



**Interlochen Public Radio
Community Advisory Council
Thursday, October 5, 2018**

12:00 p.m.-2:00 p.m.

Mallory-Towsley Center for Arts Leadership, Rooms 106-107

Council Members Present: Pam Horne, Nancy Hoagland, Isaiah Wunsch, Marcia Curran, Sarah Helge, Evy Sussman (phone), Whitney Waara, John McDonald

Staff Present: Andrew Buchholz, Trey Devey, Peter Payette, Emily Culler, Amanda Sewell, Alex Flannery

Minutes

I. Introductions & Announcement of New Members

A. New members

1. Alex Flannery
 - a) New to IPR staff as Operations and Engagement Coordinator
2. Nancy Hoagland
 - a) ICA Board of Trustees and will act as IPR Liason to the Board.
3. Pam Horne
 - a) New CAC member

II. Classical IPR

A. Radio Schedule changes

1. Performance today only airs once
2. Replacing second airing with programming of major national symphony orchestras. We get this programming for free.
 - a) Exploring new partnerships with other local and major orchestras.

- b) Evy Sussman notes airing these orchestras is great for new and invigorated outreach.
 - 3. Repose now airs at 10pm
 - 4. Brings Classical 24 an hour earlier. This responds to listener comments that they'd like this program to air earlier.
- B. Feedback from listeners
 - 1. Generally good feedback on the changes
 - 2. Very few dissenting opinions received so far.
- C. Question raised: Are we introducing the orchestras on-air to establish continuity and familiarity with our new schedule?
 - 1. Amanda Sewell responded no but that we air promos leading up to it.
 - 2. It would help make the listeners feel like it is intentional programming instead of a random airing of an orchestra.
- D. Drew Buchholz asks if doing live orchestra performances more often is feasible?
- E. Is it possible to figure out and post what they are playing before it airs?
 - 1. Amanda Sewell will aid in the process of looking in how to accomplish this.
 - 2. Great opportunity for social media engagement

III. IPR News

- A. Examples of posts that have received negative feedback.
 - 1. [Former TCFF executive director says Michael Moore is lying about her termination](#)
 - a) Film Festival unhappy with our coverage
 - b) Does this affect our future relationship with TCFF?
 - 2. [104th incumbent Inman says he's too busy for a public forum](#)
 - a) Morgan received negative feedback on social media.
 - b) If Inman elected, does this negatively affect ICA/IPR?
 - 3. Peter asks if we should be more 'judicious and pleasant' in our reporting.
 - a) Committee comment: IPR should report on the controversies that might be hard hitting.
 - b) Committee comment: Very important that we do local stories that others may shy away from.

IV. IPR Coverage

- A. Manistee 101.5 tower for sale
 - 1. Would improve Frankfort reception moderately but not fix their reception problems entirely.
 - a) Classical OK in Frankfort
 - b) News 91.5 is the problem
 - 2. Purchase close to \$150K-\$200K.
 - 3. We may be able to sell our old signal, but we'd lose Ludington in our service area.
- B. Should filling in our FM footprint be a priority for IPR?

1. Would buying a new signal, and all of the additional considerations and resources that are needed to implement and maintain this new footprint, outweigh the problems that are coming from our current transmitter (i.e. Frankfort not having good News signal)?
- V. IPR Vision Statement (break into small groups for 20 minutes and come back for discussion).
- A. What pieces of the vision resonate the most with you and important?
 1. Group 1: Outreach, Journalism, and connectivity with the community
 2. Ground 2: Providing training program for rising journalists and community producers.
 3. Group 3: Music portion very thorough.
 - B. What parts raised more questions or could be removed?
 1. "Building champions of our region's community". With our limited resources and considering all of the existing resources of ICA (i.e. College of Creative Arts), is it our job and necessary to provide these services?
 2. Kid's Commute
 - a) Is it possible to add a kids component to News
 - b) Could ICA students produce small news segments
 - c) Discussion of Arizona's Spot 127 program
 - (1) Gives voice to disadvantaged hispanic youth in Phoenix market not typically represented by public radio
 - (2) Operates as separate entity with two independent news rooms
 - (3) Stories produced have to meet same journalistic standards of the station
 - (4) Where does funding come from?
 - (a) Donors
 - (b) Qualifies for tax deduction in Arizona
 - C. Whitney thought we are underreporting what is happening on Campus.
 1. Classical does a lot of this
 2. How about news?
 - D. The word "Classical" narrows the definition of our music programming and makes it seem like we are not receptive to contemporary music.
 - E. We can enhance fund drives by including snippets of our vision statement
 1. Airing interviews about projects we are doing and what funding we need
 - F. A note that the 'vision statement' is really more of a case statement. Actual vision statements are shorter. The next step for this document would be a separate document with a business strategy, goals, and timelines

Meeting adjourned at 2:00pm.

Minutes submitted by Alex Flannery, Operations and Engagement Coordinator.