



WMUK Minutes

Date: January 11, 2012, 5 to 7 p.m.
Place: Richmond Center for the Visual Arts
Conference Room, #R2305
To: WMUK Friends Advisory Committee
From: Anders Dahlberg, Underwriting Manager
Re: Minutes (Revised 05/03/2012)

WMUK Friends Advisory Committee

Present - Jan Andersen (JA), Rick Briscoe (RB), Mike Lewis (ML), Bob Lohrmann (BL), Jim McIntyre (JM), Sue Moore (SM), George Robeck (GR), Linda Rolls (LR), Larry Schlack (LS), Doug Thompson (DT)

Absent - Jim Heaton (JH), Donna Odom (DO)

WMUK Staff

Gordon Bolar (GB), Anders Dahlberg (AD), Andy Robins (AR), Klay Woodworth (KW), Kim Willis (KNW)

Minutes Wed. Jan. 11, 2012

I. Welcome

- GB: Calls meeting to order 5:05 p.m.

II. Introduction by Gordon Bolar

- GB: Friends Advisory Committee (FAC) is not obligatory for University-owned NPR stations. It is a choice we see as desirable as does WMU. In order for this (FAC) to follow Corporation for Public Broadcasting (CPB) and FCC regulations it has to follow specific guidelines found in their "Open Meetings Provision." These were initially written in 1934 and have been regularly updated since.

a. Open Meeting Provisions of CPB

- GB: Policies are part of WMUK's Public File – available to the general public during business hours and part of the FCC Requirements.

b. Changes now necessary for the committee to continue

- GB: In 11111 it was determined that the WMUK FAC is required to adhere to the FCC/CPB "Open Meetings Policy." These include formal Chair, Secretary, Minutes kept on file, observers from the general public do not have to self identify, over-the-air announcements of meeting time/location/and open nature at specified intervals prior to FAC meeting. GB has complete list in regulations, on file.

c. Distribute and Discuss Open Meeting Policy

- GB: WMUK Staff (Kim Willis) will keep sign in sheet for members of public which will also have room for written comments. Closed Sessions are possible, but must be announced in advance.
- GB: The role of the FAC as illustrated in August Meeting: "the purpose of the FAC is for WMUK to have the opportunity to "Listen" to the community. Reiterates that the committee has no fiduciary responsibility, no programming, personnel nor fiscal responsibilities."
- LS: Do NPR-Colleague stations have these kinds of Committees and are they effective?
- GB: Yes & No – not a requirement of University Licensee's like WMUK. It is voluntary and WMUK sees it as desirable.

- GR: Heard announcements
- GB: As above – there are complexities but we are doing it. It is also an FCC License renewal year.

d. Intro Bob Lohrmann as temporary Chair.

- RB/LS: Rapid-fire good natured nomination/second/installation of Bob Lohrmann as Chair of WMUK Friends Advisory Committee (FAC) Unanimous support.
- BL: Accepts nomination graciously - (Cheerful ribbing ensues) - reminding all present that no good deed goes unpunished. Gives brief self-introduction and asks that the entire committee do same.
- BL: No need for formal vote.

III. Call to Order of Friends Advisory Committee by Chair Bob Lohrmann

a. Approval of minutes from August 21

- BL: Calls for review then approval of 08/31/11 Minutes.
- LS: Support – pass as presented, without objections.
- BL: No need for formal vote.

b. Selection of Secretary of Friends Advisory Committee

- RB: Nominates Jan Andersen (JA) as Secretary –
- LS: Seconds.
- JA: Accepts with reservations, caveats and eventual good humor.
- GENERAL: Discussion ensues.

IV. Current Business of the Committee conducted by Newly Selected Chair

a. Review Open Meeting Policy

- GB: FCC/CPB Open Meetings Policy includes formal Chair, Secretary, Minutes kept on file, observers from the general public do not have to self identify, over-the-air announcements of meeting time/location/and open nature at specified intervals prior to FAC meeting. GB has complete list in regulations, on file.

b. Review Organizing Statement of Friends Advisory committee

- GB: Friends Advisory Committee (FAC) is not obligatory for University-owned NPR stations. It is a choice we see as desirable as does WMU. In order for this (FAC) to follow Corporation for Public Broadcasting (CPB) and FCC regulations it has to follow specific guidelines found in their “Open Meetings Provision.”

