



**Interlochen Public Radio
Engagement Committee of the Community Advisory Committee**

Thursday February 20, 2020

3:00 - 5:00 pm

IPR Conference Room

Members Present: Tom Berg, Stephie Lyt and Elara Coleman.

Beth Fitzsimmons was present via phone.

IPR Staff Present: Peter Payette, Nancy Deneen, Gretchen Carr, Daniel Wanschura

Minutes

Peter began the meeting summarizing the need for IPR to look ahead to our branding and how IPR is perceived in the community. The group agreed that there is an opportunity to create greater identity for IPR news. IPR News produces local and regional content that engages and informs greater Northern Michigan. IPR recognizes that this is an asset as the CMU Public Radio does not produce content that is relevant to the listeners in the northern Michigan footprint.

The IPR news logo is logically connected to the NPR logo, and all present recognize that the IPR and NPR logos are timeless and classic. The tagline, 'Your online news source from Interlochen Center for the Arts' could be perceived as confusing. Discussion continued on the Classical IPR logo and the logic of following the lead of the forthcoming new ICA logo. Continuing to broadcast live ICA concerts, and original programs such as Kids Commute and The Interlochen Collection, can attract listeners worldwide. The global presence of Interlochen Arts Camp and Academy helps to retain and attract new listeners worldwide via streaming on the web.

New taglines and branding phrases were presented and discussed, as well as branding language used for produced promos.

IPR logo apparel and the IPR branding at more community events such as the VASA 2020, was recognized as an effective way to attract new listeners. An online store is being planned, as well as attendance at future events such as the ICA Run for the Arts on May 9, 2020.

Minutes Submitted by Gretchen Carr, Operations Coordinator