



**Community Advisory Council
Thursday, May 21, 2020, 3:00 pm
Virtual Locations**

Members Present:

Ron Becker, Marcia Curran, Pam Horne, Sarah Helge, Stephie Luyt, Beth Fitzsimmons, Bill Northway, Walter Muellenhagen, Tom Berg, Larry Mawby, John McDonald, Whitney Waara, Nancy Hoagland, Susan Kettering, Walter Muellenhagen, Isaiah Wunsch

Members not present:

Margaret Pierson

Staff Present:

Peter Payette, John Roddy, Gretchen Carr, Amanda Sewell, Emily Culler, Andrew Buchholz, Betsy LePoidevin, Katie Schlomer

Peter opened the meeting by taking role

I. Cost Controls

- A. Peter estimated a \$115,00 deficit for FY20 ending on May 31, 2020. The CARES act provided stimulus funding of \$112,000 Peter has set aside the CARES funding along with a generous gift from an anonymous donor in the Spring of 2020, as stimulus funding. Peter stated that listener support is strong and we had a successful Spring Drive exceeding our stretch goal

of \$95,000. It is possible that IPR could experience a \$50,000 hit in the first quarter due to lack of underwriting and businesses who are not renewing underwriting contracts with us. Our projections for corporate underwriting are low and thus we ballpark the estimated loss at \$151,000. Overall there is a projected deficit of \$240,000. In the past ICA was able to absorb these deficits, but due to the loss of Camp and Festival 2020, the Institution will face a greater financial challenge. Peter will be meeting with Pat Kessel and Trey Devey to discuss possible scenarios in the near future.

- B. PROGRAM CUTS - NPR adjusted affiliation fees will be reduced by \$25,000 which will come at a significant savings. Nonetheless, program cuts are being reviewed. Peter reviewed potential program cuts and statistical references for replacing and or removing. Alternative programming was identified at significant less cost or no cost. Tom Berg asked how the changes would be communicated. Peter responded that the changes would be announced on air and via website. Nancy Hoagland asked if price negotiations were an option. Peter is currently waiting for a response from distributors. Nancy emphasized the popularity of Wait Wait, Splendid Table and Thistle, remarking that perhaps the more expensive programs might need to temporarily go off the air. Whitney Waara asked if a better rate could be negotiated and if a pre-payment arrangement could be made. She states that Wait Wait and Marketplace would be missed. Peter emphasized that he made these recommendations to Trey Devey and divided them into 'recommended' or 'not recommended' with Wait Wait and Marketplace being listed as "not recommended." Peter emphasized that the NPR is also taking a hit, with top executives taking large salary reductions. Ron Becker mentioned that some individuals might be able to step up and support the specific programming. He also added that repeated programming may potentially cause listeners to turn to an alternative and advised against repeats. Beth Fitzsimmons asked if it was possible to ask a current Underwriter to exclusively sponsor a particular program such as Wait Wait. Peter and John Roddy, discussed this idea, but it has not gained traction at this point. Larry Mawby asked if some of the ICA Festival's sponsors might be able to underwrite a more expensive program such as Wait Wait or Marketplace. Peter reminded the group that the IPR underwriters tend to be listeners of the programming, while the Festival sponsors tend to want their name out in front. Peter and John would continue to investigate the possibility. John

Roddy stated that with the absence of concerts, ICA is indeed pivoting some of those sponsors to IPR, in addition to supporting the concerts. ICA has negotiated a percentage of the Festival . Drew Bucholtz stated that this action was a “make good” on their commitment to ICA. The sponsors will be visible when Collage and Festival will go online. With the cancellation of the Festival, ICA will continue to recognize their support in alternative ways. Peter shifted back to the programming discussion and stated that there was some more time to consider retaining the program. There was a window of 90 days to decide whether to cancel a program. John McDonald made the point that the programming is a key element to the broad listenership, and it adds up to 25% of the projected \$240,000 deficit. He recommends focusing on other areas. Peter stated personnel was the next item on the list to save money and states that ICA and IPR while under the same umbrella, IPA employees have not been given consistent raises like Academy, Camp and Presents employees.

II. Strategic Plan

- A. Peter invited CAC members to attend the upcoming IPR Strategic Plan working group on June 18. The results of this meeting will be presented to a Trustee Task Force in October 2020. Most immediate targets are being written into goals for FY 2021 and include the following:
 - 1. Expanding the audience of the award-winning Kids Commute
 - 2. Reestablish conservation desk and continue philanthropic support by engaged foundations
 - 3. Identify baseline audience for Points North, develop
 - 4. Increase remote online audience for Classical IPR by 30%. Peter reference the current IPR reach for 2020 including 7,000 listeners with 47.3% from NW lower Michigan and the remaining from around the country and world. He mentioned that the lack of CAMP for 2020 will bring more listeners to Classical IPR. Peter then handed the meeting over to Amanda Sewell who provided an overview.

III. Camp and Classical IPR

- A. The Collaboration of IPR and Interlochen Online will be a featured aspect of the Summer programming. They will include daily features with Coggin Heeringa, archival recordings on the half hours and a morning opening of Reveille and closing of Taps in the evening to capture the ‘sound of camp.’ Saturday evenings will include the World Youth Wind Symphony. Sundays will include archival recordings of the World Youth Symphony

Orchestra. Special features include an onair COLLAGE and LES PRELUDES. It is possible that some performances will be hosted online. A pop up feature will also include long term camp faculty members to pick an hour of their favorite music and talk about their nostalgia for Interlochen. It is the hope that this will attract a greater online listenership from those missing camp.

IV. Discussion

- A. Nancy Hoagland asked how this information would be going out. Is there any way to obtain information about who is listening to IPR and how will they find out about IPR? Peter mentioned a survey to those who are geographically remote will help assist. In regards to summer, IPR stickers and bookmarks will be placed in the "summer camp in a box." He is not sure how effective IPR marketing is from ICA. Larry asked if the 'virtual camp' programming could be repeated throughout the year in order to continue to promote the camp. Peter reminded us that the Interlochen Collection which airs weekly on IPR, is now syndicated to 4 stations around the country with the goal of further syndication. ICA's Office of Engagement promotes The Interlochen Collection at all events. The guest hosting by connected long time and faculty members especially celebrity big names will help to draw more attention. Pam Horne suggested including the non-music genres for this summer's programming. Nancy Hoagland suggested bringing more programming on the NEWS or Classical that would include spoken word such as essays and poetry. John applauded Amanda's programming ideas to help bring the camp to life on the radio waves. Amanda stated the Recording Production Department at IAA/ICA that audio postcards are also in the works. Susan Kettering stated that she and her fellow camp alumni have virtual wine nights each Friday night. Nancy Hoagland commended the IPR staff for all their efforts. Peter thanked everyone for participating and providing their insights.

Meeting was adjourned at 4:09 pm