

**Iowa Public Radio Board of Directors – Meeting #41**  
**November 5, 2008**  
**WOI Studio – Ames, IA**

The Iowa Public Radio board of directors held their regular meeting November 5, 2008 at the WOI Studio in Ames. Present for the meeting were directors Art Neu, Kay Runge, Steve Parrott, Warren Madden, and Acting Executive Director Steve Carignan. Present from the senior team were: Don Wirth, Tim Coffey, Jonathan Ahl, Joan Kjaer, Wendy Ridout, Matt Sieren, and Wayne Jarvis. Also present were Accountant Jenny Conrad and guest Pat Deluhery.

Chair Runge called the meeting to order at 1:07 pm. Madden moved and Carignan seconded approval of the minutes of the October 1 meeting. The motion carried unanimously.

**Discussion & Decision Items:**

**A. Financial Report:**

Audit Results:

Roger Nearmyer and Molly McCoughhey, representatives of the company hired to conduct the 2008 IPR audit, presented their results in first draft form. In explaining the audit, Nearmyer explained that the perfect world for IPR is to collect funding, disperse it, and end at zero every year. This is because the stations hold the licenses, and they actually report to the Corporation for Public Broadcasting, not IPR. Madden commented that it might be good to attach all four audits (the three station audits and the IPR audit) together once they are completed.

IRS 990 Form:

Following the presentation, the draft of the IRS 990 was presented to the board. It was noted that the 990 is representative of the past form, which will be replaced in the upcoming year with a new 990 form. Though the new form is different and might require new training, this year's form remains the same.

Parrott moved to authorize Steve Carignan, Don Wirth, and Warren Madden to perform a review and final approval for filing of the financial report and 990 form, representative of the Board's approval of these documents. Seconded by Neu. Approved unanimously.

July, August, and September Financials:

Wirth briefly discussed the July and August financials, then moved on to the September report. He commented that the first quarter would show a deficit revenue line, as the first fund drive would not show up until the second quarter. He also pointed out that in this report it was clear that the financial crisis had begun to impact projected revenue. That said, Wirth noted that expenses were running pretty close to projections, with some departments actually running under projection. Wirth concluded reminding the Board that the deficit showed in the financials was somewhat artificial, as IPR doesn't generate substantial revenue until the fund drive.

In response to Runge's question regarding a give-back to the state to pay for flood recovery, Wirth stated that IPR has yet to receive any of that \$2 million budgeted amount, so none can be given back. Wirth commented that the \$2 million IPR should have received was to come from the sale of tobacco funds, and right now those funds cannot be sold.

In response to Parrott's question, Wirth and Carignan commented that capital expenditures scheduled to move ahead will be for sites in Ottumwa and Bettendorf, to pay for digital transitions and transmitters, and for the Des Moines office. IPR has otherwise delayed or not started projects until it is known whether there will or will not be tobacco revenue.

Wirth then quickly reviewed the balance sheet through September, no questions were asked.

Wirth presented a graph report comparing operating activities with and without investment income between FY 08 and FY 09. He pointed out that because of the economic hit operating revenue reflects a lower amount than expected. Wirth also pointed out a graph at the bottom of the page reflecting the status of IPR's (the three stations) reserves as of the end of September.

In response to Parrott's question about what the organization should achieve each year financially, Carignan responded that IPR should make an annual net gain. He further commented that what IPR has seen so far this year reflects the slowed economy. At some point the organization will need to decide whether it should tap the reserves, and if so, how much should be pulled.

### **B. Other:**

In response to a comment, Don and Jenny are currently working to put together a real-time recording device to compare budgets by department and by the overall organization.

### **Information Items:**

#### **a: Fall fund drive results:**

Ridout stated that during October's fund drive IPR brought in about \$456,000 on-air, down \$20,000 from last year – which, considering the economy, was a pleasant surprise. Outside of the on-air total, she pointed out that mail returns this year have been ahead of where they were last year.

In response to a question about whether IPR can use the entire Member Match funds, Ridout commented that she plans to more actively use and track membership matches in the future so that IPR is guaranteed to receive those full gift amounts. If they are not met they cannot be used.

Madden asked how this fall membership number compares with what IPR was doing prior to the restructure of fundraising. Ridout answered that compared with last year the organization is up 60%. She also commented that this difference will likely equal out

during the next month, as total amounts from last year were held back a month due to returned mail processing delay.

Ridout also commented that IPR was looking at new revenue opportunities to off-set potential losses due to the economy. Two of these are end-of-year giving opportunities and a hands-off six hour drive online, initiated by NPR.

In response to Coffey's question, Ridout commented that IPR's web pledges have been much higher this year. She commented that web pledging seems to be the new, easy way to give.

Carignan commented that the concern with the membership report is that even if IPR can attain more membership dollars than last year, the organization will still be short of the budgeted \$2.5 million revenue line. For the next Board meeting, Wendy will present an adjusted budget for this area.

In response to a question, Membership's income situation is similar to Underwriting income. This is exacerbated by being unable to hire people for two underwriter positions in Des Moines – split among one underwriter to cover.

**b: Hiring update:**

The comment was made that two open application periods with deep, high quality candidate pools are Human Resources Director and News Reporter.

**c: Grants:**

Wirth noted that the Principal grant funding is down half from last year.

**d: Director Reports:**

Network Operations Detail:

Jarvis commented that he hopes IPR will have a live signal in Ottumwa yet this year – it requires a tower crew and three good days of weather. He also commented that IPR should have a live signal in Bettendorf within a year.

In response to these dates for large IPR events, it was noted that the Board requests to be informed via e-mail as soon as there are firm dates and times set for events and other important occasions. They would also like to have one Board member present at each event.

News Department Detail:

Ahl provided an update on the decision to end Live from Prairie Lights. He also commented that though the owners are sad that the program will be ending, they do want to continue working with IPR.

Madden commented that IPR needs to make sure that News staff have the connections to put together a story or interview with people of notable background when there are large events or occasions in the state. He also asked whether IPR would get to a point where it

could produce localized weather forecasts, or what is IPR planning for that area? Ahl responded that until there are some technology improvements with specific transmitters, IPR can only give a state-wide forecast. He commented that the vision is that IPR will eventually create weather forecasts that don't go out by programming signal but by geographic signal. Jarvis commented that this might be able to be done in another year or two on some frequencies.

**e: Other:**

Though the lease is running late, everything is in place to start with the contractor as soon as it is signed. This is the same with the interior furnishings. Runge asked that the staff consider inviting the legislature to come view the space on January 12 before they start session.

Meeting adjourned by Runge at 3:20 pm.

Respectfully Submitted,  
Matt Sieren, Executive Administrative Assistant