Butler suggested advertising in The Ticker, the daily online regional news and information service.

Carol Voigts reports that IPR produces several excellent stories, worthy of sharing with others. It should be clear and easy to share these podcasts stories with others.

Discussion about issues encountered when listening to the stations online. Porter Abbott and others report that the stream drops out or stops after a few minutes of listening, and it must be restarted. Staff reported that NPR has acknowledged server issues in the stream delivery, and that the reliability of the stream may be improved by choosing different browsers or stream types. Karen and Porter suggested posting streaming advice to users regarding browsers and stream types.

Interlochen programming

Staff reported that Interlochen student performances are presented on Classical IPR in a new way – a monthly “Radio Collage” of music, writing, and theatre performances in the mode of the Interlochen Collage performances, hosted by Interlochen students. The program began in November and has already received significant positive listener response. Tim Burke, producer of the show, reported that even though the performance quality is of high importance, there is plenty of material for the show, and that students are excited to be the voices of the program.

Chris Campbell suggested that IPR advertise the program, since very few, if any, public radio stations could produce a show like this. Suggested advertising IPR’s program on TV, possibly through public service announcements, in The Ticker, Northern Express, the Record-Eagle.

Cross-promotion

Gloria Butler suggested greater cross-promotion between the two stations, since much of the potential listenership is able to choose between IPR's two stations.

Broadcast errors or repeated programming

Guest Jane McPhilimy reported that listening to IPR News or Classical can be frustrating because of repeated programming and outdated station announcements. While some of the programs are repeated intentionally, hearing them again can still be undesirable. Thom Paulson responded that the staff will work harder to make sure that the errors and outdated announcements are corrected.

The meeting adjourned at 1:40pm.

Notes recorded by Thom Paulson