

Board of Directors Meeting Minutes July 25, 2006

The Iowa Public Radio Board of Directors held its monthly meeting Tuesday, July 25, in Ames at the offices of WOI Radio Group on the Iowa State University campus. The meeting was preceded by a luncheon with members of the ISU Foundation. Members present were Vice-Chair Kay Runge (by telephone), Warren Madden, Steve Parrott and executive director Cindy Browne. Chair Art Neu and member Steve Carignan were absent. Also present were Joan Kjaer of WSUI/KSUI, Wayne Jarvis of KUNI, Don Wirth of WOI, consultant Judy McCoy Davis of Des Moines, Diana Gonzales of the Board of Regents office and Steve Firman of Cedar Falls and the Friends of KUNI organization.

Vice-Chair Runge called the meeting to order at 1:40 p.m. Minutes of the June meeting were corrected to reflect that Madden was not present. Madden moved and Parrott seconded the approval of the corrected minutes. Motion carried.

Senior management appointments

Browne reported on the recruitment of the senior management team, noting that Todd Mundt of Michigan Public Media had been appointed IPR director of content and media. He will begin his duties Aug. 7. Browne also announced that Don Wirth had accepted her offer to become IPR director of finance and administration, effective immediately. Wirth will also continue as manager of the WOI stations. His annual salary will be \$87,000.

Searches for the director of development and director of network operations continue, Browne said, adding that she hopes to have all searches completed by the end of August.

Financial reports

Browne reminded board members that there would be no financial reports for July. Instead, preliminary fiscal year-end reports will be presented at a later date.

Wirth noting that the WOI, KUNI and WSUI/KSUI are filing separate Corporation for Public Broadcasting reports to meet grant guidelines. However, the stations are discussing with auditors how to develop a consolidated audit. Madden asked if a single audit firm would be chosen for all three stations in the future. Browne confirmed that was the case and said she expected that to result in some cost savings.

Listening Project

The stations have launched The Listening Project, a major initiative of IPR's strategic planning process, Browne reported. A member survey has been sent to about 3,000 people, and there will be a phone survey and an on-line survey on the websites of all IPR stations. In addition, there will be conversations with civic leaders Sept 12 and 13 in Ames, Cedar Falls, Des Moines and Iowa City. That will be followed by conversations with the public on Sept. 26 and 27 in those four cities. The results of the surveys will frame the discussions in September. Members of the board of directors were also given survey forms to fill out and return before the IPR board's August meeting.

Development audit received

Lewis Kennedy Associates has completed its development audit and forwarded a report and recommendations to Browne. The purpose of the audit was to assess the stations current practice and capacity for fund-raising and to make recommendations for an IPR fund-raising structure and set of

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practices. Browne noted that the report contains recommendations that each station can implement now but also explained that IPR has considerable unmet potential as a consolidated public radio organization.

The management has begun reviewing the recommendations and is sharing them with staff members. Once a director of development is hired, that person will begin to implement the plan, Browne said. The audit recommends investments in fund-raising computer software, training support for current staff members, and the addition of development staff members in the longer term. Browne also reported that she has decided to separate marketing functions from the development director.

Madden said the report's estimate of 35% cost for fund-raising seemed high. Wirth noted that was related to start-up costs and should be lower within three years. Within 10 years, the cost of fund-raising should be somewhere in the range of 22 cents to 28 cents for each dollar raised.

Transition update

Browne reported that Chairman Neu and she would be meeting with Regents president Michael Gartner to discuss future funding from the three universities. She said she would pull together ideas to be considered during the August meeting of the board.

Madden reported the ISU President Gregory Geoffroy has signaled his intention to reduce ISU funding for the radio stations by \$100,000 for FY08. Browne acknowledged that the Regent universities have indicated they wish to reduce cash support for the radio stations as the stations improve their ability to raise funds through underwriting and donor support. All of that needs to be addressed in the management agreement. Browne said that she continues to work with Wayne Reams of the Belin law firm and Tom Evans of the Board of Regents office to produce a draft of a management agreement for the Regents and the university presidents to consider.

State Fair

WSUI/KSUI and WOI will be participating in the Iowa State Fair in mid-August, station managers reported. Stations will provide maps of the state with each IPR station's call letters, frequency and area of coverage. Fair goers will also have the opportunity to sign up as volunteers for the Listening Project.

IPR office space in Des Moines

Browne reported that the Pappajohn Higher Education Center management has offered options for expanding current IPR space, including a small expansion on the third floor or a larger ground floor expansion with a separate IPR entrance on Grand Avenue. Other options in downtown Des Moines continue to be examined, she added. IPR has a lease at the Pappajohn Center through September of 2009 but Browne said she intends to make a recommendation on long-term space by January of 2007.

Friends of KUNI update

Steve Firman of the Friends of KUNI reported that his term as president of that organization has ended and that Liz Conklin has succeeded him. He also reported that the group voted at its July meeting to vacate a 1976 agreement that called for an annual agreement relating to use of funds raised by the group for KUNI. The group also approved a change in contract language that required approval by Friends for

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KUNI for expenditures by KUNI. The group also approved language that makes UNI the sole designee for the assets of the Friends of KUNI should the Friends disband.

Wayne Jarvis and Firman also informed the IPR board of the death of long-time Friends of KUNI board member Bruce Esterbrook. Board members expressed their sympathies to his family, to the Friends of KUNI and the radio station.

FCC decency rules, fines

New Federal Communications Commissions decency rules can result in fines of up to \$325,000 per incident and up to \$3 million a day for language deemed to be indecent on public radio stations, Browne reported. For that reason, IPR legal counsel in Washington, DC, recommends that the stations take seriously the threat of fines. Prudent steps include the purchase of insurance and the implementation of stations policies to eliminate or minimize the possibility of indecent language. That may make it necessary to implement a 7-second delay for all live programming, Browne said.

August board meeting at Cedar Falls

Board members were reminded that the next meeting date is Aug. 30, in Cedar Falls with a luncheon to be attended by UNI President Ben Allen, members of the UNI Foundation, and the Friends of KUNI executive committee.

Other meeting dates and times were set for Des Moines at 1 p.m. on September 20, Oct. 25, and Nov. 29.

The meeting was adjourned at 3:25 p.m. and followed by a reception with staff members from WOI Radio Stations.