V. Updates on recent events and activities by Gordon Bolar, General Manager

a. Search for two positions: news and office assistant

- GB: Introduces and shares qualifications of Kim Willis and Rebecca Thiele.

b. Fundraising in 2011 up from 2010

- GB: 2011 a good year for WMUK – Met Fund Drive goal – Dec. mail campaign focusing on expiration of Michigan Tax Credit results in \$15,000 additional dollars – listener survey also part of mailing.
- AD: Underwriting in 2011 up 15% over 2010 – best year ever for WMUK - \$252,506. 55 Underwriters in 2011 15 new clients. Underwriting for underwriting – on-air announcements proving effective.
- LS: Does not want WMUK to become too commercial sounding – are we actively aware of maintaining the quality/sound/character our audience expects?
- AD: Shares anecdote about limiting even our best clients from saturating the air with one message. We are conscious and conscientious about balancing the necessary revenue stream underwriting provides with the clean, uncluttered quality and classy sound of WMUK.
- GENERAL: Discussion ensues. Topics include perceived impact of loss of MI Tax Credit, WMUK’s ‘angel’ at the end of the Fall 2011 on-air-fund-drive, effectiveness v.s. desirability of Pre-Drive matching fund.

- GB: Feed back from Dec. mailing indicated that a few members do see MI Tax credit as incentive.
- DT: No one really knows – most of his colleagues believe it will not adversely affect their ability to raise funds.

c. License Renewal in 2012

- GB: Every 8 years, every radio station in Michigan has to renew – no worries at this time, good guidelines left from Floyd Pientka. Due June 1, 2012. Topics include such diverse elements as certification by the General Manager of the “character” of the WMU Board of Directors to the height of the transmitter.

d. CPB funding

- GB: WMUK filed audit in December 2011, and received \$72,000 CPB payment already.
- LS: CPB funding requires act of Congress?
- GB: Yes – funding good for two years – it looks good until 10/01/2013 review.

e. Spring Campaign in 2012 and Bumper Sticker

- GB: Spring 2012 Campaign April 14 through 20. 7 day drive, Partnership to Overcome Homelessness with Open Doors (smaller non profit dedicated to supporting the working poor – in Kalamazoo since 1970) modeled on successful Kalamazoo Community Fdn collaborations with Loaves and Fishes (Sp 2010), and Ministry with Community (Sp. 2011).
- LS: Never heard of Open Doors.
- GENERAL: Others indicate that they have.
- GB: Open Doors is a smaller non profit dedicated to supporting the working poor – in Kalamazoo since 1970. K C Fdn. matches donations to WMUK up to \$15,000 (may go to \$20,000) WMUK keeps money – Open Doors gets from Fdn. WMUK is well known for involvement in arts and culture, these programs show that we are engaged too in social issues.
- GR: Educates the Community – Do other NPR stations do this?
- GB: Yes, a few, 20 to 40 in the entire country – but each is unique to its community and their unique relationships to major funding organizations. It works for us, the opportunity to benefit two organizations with one gift is desirable to our listeners. It is smart and reflects their sense of good judgment.
- GB: WMUK Bumper sticker designed by local graphic designer John Townsend based on slogan created by KW/GB will be sent with pledges. It is a marketing piece and a handout not a premium. It is specifically designed to distinguish WMUK from other stations. The cost was \$0.40 ea.
- LS: How many printed?
- GB: 3500 to accommodate all members.
- LS: Do our drive dates coordinate with the other Michigan NPR stations?
- GB: No we have chosen to go one week earlier than the National Drive. This choice is optional for all stations. We believed the later dates to be too late for WMUK.
- LR: How do our drive dates coordinate with Gilmore Festival?
- GB: We end before the Gilmore Festival Starts – the national dates would have placed us right on top of 2012 Gilmore Festival which opens April 26.
- GR: Any worries about proximity to April 15 and potentially tight pockets?
- GB: No, this is not typically an issue.

f. “Wait Wait ... Don’t Tell Me!” visit to Kalamazoo

- General: A discussion ensued regarding bringing a live taping of the NPR show “Wait Wait, Don’t Tell Me” to WMU’s Miller Auditorium.

