

## Board of Directors Meeting Minutes

March 31, 2010

The Iowa Public Radio Board of Directors held their regular meeting March 31, 2010 at the Des Moines office. Present for the meeting were Directors Art Neu, Kay Runge, Steve Parrott, Warren Madden and Mary Grace Herrington. Director Steve Carignan participated telephonically. Leadership team members present included Jonathan Ahl, Don Wirth, Michelle Rourke, Al Schares, and Scott Rivers. Also present was administrative assistant and board liaison Matt Sieren.

Chair Runge called the meeting to order at 1:01 p.m.

Runge introduced and welcomed the new leadership team member, Scott Rivers, Director of Network Operations, to the organization.

Director Parrott moved approval of the February 8, 2010 minutes, seconded by Carignan. February 8 minutes approved unanimously.

### **DISCUSSION ITEMS**

#### *Financials*

Wirth introduced the February financials, noting that expenditures continue to track on budget. He then discussed the revenue reports, noting that the Universities have begun implementing the 10% funding reduction as agreed to during the fall Board of Regents meeting.

Parrott inquired as to whether IPR remains on course to have a balanced budget for the fiscal year. Herrington responded that at this time revenue and expenses have tracked accurately to maintain a balanced budget at fiscal year end.

#### *KFFF – Boone, Iowa*

Rivers shared that the FCC has granted signal expansion to KFFF, a full service broadcaster, in Des Moines. This action has ripple effects, in that KPUL, another full service broadcaster, will conflict with IPR's translator located at 101.7FM. This impacts IPR in that this signal will be lost. Our engineering team evaluated the Des Moines market and discovered one available signal, 97.7FM, which could replace 101.7FM and would still be located at the Des Moines Public Schools building in downtown Des Moines. This change of frequency needs to be filed with the FCC, and once approved it could take up to one year to complete the frequency move. At this time, Rivers would like for the Board to approve application for the transfer of the signal to 97.7FM.

Madden inquired as to how the development of digital radio will ease market signal crowding. Rivers responded that digital radio won't resolve the issue unless the FCC mandates that analog radio will be discontinued – similar to recent legislation for television.

Neu made motion to approve the application to transfer 97.7FM from the current Des Moines frequency, 101.7FM. Motion was seconded by Madden. FCC application of 97.7FM approved unanimously.

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Rivers also shared that an AM broadcaster out of Wisconsin might request an increase of power, which would affect 640 WOI-AM. He added that if the broadcaster moves forward with this IPR would request the FCC deny the request.

### **EXECUTIVE UPDATE**

Herrington shared highlights from the executive report, briefly discussing “Leadership for Philanthropy,” development updates, the IPR strategic plan, and developing a “Friends of IPR” group.

Herrington shared that the FCC awarded ISU the Sioux City frequency at 88.9FM. Herrington commented that the network operations division will begin working on the construction plan for new frequency shortly, with the board receiving progress updates as appropriate. Herrington added that IPR has also applied for a signal in Merville, and after initial evaluation by the FCC, appears will be awarded in IPR’s favor.

Herrington noted that the spring public awareness campaign ran for three weeks in primary and secondary listener markets and focused on the legislative team, news team, and the daytime on-air news announcers.

Neu commented to Ahl that he feels the coverage of local news has improved vastly over the past year and a half, which he considers very impressive. Ahl thanked Neu for the kind words and responded that the improved news coverage is due in large part to the dedicated news staff.

Herrington reviewed the recruitment plan for the Chief Administrative Officer, to succeed Don Wirth following his retirement. At this time the goal is for this director to begin work on July 1, allowing opportunity for them to work with Don. Herrington reminded that the board that this position will be based in the Des Moines office.

### *Website Strategy*

Herrington provided an update to the board of directors on the new IPR website plan with construction outsourced to ZLR Ignition. She complimented and IPR’s Events Specialist, Amanda Acton, and the leadership team on their efforts to improve and maintain the current website.

Neu inquired as to when the website would launch. Herrington responded that in order to properly manage the budget, the new website would go live in phases throughout the remainder of the calendar year.

### *Employee Reclassification*

Parrott moved to table discussion on the employee reclassification, with plan to review at the May meeting. Motion was seconded by Madden. Motion to table employee reclassification discussion approved unanimously.

**DEPARTMENT UPDATES***Fiscal Operations*

Herrington shared that Andy Huhman has joined IPR as an IT Specialist based in Cedar Falls and Kathy Berrett has joined the membership department in Ames. Herrington also noted three promotions: Eric Jordan has been promoted to Manager of Broadcast Operations, Steve Schoon to Manager of Engineering Operations, and Phil Maass to Technical Producer for the Music department. Herrington then shared that Ames Chief Engineer Dave Knippel will begin a five year phased retirement in mid-May, Ames Secretary Susan Roe will retire in early July, and Ames Development Officer Linda Jordening will retire at the end of July. Herrington concluded the human resources updates adding that the “Talk of Iowa” is an active search with three finalist interviews scheduled.

*Music*

Schaes provided an update music department relocation plan. Staff members impacted by the relocation have been notified and their decision to relocate is due on April 1, 2010. Implementation date is July 1, 2010, meaning all music personnel, libraries and materials will be located in Cedar Falls. The plan includes implementation of new music library management software, which will allow the music division to centralize the three libraries into one unified library in the Cedar Falls facility.

Shares also noted the new program “Performance Iowa” had its inaugural broadcast, in which the performers celebrated Chopin’s birthday.

*News*

Ahl shared that he visited the Corporation for Public Broadcasting in Washington, DC, attending the reception announcing IPR as a recipient of a Local Journalism Center grant. He shared that IPR receives this award as part of a six-station collaborative in the Midwest, with the goal of providing increased coverage on agricultural reporting in the Midwest and across the country. IPR’s portion of the grant will fund a full-time reporter for two years.

Runge inquired as to whether IPR will invite the agriculture community to meet the new employee once they’ve been hired. Ahl responded that it is IPR’s intent to expose the reporter to the agriculture community immediately so that those individuals can assist the individual in focusing on key areas of concern in the agricultural community.

Ahl continued, sharing that he had several good meetings with peers at NPR, and IPR is beginning joint planning with them around collaborative ventures around the presidential caucuses.

*Development*

Rourke shared that a new Underwriting media kit has been implemented, which includes an updated rate card. She continued, stating that at February month end Corporate Support is at 65% of goal, and the Development Officers continue to bring in new sponsors in each of the primary markets.

Rourke also provided an update on the results of the on-air pledge drive, wherein IPR received nearly \$303,000 through 2,681 pledges. She noted that membership is noticing an emerging trend in that greater numbers of web donations have been made during the past two drives. Rourke also shared that

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separate of the pledge drive, the direct mail campaign is \$100,000 ahead of where it was this time last year.

### *Executive Session*

Motion made by Madden to enter executive session pursuant to Iowa code 21.5(c) to discuss administrative processes with counsel Michael Reck, attorney with Belin McCormick Attorneys at Law. Motion seconded by Neu.

By roll call:

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

Entered executive session at 2:40pm.

Motion made by Madden to exit executive session. Seconded by Neu.

By roll call:

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

Exited executive session at 3:35 pm.

Runge adjourned the meeting at 3:35pm.

Respectfully submitted,  
Matt Sieren, Executive Assistant