



**Interlochen Public Radio  
Community Advisory Council  
Thursday, March 14, 2019**

**12:00 p.m. to 2:00 p.m.  
Mallory-Towsley Center for Arts Leadership**

**Council Members Present:** John McDonald, Marcia Curran, Pam Horne, Stephe Luyt, Elara Coleman, Larry Mawby, Susan Kettering, Sarah Helge, Isaiah Wunsch, Nancy Hoagland

**IPR/ICA Staff Present:** Peter Payette, Alex Flannery, Morgan Springer, Amanda Sewell, Emily Culler, Drew Buchholz, Betsy LePoidevin

## **Minutes**

### **I. Introduction of New Members**

- A. Elara Coleman
- B. Larry Mawby
- C. Susan Kettering

### **II. Review Vision and programming highlights**

- A. Progress in the last year
  - 1. Developed strategic plan (IPR Vision) and approved by Interlochen Center for the Arts Board of Trustees
  - 2. Increased staff
  - 3. Heightened fundraising efforts with help of Advancement staff
- B. Classical IPR highlights
  - 1. Launched *The Interlochen Collection*
  - 2. Launched *Kids Commute*
    - a) Hosted a live concert for the Northern Michigan Partnership
    - b) Kids Commute partners with Norte in May 2019
  - 3. Open Mic Night concert at Horizon Books in Traverse City
  - 4. Continue to broadcast IAA, TSO, MSU, and UofM concerts
    - a) Special mention of the Michael Coonrod TSO concert

5. IPR News Radio highlights
  - a) Launched *Points North*
  - b) Created science and conservation desk position with grant funding from the Brookby Foundation
  - c) Syndicated *National Writers Series* on WDET Detroit and WKAR Lansing.
  - d) Expanded internship program
  - e) Launched Red Pine radio, a community workshop for radio producers
- III. Review CAC structure proposal
  - A. Proposed committees
    1. Engagement Committee
    2. Strategic Planning Committee
    3. Philanthropy Committee
  - B. Council member suggests to IPR staff that meetings be scheduled as far as a year in advance.
- IV. New Committee breakout discussions (45 minutes)
- V. Other Business
  - A. Ethics report
    1. IPR Executive Director Peter Payette notes that IPR is in full compliance with the adopted Code of Ethics policy.
      - a) The policy states
        - (1) All IPR staff involved in creating and presenting content and allocating resources for that purpose will agree to abide by this code with a signature.
        - (2) The Executive Director of IPR will report annually to IPR's Community Advisory Council on IPR's compliance with these standards and practices and will also involve council members if a protracted conflict arises related to these principles.
          - (a) This annual report occurred during this meeting. The only issue noted was that partner organizations might behave in ways that do not align with IPR's standards, especially on social media, and their behavior would reflect on IPR to the extent that people see them as connected. The examples given were freelance writers and the National Writers Series.
      - b) A copy of the full code of ethics is available at <http://www.interlochenpublicradio.org/ipr-code-ethics>
    - B. BBC change reaction

1. IPR staff has received both positive and negative feedback regarding the switch from *The Takeaway* to *BBC Newshour* at 9 a.m. Monday through Friday.
  2. Financial and programming factors were considered in the change. Switching to the *BBC Newshour* saves IPR more than \$8,000/year and is aimed at giving listeners a broader world-view of news instead of focusing on news from the United States that is already covered in Morning Edition.
- C. Sustainer challenge
1. Between March 19 and April 11, every new sustaining gift to IPR - in any amount - unlocks \$100 in additional support (one per donor) from Interlochen Trustee Dr. Mohamed El-Erian. This is an exciting initiative that is being offered before and during our regular Spring Drive campaign.
  2. Existing sustaining donors can also unlock \$100 by increasing the amount of their monthly gift (by any amount)
  3. Up to \$28,000 can be unlocked through this challenge (or, 280 participants who either start a new sustaining gift or increase an existing one)

**Meeting adjourned at 2:05 p.m.**

Minutes submitted by Alex Flannery, Operations and Engagement Coordinator