



**Community Advisory Council
Wednesday, October 23rd, 2019
Mallory-Towsley Center for Arts Leadership
12:00 PM**

Members Present:

Elara Coleman, Ron Becker, Marcia Curran, Margaret Pierson, Pam Horne, Sarah Helge, Stephie Luyt, Beth Fitzsimmons, Bill Northway, Walter Muellenhagen, Tom Berg, Larry Mawby, John McDonald (via phone)

Members not present:

Isaiah Wunsch,

Staff Present

Trey Devey, Andrew Bucholz, Betsy LePoidevin, Peter Payette, Gretchen Carr, Noelle Riley, Amanda Sewell

Others present:

Nancy Hoagland

- I. Peter opened the meeting by welcoming new members.
 - a. Walt Muellenhagen - Amanda acknowledged Walt's enthusiasm for Classical IPR and participation in recent focus group as well as new ideas.
 - b. Tom Berg - Peter acknowledged Tom's idea to share the new Marketing Strategy with the CAC.

- c. Beth Fitzsimmons - Peter acknowledged Beth's idea to use Kids Commute as outreach in Ann Arbor

II. Program updates

- A. Classical IPR Director, Amanda Sewell updated the group. There was a clear spike of listenership during the James Galway broadcast. Broadcasts of seasonal IAA programs are forthcoming including TSO Home for the Holidays. Classical open mic night consisted of 10 participants ranging from middle school cellists, a church group and many adult amateurs. The Kids Commute LIVE Circus Extravaganza, a collaboration between IPR Host, Kate Botello, Wind Symphony, Theater Students and TC Creative Movement, brought in over 400 attendees, which is above average attendance for IAA ensemble concerts. There is institutional interest in making KIDS Commute Live an anchor event for IAA performances. IPR will partner with Offices of Education and Engagement to fine tune future concerts. The Interlochen Collection has been syndicated by three more stations. Peter informed the group of how the PRX exchange is essentially a large collective of audio programs, which contain some of the best shows in radio including This American Life. The Interlochen Collection is gaining traction.
- B. Noelle Riley updated the group regarding the top news stories in recent weeks. IPR was one of the first news agencies to break the TCAPS story. Reporter Max Johnston attended the initial board meeting and gave a live update on ATC with host Kendra Carr. Taylor Wizner was able to spread an additional TCAPS board meeting and stream the story live on Facebook. Max Johnston gave a second live broadcast a few days later on ATC from the special board meeting when the TCAPS superintendent resigned. Recently, NPR national picked up the storm surge coverage by Dan Wanschura's reporting. Ken Barkus, regional NPR news director, requested a story about the high waves and those surfing them on the Great Lakes. It was the first time IPR had a featured story on NPR during All Things Considered since Noelle Riley became news director. Nancy Hoagland remarked on the drone footage featured in the storm surge story. Chris Hinz was also commissioned to do some storm surge photography. Noelle expressed the goal of expanding coverage and the importance of strong storytellers and good photography. Web traffic and social media traffic show a significant increase. Stories used to get views

in the hundreds, and IPR recently had a story viewed over 6,000 times. IPR's Facebook likes are up 15.6 percent in the last two and a half months. We are fortunate to have Gary Langley, chief engineer is also a drone pilot. Noelle added that there is not another news outlet that has shown images of Lake Michigan levels like IPR.

- C. Peter recapped the recent Engagement activities including the National Writers Series and TTBOOK. Events included An Evening with Anne Strainchamps at the Crooked Tree Arts Center where she discussed her new podcast, Bookmarks. Peter attended HS Festival of the Book and Dan was at TADL and they collected stories about books that people love. Audio samples were played for the group. Peter asked, how does this project fit into our mission? From an engagement standpoint, it checks all the boxes. There is content. It is easy to participate in, etc... Nancy Hoagland commented that what people read is part of life of northern Michigan. She commented on the recent new libraries, Thompsonville, Empire, and Interlochen. Bill Northway said that it was a great grassroots outreach project. Larry Mawby said that getting people to talk about what they love is great. There is great value in people being able to hear what people are thinking about. Marcia Curran agreed with Larry because of it's efficiency. Beth Fitzsimmons Ron Becker thought that the project will be great collaboration with NWS. Pam Horne asked if NWS has recordings. Horne also if headphone station could be available at libraries. Hoagland remarked that Staff Recommendations as found in Independent bookstores could be applied to IPR.

