



**Interlochen Public Radio
Community Advisory Council
Wednesday, July 17, 2019**

**3:30 -5:30 pm
Mallory-Towsley Center for Arts Leadership**

Council Members Present:

John McDonald, Pam Horne, Stephie Luyt, Elara Coleman, Larry Mawby, Susan Kettering, Sarah Helge, Isaiah Wunsch, Nancy Hoagland, Ron Becker, Bill Northway, Margaret Pierson, Tim Jackson

IPR/ICA Staff Present:

Peter Payette, Amanda Sewell, Gretchen Carr, Drew Buchholz, Trey Devey

Guests: Tom Berg, Beth Fitzsimmons

Absent: Marcia Curran, Stephie Luyt

Peter Payette welcomed everyone to the meeting.

I. Committee reports

A. Strategic planning - John McDonald

1. Red Pine Radio brings news voices and different perspectives to IPR.
2. Possibility of a part time Red Pine Radio Executive Director
3. Financial support for content

B. Philanthropy - Larry Mawby

1. Committee met three times since March 2019 and the following was discussed.
 - a. Reviewed value of IPR
 - b. Desire to increase of endowment
 - c. Reviewed funding goals.

d. Potential sources for funding.

C. Engagement - Peter Payette

1. Focus will be on Classical IPR. Current membership is satisfactory especially with Kids Commute. An August meeting will be scheduled.

II. Red Pine Radio expansion

1. Bringing new voices to public media by teaching people to craft their own powerful stories and programs.” Peter described the workshop format of the monthly editorial meetings.
2. Red Pine Radio pieces were highlighted.
3. Expansion of RPR will include more workshops throughout the region.
4. Editorial strength is a constraint.
5. CPB and MCACA has expressed interest in funding.
6. Potential long term goals include weekly podcast.
7. Digital postcards.
8. Audio logo was prompted.

III. IPR cabin project

- A. Donor has made it possible to renovate cabin to house internships beginning fall of 2020.
- B. Internships have been proven to attract and retain talent.
- C. Building annual fund is necessary.

IV. Review CAC structure and adopt framework

- A. It was suggested that one of the expectations of Board Members can suggest new members.
- B. A member of attribute chart will assist with identifying strengths and needs of the Board.
- C. A motion was made to strike the final sentence of the engagement role and it was unanimously passed.

V. Long-term sustainability

- A. FY 2018 - deficit \$92K
- B. FY 2019 - deficit \$160K
- C. Contributions included less operation revenue, more

syndicated program fees, more FM costs, repairs, electricity and tower leases,

a. Salaries, wages and benefits

B. Revenue Development

a. Advancement department improves focus

b. Directors in place will afford Ex. Dir to focus on donor cultivation/engagement.

c. Audience development (RPR, KC, Emmet/Charlevoix county on demand for ME)

C. . John Bogley, Dir. of Philanthropy met with Peter on 7/17

D. Noelle Rilley, Appointed News Director begins in August 2019

E. . Cost Controls

1. No easy cost savings

2. Staffing levels are minimal

3. Eliminated "The Takeaway" saving \$8000

4. Other expensive programs (Live from Here, Thistle and the Shamrock, Marketplace)

F. Conclusion: Service is undercapitalized.

1. Fundamental questions about the sustainability of IPR. Value and real costs of our service.

2. How to bring stakeholders into the discussion.

VI. Discussion and Key Points

A. Structural gap between \$100 - \$150 range in the past. There is an undercapitalization issue.

B. Doubling the annual fund is a primary focus. Leadership gifts of \$5000 or more are needed.

C. Cultivation of planned giving. Endowed positions such as the Music Director's position.

D. What information about this is most important for engaged listeners?

1. More specificity during fund drives.

2. Listing IPR's accomplishments. Calling in to state why you are sustainer.

3. Before the ask? Listener appreciation event/IPR Open House/ Connecting a visual to what you are listening to... Tailgate with IPR. Les Preludes broadcasting

4. Ability to share their renewal of annual giving commitment on Social media?
5. IPR is a content deliver and the only time the audience talks back is during fund drive. Build engagement with people in the community/streaming audience . Broadcasting on location.
6. Campers and Parents: “take a little bit of Interlochen home with you.”

Meeting was adjourned at 5:00 pm

Next CAC meeting scheduled for Wednesday, October 23rd at 12:00
Minutes submitted by Gretchen Carr, Operations Coordinator