

Interlochen Public Radio
Community Advisory Council
January 26, 2016

12:00 Luncheon
12:30 - 2:00 Business Meeting
Agenda

1. Luncheon
 - a. Council member introductions.
2. Business Meeting

Present: Charlie McInnes, Suzy Voltz, Peter Payette, Nancy Giles, Bob Giles, Peter Bergin?, Tom Quinn?, Karen Segal, Whitney Waara (via phone), Cathy Dodge, John Roddy, Emily Culler, Sally Eisele, Jenie Altruda, Kate Botello (via phone), Meg Gruits
3. Programming changes from last summer. Samples of Show Tunes, Here & Now and Reveal were sent to the members.
 - a. Show Tunes discussion-concept, how was it executed, can it be improved
 - i. The concept is basically to create a weekly one hour show to take advantage of the collection we have to create an experience with a narrative. Packaged as a 13 part program.
 1. Charles-Kate's narrative very well done. She adds real value to the program. Quite creative. A model similar to this was created by Karl Haas.
 2. Karen-hadn't listened before thought it's a great concept. How many people are listening at that time of the evening?
 3. Bob-How are we marketing?
 4. Whitney-Do we podcast? Enjoys the stories around the program.
 5. Nancy-Not crazy about "Tell us your story".
 6. Jenie-Ask what's their favorite music?
 - ii. Meg has been working on the concept of flow on Classical. We are also looking for more of a narrative in each day part. Keeping what is great about classical, like the variety of hosts. Creating more of a concert experience rather than piece meal. Individual show not all day.
 1. Suzy-compliments Meg for bringing out music that hasn't been heard in a while.
 2. Nancy-how much personality is intention driven?
 - a. The music is primary focus.
 - b. Here and Now discussion-moved away from checkerboard programming.
 - i. Karen-feels these are the same stories over and over. They are just talking about the issues. Missing the diversity we had at the 9am hour. Felt this was thoughtful and creative programming. Doesn't listen on the weekends. By putting those shows back to back doesn't cut it. Too much creative programming.

- ii. Whitney-Missing all that deep thinking, super interesting programs. Weekends are much harder to listen.
- c. Discussion on The Takeaway airing twice.
 - i. Bob-Why do we air the Takeaway twice a day? Has some concerns fundamentally. Kind of repetition of what the morning news just covered and sometimes doesn't find it relative enough. Remove from the 9am hour. Would like to hear a half hour or an hour of really good in-depth local reporting.
 - ii. Charles-by 9am if we are listening we are typically in in the car.
 - iii. Karen-enjoys listening but doesn't start very early, but the repetition later in the day is a turn off. Same stories over and over.
- 1. We feel there is enough space in the day to support the second airing.
- d. Reveal-investigative reporting. People want to consume their news in shorter portions so Reveal takes the time to dig in further.
 - i. Karen-listened this Saturday about Flint and enjoyed it.
 - ii. Charles-very well done
 - iii. Bob-great admiration for what they do.
- e. Bob Giles – missing Only a Game. Feels there is an appetite for sports that we are not filling.
 - i. Karen – agrees. It's humorous and light and perfect for weekend listening.
- 4. Marketing
 - a. Charles-being consistent will train the listeners when to listen. It would be good to talk to Crooked Tree in general.
 - b. Karen-how do we advertise? Ticker, Record Eagle, program ad. There would be value in having a meeting with non-profit executives from the local area to discuss how to deepen your outreach through them. Create a partnership with them maybe including a link back to us for events. Connect with what you are putting on the air with who is listening.
 - c. Jenie-strategy and consistency using what we already have. Better understanding the audience we already have. Be consistent with our promo system. How are we marketing to what we already have?
 - d. Bob-doing good local reporting. Why not send an email prior to a local news story including a link just in case they missed the live broadcast.
 - e. Suzy-survey your major donors on what they would like to listen to. If they were emailed, maybe they don't do email??
- 5. Capital Campaign Presentation – Cathy Miller Dodge
 - a. Where IPR fits in the Capital Campaign
 - i. The accomplishment so far has raised 75 million. For IPR 4.1 million has already been raised. Focusing efforts on the public launch, which will be July 23, 2016. Reaching out to folks for securing additional gifts. Working to build our support internally. Before the public launch we need to determine what are we raising money for and how much do we need? Trying to get caught up to help IPR advance into the future. What's really important for IPR? Are these big ideas supported by our donors/listeners? Where's the money going to come from? Getting ready to conduct a feasibility study. Westwind Consulting will conduct the

study. Based in Ithaca, MA. The principle conducting the study, Kathy Cole, is familiar with Interlochen. At the end of the study it will help us decide what to raise money for and what is the goal. Identify a small group of people who are connected to IPR and whose opinion is important to IPR. Invited them to participate. Send them a draft case statement to review. This is how we paint the “wouldn’t this be nice” picture. After reviewing the case statement, Kathy Cole will meet with them, in person or by phone. These conversations are all confidential. Done at a very discreet strategic level. A report is provided from these statements.

b. Emily discussed the Case Statement

i. The Case Statement is 5-6 pages long. An overview of what our plans are. A working draft has been created. When the draft is finished we would like members of the CAC to review it before it goes out public. Looking for honest feedback.

c. Nancy-wondering who will be asked and how we are reaching out to them.

d. Bob-concerns about launching during a presidential search

i. Kathy says this has been in the works for three years. A lot of campaigns are designed with when and how support is received. Could be based on a coincidence of what’s happening. We will also be getting new leadership during this campaign. Felt it will be better to have new leadership in place when this is completed.

ii. Will Bay Harbor be competition for us?

6. Karen As donors we have an important role in keeping programs that are relevant. Very pleased with the quality of local programming we provide with the size of the staff we have. Need to include more from Interlochen. Interlochen is a giant bubble, but IPR is based on the community. You must be based in the community to bring in the donors.

7. Charles-our programming has a broad spectrum. Missing the familiarity.

8. Suzy would love to hear more Interlochen based programs.

9. Discussed Interlochen Media. **(Sally maybe you would like to expand here.)**

10. Bob – The name Interlochen Media doesn’t mean anything to me. Our headlines needs to include Interlochen, Studio A doesn’t say Interlochen.

Meeting adjourned at 1:18pm