Red Pine Radio workshops consisted of 3 crash courses with full enrollment in September, but no new people showed up to the Red Pine Meeting in October. IPR collaborated with Grass River and Crosshatch for the Bellaire event. Marcia Curran asked if it was a question as to the time factor. Peter stated that more 'retired' folks make up the demographic of the Red Pine group.

An update of the IPR Cabin renovation included a showing of the interior floor plan and preliminary renovation is in progress. The first occupant will be in residence this fall 2020.

Peter recalled Isaiah Wunsch's comment regarding the small staff of IPR. The public impression is important and during Fund Drive an email will be sent out each day that is tied into a pitch designed by staff members. Our marketing budget is not huge and we have to be on top of every opportunity like email reminders. Beth Fitzsimmons inquired about the national statistic on Classical Music listeners and fundraising. Fitzsimmons thought that Kids Commute helps to grow interest in Classical music.

D. Committee updates

Peggy Pierson provided an update on the Engagement Committee. Guest, Heather Russell of the Great Lakes Center for Performing Arts shared the details of their Education /Outreach program. The combination of a corresponding lesson plan based on State and National teaching standards and a well organized logistics made it practical and easy for invited school groups to attend their concerts. Further committee brainstorming included enhancing outreach strategies with Kids Commute. Peter added that IPR is trying to position itself between Interlochen and the regional community and that planned collaboration with the Offices of Education and Engagement are underway.

The Strategic Committee will meet in November 2019. The Brookby Foundation funds Kaye LaFond who holds the position of Conservation Reporter.

Philanthropy Committee will meet in January 2020. Peter expressed finding additional members for this committee. A fundraiser in Glen Lake brought in roughly \$10,000 in September so far. Betsy LePoidevin commented on the purpose of the philanthropy committee.

E. Community needs discussion - Peter delegated group of 4 advisory members to discuss the questions below. A representative from each group summarized their collected conversation.

What are the special or diverse needs of our communities?

What policies or programs would best meet these needs?

Who should be on the advisory council to represent these communities?

- i. Tom Berg discussed the make-up of this council. Is it a true representative of the community? Should the tribe be represented? Is there interest? Peter confirmed that Brett Fessel, an officer of the resources dep. for the GT Band is coming to a meeting in November. Margaret mentioned the addition of a social worker and someone under the age of 25. The separation between classical and news audiences is something we should be aware of within the group.
- ii. Ron Becker mentioned that IPR could be a vehicle to promote greater understanding and inclusion of the tribe. What is IPR's future goal as far as listener base? The policies and programs -can we reach out to other potential listeners like Kids Commute does with young listeners. Sarah Helge stated that we represent listeners but not what is really out there in the community.
- iii. Nancy Hoagland mentioned the desire to have a tribal representative, an IAA student or an NMC student. A representative from an area non profit such as Conservation District or NWS. The schedule on the web especially for Classical music is very general. The desire for more specified programming was mentioned. Educating the public on Great lakes Initiatives and conservation was What are state and national representatives are doing? What are voting on ? What bills are they introducing? How have voted on things that directly affect NW lower michigan. In general - reporting on agricultural and the recall process. Beth Fitzsimmons mentioned the idea of bringing on the Interlochen Arts Academy student body president.... Engaging local public radio station of a student's hometown. Betsy answered Tom's question regarding donor mapping.

Meeting was adjourned at 1:58 pm.