# **WMUK Draft Minutes**

Date: May 30, 2012

Place: Richmond Center for the Visual Arts

Conference Room, #R2305



**WMUK Friends Advisory Committee**

Present - Jan Andersen (JA), Rick Briscoe (RB), Bob Lohrmann (BL), Jim McIntyre (JM), Sue Moore (SM), Donna Odom (DO), George Robeck (GR), Linda Rolls (LR), Larry Schlack (LS)

Absent - Mike Lewis (ML), Jim Heaton (JH), Doug Thompson (DT)

**WMUK Staff**

Gordon Bolar (GB), Martin Klemm (MK), Andy Robins (AR), Mark Tomlonson (MT), Klay

Woodworth (KW), Kim Willis (KNW)

**Minutes Wed. May 30, 2012**

**I. Welcome**

**II. Call to Order**

*Meeting called to order at 5:01 p.m.*

**a. Approval of revised minutes from January 11, 2012**

*Discussion of proposed revisions to January 11, 2012 minutes.*

*Motion to approve minutes per suggested revisions by RB, supported by LR. Motion passed unanimously.*

**b. Distribute Open Meeting Provisions**

**c. Amendment to Open Meeting Provisions for “approved minutes”.**

*Discussion of proposed revisions to Open Meeting Provisions document ensued.*

*Motion to approve Open Meeting Provisions per suggested revision by RB,*

*supported by SM. Motion passed unanimously.*

*Draft minutes will be sent to committee members within seven days of meeting.*

**d. Distribute Organizing Statement**

*For informational purposes, no action taken*

**III. Call for persons to be heard**

*No comments presented.*

**IV. Updates on recent events and activities by Gordon Bolar, GM and Staff**

**a. Illness and absence of Victoria Davis**

*GB provided an update on Victoria Davis’ illness and medical leave. Victoria recently underwent the first of two main surgeries and is doing as well as can be expected. Gail Birch is temporarily filling in for Victoria on accounting duties.*

**b. License Renewal process in 2012**

*GB provided information regarding the license renewal application filed on May 22, 2012. The license renewal process takes place every eight years and includes the submittal of various supporting documentation. Pre and post filing announcements have been aired. License renewal will arrive sometime in October.*

**c. Spring Campaign, Partnership and Bumper Sticker**

*GB provided updated information on the Spring Campaign. During the on air portion of the campaign WMUK raised about $154,000, which was enough to meet the partnership goal with the Kalamazoo Community Foundation, but fell short of the station goal of $170,000. An additional post drive mailing has been sent out to 500 members who had not yet renewed this year or due to renew before the end of the fiscal year on June 30, 2012. We are on track to meet the goal by fiscal year end. We will also review partnerships for future drives*

 *Questions asked included; what the average loss was for membership, do we know why members haven’t renewed, how many members there are, what the average gift is, and what the average age of listenership is. GB stated that attrition rate is between fifteen to twenty percent depending on mailings and other retention efforts. We do not currently know why members have not renewed, but we will be doing more research in the future. There are approximately 3,600 current members. The average pledge for the on air portion of the campaign is about $95, pledges outside of on-air portion are around $70, and pledges from acquisition mailings is around $45. The average age of listenership is difficult to know, but tends to skew older.*

 *Discussion regarding theories as to why goal was not met during on-air portion of drive. It was stated that giving may be impacted in Gilmore Festival years. The economy may also still be impacting giving patterns. People may have shifted giving priorities in recent years from arts and culture to social services and need based programs. In general GB noted that matching gifts have decreased dramatically in recent years, from about $60,000 on average to around $25,000.*

**d. Program Changes being considered and Arbitron numbers**

 *KW presented information on current Arbitron numbers and upcoming program changes. Arbitron figures show an overall slight attrition in listenership between Spring of 2012 and Fall of 2011. We have seen increases in listenership during the 8:00-11:00 a.m. hours concurrent with the addition of “Wait, Wait, Don’t Tell Me.”*

 *Scheduling changes taking place will include the addition of NPR’s Ask Me Another to air Saturdays at 7:00 a.m. on HD1 starting August 4, the addition of The Pure Drop to HD2 on Saturdays at 7:00 p.m. starting May 26, and Classical 24 music service starting at 8:00 p.m. Saturdays and Sundays on HD2 starting July 7.*

 *Comment made about another station bringing on a TED program. KW noted that it is a pilot program that looks interesting, but it is unclear where we would put it in the lineup at this time.*

**e. Local News and relationship with Kalamazoo Gazette**

 *AR presented information on changes made after reviewing comments from the January meeting. We are bringing back “news headlines” to cover part of Morning Edition newscast. We have also signed up with Gongwer Service. The section on the front page of the website titled “News Headlines” is now “Southwest Michigan Today”, to better reflect our regional focus. The new website has seen an increase in new “hits” and return “hits”. We met with the new leadership at the Kalamazoo Gazette and will now have a similar partnership with the Gazette as we do with the Battle Creek Inquirer, although we will not use them for coverage of WMU.*

