The Iowa Public Radio Executive Council met April 25, 2005, in Ames at the Communications Building on the campus of Iowa State University. The meeting was convened at 2:30 p.m. All members present: Art Neu, Carroll; Kay Runge, Des Moines; Warren Madden, Ames; Steve Carignan, Cedar Falls; and Steve Parrott, Iowa City. Guests were Dr. Diana Gonzalez, policy and operations analyst with the Board of Regents, Des Moines; John Hess, director of broadcasting services, University of Northern Iowa; Bill McGinley, general manager of the WOI Radio Group, Iowa State University; and John Glover, Director of Annual Giving at the ISU Foundation.

**Iowa Public Radio fundraising and budget:**

John Glover reported that foundations of each university cannot handle contributions not made on behalf of their university. The ISU Foundation has not yet engaged its legal staff on Iowa Public Radio issues. Kay Runge indicated that the intent of Iowa Public Radio is to become its own entity; Art Neu described the vision for IPR recently advanced by new Regent President Gartner; Warren Madden then suggested that the entity may need a development staff member. Art Neu suggested this should be a priority as soon as the Executive Director is chosen. The short-term challenge is the transition period; John Glover reported that it takes approximately 12-18 months to achieve realistic production from a new major-gifts focused development position. He also noted each foundation may be contributing up to approximately .25 FTE staff effort in assisting the stations with their development strategies.

Draft financial statements prepared by Don Wirth were distributed for review by Council members. Concerns for the context of the figures reported were expressed. The format was generally believed to be adequate at this time. Before the next meeting, the Council would like data collected on fund performance at each entity with more usable sets of actual financial data for operations and financing with additional explanation of the figures so that a combined Iowa Public Radio budget, including projected figures, could be determined. This might be best accomplished by the financial staff of each station getting together by telephone to work out the details.

**Update on possible transition funding:**

John Hess indicated his understanding that Greg Schnirring of the Corporation for Public Broadcasting would like a demonstration of how consolidation has resulted in efficiencies and savings before they consider transitional funding assistance. CPB’s expectations include less duplication of staff and significant consolidation following the Minnesota Public Radio model versus the more fractured Bornstein model. Bill McGinley and John Hess need to clarify before the next meeting what specifically is meant by CPB expectations. It was noted Bornstein recommended a figure of $300,000 in savings and that it could be expected costs might increase under the expectation that we expand statewide.

Discussion followed on the location of the executive director once hired. The Pappajohn Center was one suggested location. Art Neu, while recommending that it be a neutral spot versus being located at one of the stations, also reported that western Iowa did not want to see IPR become too Des Moines oriented in the example of IPTV, which is perceived as being too Des Moines-centric. Warren Madden suggested that the Council look at what space options are available in Des Moines besides Pappajohn; other examples being the Board of Regents office, Extension, the Des Moines Partnership, or the DMACC campus in Ankeny.

**Update on Licensing Issues (Perry application):**
Bill McGinley reported that there may be a diminishing opportunity to negotiate with American Family Radio related to the Perry station. It is assumed that American Family will appeal the FCC point count decision in IPR’s favor by claiming that the decision is unfair. The Council will need to determine what outstanding applications are critical to the expansion of IPR and be prepared for future discussion near the time the FCC determines the status of the Perry application. No further steps should be taken until the FCC decision on Perry is in play.

**Closing Items:**
John Hess distributed copies (provided by Joan Kjaer) of the material Tom Livingston assembled from work plans prepared by the three managers to outline possible CPB transition funding needs. Bill McGinley made available program grids representing what all stations are currently carrying. The review of these grids was tabled and will be discussed at the next meeting. The date of the next meeting was set as May 26 in Iowa City.

The meeting adjourned at approximately 5:00 p.m.

William A. McGinley
General Manager, The WOI Radio Group