VI. Focus of today’s Meeting: Programs and Content

a. Local News, Andrew Robins, News Director

- AR: History of WMUK News Department; one-person department began 1973, two-person in 1985, three-person in early 1990's, four-persons in December 2011.
- AR: Introduces Rebecca Thiele – WMUK's first choice - chosen over 60 applicants, will be Exec. Prod. of Arts & More, relieving not replacing Lorraine. Also assigned to bring News Dept. up to date with ever-changing Social Media landscape. This includes web-only content – we await www site redesign to move forward. Also NPR Digital initiative.
- LS: What is demographic for Social Media?
- AR: Ever changing. At this moment Facebook is trending older and Twitter is trending younger, Google Plus is new yet not really active. Social media is an opportunity for dialogue between listeners and news providers.

b. Arts & More, Andrew Robins

- AR: Arts & More increased coverage funded by Gilmore Foundation grant. This is representative of a changing focus found through out news media, traditional newscasts dropped by WMUK mid 2010, long-form stories are now current emphasis, such as Arts & More which WMUK considers news content, WMUK dropped State News Network for these reasons and to save \$12,000.
- AR: Introduces 6 part-time correspondents and expands upon our news internship program and how it ties WMUK to WMU's academic mission.
- GR: Misses top of the hour news. Asks about how WMUK will position itself in the context of the Kalamazoo Gazette. How is WMUK responding to this change in the local news landscape?
- AR: Loss of Subscription to State News Network drove decision to eliminate top-of-the-hour news service. WMUK had to choose between either being an in-depth or headline news service and chose the former. WMUK's capacity is to be able to do one or the other well – 4 minute news twice an hour is as demanding as in-depth. Conventional wisdom is that in the 21st Century, UNIQUE CONTENT will be most valuable. WMUK cannot be all things to all people.
- GB: In-depth stories translate better to www content (podcasts AD edit.) WMUK www redesign will enable these which we acknowledge, we are a little behind on.
- BL: Glad to hear of WMUK www redesign! Also suggests electronic newsletter.
- AR: FB now has a newsletter-like function that enables dialogue.
- LR: News when and where you want it is part of the expectation. Are podcasts part of the plan?
- GB: Yes – that is a part of redesign this year. Next meeting will expand on delivery systems.

c. Recent & planned program changes, Klay Woodworth, Program Director

- KW: The bigger picture is represented by HD-1 and HD-2. Reviews program changes and rationale.
- JA: Likes "As It Happens." (AIH)
- SM: Did not realize AIH comes from Canada and their News perspective.
- KW: Programming had been static for many years and refers to the slowly falling audience number chart. Changes in programming keeps listeners interested and engaged. Helps WMUK to address the WUOM issue, and recognized that the future is in reaching out to the audience. Explains Word Cloud Survey and expands upon BALANCE represented by NPR/Music content.
- JA: Who was in the survey?
- KW: All members who were part of the December mailing.
- BL: WUOM has an online survey – costs nothing – and they direct listeners to it with on-air announcements.
- KW: We too are doing it - it was just to the mail, not the www site.
- GB: It was printed on the back of the letter – there was no extra cost.
- BL: Wait to redesign www site before we direct listeners to it!
- JA: Is there a theme we are trying to build in HD-1/2 programming? Is there a desire to put distinct content – especially news – into HD-2?
- KW: Balanced content is the theme – when HD-1 is music, HD-2 is talk.
- JA: Could local headline news be played on HD-2?

- KW: Staff time prevents – refer AR presentation about WMUK at this time being able to only do one news style well, and we are currently committed to in-depth, long form stories.
- JA: After Gazette has been gone WMUK should survey listeners about news. Opines that WMUK needs to provide more local and that people are going to miss the kind of stories the Gazette provided.
- GENERAL: Discussion ensues.
- GB: WMUK cannot become the Kalamazoo Gazette.
- KW: At this time we have (As Andy Robins indicated) made a commitment to long-term in-depth stories.
- RB: Maybe more committee contact is required on this topic.
- GB: I would accept e-mailed suggestions from this Committee.
- DT: Appreciates the entitlement to send critical observations. Asks if it is appropriate to identify/recognize FAC over the air.
- GB: Already on WMUK www site.

VII. Future Business of the Committee

a. Structure of Future Meetings

- GB: Do we add “Persons to be heard” to future agenda?
- GENERAL: yes.
- GB: Suggests Chair to recognize guests and make efforts to discover topics to address.
- JM: Protocols for group communications?
- GB: Will handle.

b. Next meeting: May 30, 2012, 5-7 p.m. Richmond Center?

- GENERAL: Like Richmond Center better than WMUK Studio. Need not provide snacks.

c. Subject of Next Meeting

- GB: Delivery Systems.

VIII. Adjourn

- BL: 7:07 p.m.

Humbly Submitted, Anders Dahlberg 01/12/2012