 *Question asked about how the new website looks on mobile devices. AR had seen the site on an iPad and pages looked good. There is one issue with the news clips and Apple devices due the fact that Apple does not use Flash. We are working to find an application that will allow for people using apple devices to listen to our news stories online.*

**f. “Wait, Wait . . .Don’t Tell Me!” & APHC possible visits to Kalamazoo**

 *GB reported that there are ongoing discussions about bringing “Wait, Wait…” and A Prairie Home Companion to Miller Auditorium in the future.*

*Jim McIntyre joined the meeting at 5:53 p.m.*

**g. Signal Interference issues from other stations**

 *GB reported that there are two distinct interference issues. One has been resolved at no expense to the station. The other is ongoing with both GB and MT working on it. We are following the process set forth by the Federal Communications Commission (FCC).*

**h. Underwriting**

 *GB reported that underwriting contracts have increased by ten percent this year. We are considering a rate increase, though nothing has been decided yet. Rates have not changed since we began underwriting. Program expenses are increasing between five and ten percent across the board this next year. The roll out for potential increases would happen in July. We are also considering utilizing the new “Next Week on WMUK” emails for underwriting.*

**V. Focus of today’s Meeting: Delivery Systems**

**a. New Transmitter and HD, Mark Tomlonson**

*MT gave an overview his position, station transmitter and site history, new transmitter benefits and improved performance, how HD service works and HD programming. Question was asked about what the cost to do HD2 programming was compared to HD1. MT stated that KW has been frugal, running shows with “blanket” fee structures and other low cost programs. GB stated cost is about two percent of HD1 programming costs. Also asked what the susceptibility of the transmitter was to storms. MT answered that we are much less vulnerable to storms than we used to be thanks in large part to a backup generator. The solid state design of the transmitter also decreases down time. We are well prepared for weather related issues.*

**b. Website, Martin Klemm, Anders Dahlberg, and Andrew Robins**

*MK gave an overview of the new website layout and features. Discussion and comments about new site included; potentially eliminating duplicate points of entry or otherwise streamlining the main page vs. maintaining front page points of entry for most pages, that primary emphasis on dynamic scrolling area drew attention away from top navigation section, that the home page effectively fits an enormous amount of information, that website users will become accustomed to the site with use, the Calendar is on the secondary navigation bar and it is primary information, that WMUK’s site was more interesting than other WMU sites, there needs to be a way to encourage younger people to become familiar with WMUK more quickly through use of the website, and that many of the design aspects come down to personal preference.*

*Questions arose regarding; formatting issues with Firefox Browser, how difficult was it to get to WMUK’s site from WMU’s site, how the traffic on WMUK’s site compared to other WMU sites like the Athletic Department site, was there a section on the site with information and videos about the staff, and how was the administration of the site covered by staff.*

*MK is willing to talk to those with browser issues and checked WMU’s site. WMUK’s site can be reached through the “A to Z” Directory under “W”.*

*AR stated that we are unable to compare site traffic figures because we do not have access to the figures for other sites. There is a page on the “About Us” section of the site with staff bios and pictures. We have not done video clips, but that is something we could consider in the future. Duties regarding the website are portioned out primarily by respective staff/departments, i.e. news, music, programming.*

**c. Other forms of delivery including Social Media, Podcasts?**

*Questions about what the “Interact” section at the bottom of the main page was and whether we were able to do podcasts transitioned into other forms of delivery discussion.*

*AR stated that the “Interact” section on the site related to all of the online social media applications WMUK utilizes. We currently have about 500 followers on Twitter and Facebook, and we plan on increasing that significantly in the coming years. Podcasts can be done relatively easily for the News and Arts & More, but not for Music programming due to the complicated issues around music rights.*

*General comment that interviews would be most desirable podcast content.*

**d. NPR Digital tools to be considered this year, Gordon and staff**

*GB provided a brief overview of tools available through NPR for web content. As an NPR affiliate station, WMUK will have to pay for the services whether we utilize them or not. We are wrestling with this currently and looking at potential website redesign based on CorePublisher and incorporating more of the digital tools. The cost for services will be graduated over the next few years. We may be paying the first $4,000 as early as October of 2012.*

**VI. Issues or topics suggested by the Committee Members**

*JM will send an email regarding future topics.*

**VII. Future Business of the Committee**

**a. Strategic Plan: some initial ideas to committee in advance this summer**

*GB announced that we will start the strategic planning process this year. Visioning sessions will involve staff and committee members, but we have not yet determined the specifics regarding said sessions.*

**b. Service of FAC Members: 2 year terms but option out after a year**

*GB asked the current members to remain on the committee for the next year. He will consider all member terms renewed unless he hears otherwise.*

**c. Next meeting: Wed. Sept. 12, 2012, 5-7 p.m. Richmond Center?**

**VIII. Adjourn**

*BL asked that Gordon send along their best wishes to Victoria.*

*Meeting adjourned at 6:57 p.m.*

*Submitted by Kim Willis, 5/31/2012*