

Board of Directors Meeting Minutes  
January 20, 2009

The Iowa Public Radio Board of Directors held their regular meeting February 20, 2009 at the Embassy Club in Des Moines. Present for the meeting were Directors Art Neu, Kay Runge, Steve Parrott, Warren Madden, and Chief Executive Officer Mary Grace Herrington. Director Steve Carignan was absent. Present from the Leadership Team were Don Wirth, Joan Kjaer, Jonathan Ahl, Matt Sieren, Tim Coffey, Wayne Jarvis, and Wendy Ridout.

Chair Runge called the meeting to order at 2:03 pm.

Parrott moved and Madden seconded approval of the minutes for the December 17, 2008 meeting. The motion carried unanimously.

**Discussion & Decision Items:**

**A. Financial Report – November:**

Wirth discussed the November financials, noting under expenses that Iowa Public Radio is maintaining its operating costs within the approved budget. In regards to revenue lines, Wirth commented that Membership was initially budgeted at \$2.5 million, which, on review, was an unrealistic number. That revenue line had since been amended to a more accurate \$2.3 million. Wirth also commented that Underwriting had been projected at \$1.2 million. Based on decreased revenue projections accurately reflecting the economic environment, the Underwriting revenue line has been amended to \$950,000. Additionally, of IPR's direct appropriation from the state, \$7,500 has been rescinded. The combined difference in projections for these three lines suggests about a \$500,000 shortfall. Wirth stated that the Leadership Team is identifying areas for savings, and has so far identified about \$418,000. Herrington stated that a final budget adjustment would be prepared for the March Board meeting for final review and approval, once she has had an opportunity to explore these figures as well.

Runge asked whether any of the FY09 cuts would be applicable in the FY 10 budget. Wirth responded that the Leadership Team is preparing options for cutting expenses up to 20% for the next year.

Neu asked about what had been discussed regarding cuts from the Universities. Wirth responded that for this fiscal year, IPR has not been notified of anything.

Parrott noted that the "Promotions" line in "Supplies and Services" is lower than the budgeted amount. Kjaer responded that because of the nature of promotions, those expenses are not evenly distributed throughout the year (such as the program guide).

**B. Other:**

**FY10 Budget:**

Runge inquired as to what the current budget contributions are from the universities. Wirth responded that the University of Northern Iowa contributes \$558,000, the University of Iowa contributes \$586,000 and Iowa State University contributes \$500,000.

Runge commented that she had heard that ISU has a plan in place to drop IPR's funding to \$400,000 for FY10, \$250,000 for FY 11, and end at \$100,000 for FY 12. Madden commented that President

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Geoffrey's priority is academics, and if he can prevent them from being cut, that burden falls on the ancillary areas. As Geoffrey has prioritized the ancillary units, he has considered the Bornstein report, which stated there would be savings (salaries) generated through the creation of IPR, and that IPR would have increased private giving to help support itself. Knowing this, and knowing the funding line for IPR (bonds from the sale of WOI TV) is quickly being depleted, Geoffrey has targeted IPR as an auxiliary that should be able to support itself and can handle decreased funding. Madden closed stating that if IPR disagrees with the President's thinking, that should be outlined in a letter justifying continued support. Wirth commented that IPR could review the report again and have a follow-up meeting with President Geoffrey to argue its case for continued funding.

Parrott commented that the funding from the U of I comes from the General Education Fund, which also funds the majority of the education programs. He has not received any impression from President Mason that there would be a cut the size of Iowa State's proposed decrease, though IPR should anticipate less funding this next year.

Neu asked whether the state appropriation IPR received this year would be cut. Madden commented that it isn't out of the range of possibility, though IPR would start 1.5% lower than the previous year.

Note:

Following discussion on the FY10 budget Wirth passed out the WSUI/KSUI audits to the Board members and Herrington. He commented that the other audit results would be distributed via mail in the next few weeks.

