WMUK Friends Advisory Committee (FAC)

Present - Jim VanderRoest (JVR), Rob Oakleaf (RO), Ying Zing (YZ), Miguel Ramirez (MR), Jon VanderMeer (JVM)

Absent – Marti Fritz (MF), Ben Maxey (BM), Paul Knudstrup (PK),

WMUK Staff

Stephen Williams (SW), Anders Dahlberg (AD)
Joan Amos (Secretary)

Minutes for Wednesday, July 19, 2017 meeting:

I. Welcome
   a. Brief introduction of members

II. Call to Order by Chair, Jim VanderRoest
   a. Meeting called to order at 5:06 pm. Quorum present.

III. Approval of draft minutes from December 21, 2016
   a. Tabled item of Board Secretary has been resolved. Joan Amos will continue to serve as secretary for meetings.
   b. Accepted as presented.

IV. Comments from the Public (5 minutes)
   a. No comments submitted

V. Introduction of Senior Underwriting and Marketing Director, Anders Dahlberg
   a. Discussion of Anders’ role, and current underwriting and marketing activities at station.
      i. Anders presented an overview of the purpose of underwriting for the station.
      ii. Currently seeing a downward trend, but this across the market and not just WMUK.
      iii. Departure of underwriting from both hospitals as both have turned to media buys.
      iv. Working on new leads as well as new and renewing relationships—FNG and Earth Fare.
      v. JVR: Underwriting HD-2—didn’t get one contact out of it
I. AD: new approach. Need to grow HD-2 listenership, we do have a high renewal rate on contracts but it is difficult to get through the door with major corporations.

vi. JVM: Hits on the website? AD: 25,000 a week, we do some digital underwriting on our website.

b. Marketing
   i. AD: New tote bags, adding external events- BAAC, Despierta added along with KIA, Pride and Cooper’s Glen

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VI. Update on Diversity Outreach Efforts
   a. Attendance at new festivals this year.
   b. Enhanced coverage of issues related to the Muslim-American community in Southwest Michigan. WMUK news staff will provide 2-3 features covering this topic in coming year.

VII. Advice from FAC on serving community needs:
   a. Is WMUK meeting its public service mission?
   b. What can we do better?

VIII. Planned major projects for FY2017-2018
   a. Multi-phase strategic assessment moving forward. Agreement with consulting firm, Livingston Associates, nearing completion. Phase 1 of work will begin in August. The consultation will also be designed to research, analyze and address declines in total audience, membership, and underwriting revenues.

IX. Other updates by General Manager, Stephen Williams
   a. Update on Spring 2017 membership drive by Stephen Williams
   b. Fall drive starting earlier this year. Likely September 8-15, 2017.
   c. Station passed Alternative Broadcast Inspection Program (ABIP) by Michigan Association of Broadcasters.
   d. Other items.
   e. We engaged in our first-ever Calendar-Year-End (CYE) on-air membership drive, which was held from December 11-13, 2016 (shortened to prevent listener fatigue so soon after fall drive). Station is on track to meet its $37,000 goal for CYE drive.

X. Future Meetings
   a. Establish dates for next meeting.
      i. Targeting December 2017

XI. Adjourn

Respectfully submitted by Joan Amos.