**Information Items:**

**A. Hiring Update:**

Vacancies for various departments were reviewed. Wirth commented that Herrington would have the opportunity to review and determine which vacancies should proceed to posting.

Neu asked if IPR should close the Underwriter position searches more quickly. Wirth commented that the position just closed Friday, and with Michelle Rourke starting soon as Development Director the search would likely move faster.

Runge inquired about the pay structure of the Underwriter positions. Herrington commented that though she doesn't have direct experience in Underwriting, she plans to discuss this with Rourke in a meeting with her shortly. At that time, they will also review the structure of the Development department and establish a fundraising plan based on historical performance, agreed upon activity metrics and revenue targets. On the subject of bonuses and incentives, Herrington stated that though IPR can't compete with for-profits in salary due to the Donor Bill of Rights, there are other ways to incent fundraising professionals. Herrington closed stating she would be in the field generating funding as well.

**B. Grants:**

Kjaer commented that IPR won't hear about receipt of the Des Moines Community Foundation Organizational Grant for a few months yet, but the development of advisory boards would not be held up during this period.

**C. 2111 Grand:**

It was announced that the Des Moines offices would be moving to the new site around February 1.

**D. Department Updates:**Membership:

Ridout noted that the Membership department is still on track to hit the \$2.35 million goal at the end of the fiscal year. She noted that the organization has been gaining members this year, which includes returning members (those that stopped giving during the first programming change) as well as new members. She closed stating that the average gift at calendar year end was over \$100.

News:

A question was raised regarding the market reports and other agriculture programming. Ahl responded that IPR needs to improve the quality of the market report sound, and will work with Doug Cooper to improve the markets read by students. Regarding Elwynn Taylor's role in the organization, most complaints received were not about Taylor's role. The complaint centered on a desire for the programming to return to its prior format Ahl also stated that it is important to deliver the most relevant amount of information that serves the entire audience, as opposed to serving small segments.

Neu asked whether IPR received more fundraising dollars during the former agriculture programming format than in the new format. Wirth commented that it is difficult to track that data, as the variables influencing a member to call and give are typically unrelated to the programming.

Ahl closed stating that when public radio is at its best, the experience isn't about the show, it's about the higher connection with the hosts and other listeners.

Parrott asked whether IPR archives other materials besides Prairie Lights. Ahl commented that the ability to archive is fairly recent, so much of the old audio hasn't been archived yet. However, all new programming on the air is saved and stored digitally.

Ahl also noted that IPR began digitizing and archiving Live from Prairie Lights about a year ago, this is now in the process of being transferred and housed at the University Library and Special Collections. Though IPR and the three previously independent stations have lots of stored audio, not much of it is available outside of the originating community.

**E. Other:**Board of Regents Meeting:

The next Board of Regents meeting is scheduled for February 2<sup>nd</sup> and 3<sup>rd</sup> at the Courtyard by Marriott in Ankeny. It was noted that for the first day the Regents will be in both closed and open sessions for strategic planning. The Regents' open session will be held on the second day.

Other:

Runge highlighted "The Current" issues featuring Herrington's hire as CEO.

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Runge commented that IPR needs to get started on a long range plan. Herrington asked for a ninety day period with the Leadership Team to better understand the organization, after which she would begin crafting the framework for long-term planning. Neu commented that that would give her until April 20.

A request was made by Parrott to have the board instructed in how to download podcasts.

Motion made by Neu to enter Executive Session to discuss the potential acquisition of a Des Moines frequency. Seconded by Madden. By roll call:

- Madden: Aye
- Neu: Aye
- Parrott: Aye
- Runge: Aye

Executive Session entered into at 4:30 pm.

Motion made by Neu to end Executive Session. Seconded by Parrott. By roll call:

- Madden: Aye
- Neu: Aye
- Parrott: Aye
- Runge: Aye

Executive Session ended at 5:10 pm. No action was taken.

Meeting adjourned by Runge at 5:10 pm.

Respectfully submitted,  
Matt Sieren, Executive Administrative Assistant