

Approved July 19, 2018 Board Meeting

Board of Directors Meeting April 12, 2018

Meeting called to order: 5:35 pm by Jeff Fountain Board Chair

In attendance: John Allison, Jeff Fountain, Helle Jorgensen, via phone - Max Mendez, Jen Westra

Absent: Mary Alberts, Marlo Faulkner, and Linda Mielke

Staff: Cary Boyce, Linda Stowe, Kathy Sackett

Approval of January 18, 2018 Minutes:

Motion: Jeff Fountain 2nd John Allison All in Favor: Yes

Staff reports: See Attached

Please review, contact Cary with questions.

OLD BUSINESS:

- **Budget:**

- Our most immediate concern is the increase in programming costs at the national level. These are predicted to be about 3.5% or on the order of \$19,000.
- The endowment continues to grow slowly, now approaching \$20,000. (\$980,000 to go.)
- We continue to work on major and estate gifts.
- Fund Drive is approaching on April 19. We have a goal of \$152,000. This is very achievable. My goal for operational revenue is \$2 million/year, hopefully within two years' time. We are making slow progress with advances in some areas, and declines in others.

- **FCC Public File**—the migration to online is complete. Huge thanks to Kate Johnston and Wilma Flanagan for the extra work involved. They will help us maintain it going forward.

- **Programming:**

- We remain committed to keeping our programming costs steady. This benefits the station by
 - keeping us sustainable, and
 - sending the message to national distributors that we cannot sustain these constant increases. As I've mentioned, 60% of NPR's station membership is our size and smaller. The trends for these stations are not encouraging.
 - Small stations are slowly being absorbed, or going dark.
 - Large stations are increasing in strength and revenue.
 - Stations our size are struggling to remain sustainable and viable.

With this in mind, current considerations (nothing determined yet) are to drop *Performance Today*, about \$9,300/year. The program has grown increasingly to resemble "wallpaper music." *Exploring Music with Bill McGlaughlin* is a less expensive and very good alternative—for one hour weekdays. We would need to replace the second hour.

- **CAB:** The CAB has been apprised of cost challenges and increases, and the steps being considered to alleviate our costs. I have distributed their minutes which include their comments on programming.
- **STAFF:**
 - Verne Windham has gone to 25 hours/week on February 1.
 - Rebecca Danon decided she was not a good fit for the position and that her schedule ultimately did not work, and has resigned. We are making do for now, and considering new marketing coordinator, probably this summer.

OTHER: Board Retreat: Board Event, a committee has been put together to look into a board event.

Meeting adjourned: 6:05 pm Next BOD meeting: July 19, 2018

Staff Reports For April 2018

April 2018 Board Report – Kathy Sackett

Underwriting

It's been a busy first quarter with an extraordinary number of small lecture, festival and music event schedules. It's also becoming harder to find annual contract clients as more businesses work with agencies who generally prefer short schedules to go with specific marketing campaigns. Plus there's currently a shift towards digital marketing with many clients, "trying" it.

However Ann & I are always prospecting for new clients. We know our best clients listen to public radio. So if you have ideas or know potential business underwriters or challenge grantors, please let Kathy know.

Upcoming Events

The Spokane String Quartet will perform for the KPBX Kids' Concert, June 2, 1pm at Riverside Place.

NPR's National Political Correspondent Mara Liasson will make a visit to the area for SPR June 21, 7:30 pm at The Bing Crosby Theater. It's our yearly thank you event for volunteers and underwriters. Please let the Front Desk if you would like a pair of tickets. Thanks!

News and Programming – Doug Nadvornick

Steve Jackson hosted SPR's annual health forum on March 20 in the Spokane City Hall council chambers. We had a crowd of 25-30. The panel included Washington Insurance Commissioner Mike Kreidler; Michael Marchand from Washington's health insurance exchange; Elaine Couture, regional director for Providence Health Care and the head of the CHAS clinics. The forum aired three times each on KPBX and KSFC and will air periodically on City Cable 5.

Doug is hosting four one-hour programs during the week of April 10-13 for his series "Plan Well, Age Well." The program will look at preparing for retirement and later life and feature guests who will speak to insurance-related issues, financial planning, family dynamics, legal and senior housing issues. The programs will run from 10-11 am each day on KSFC and feature discussion with two experts along with listener phone calls. We've been running on-air promos on KSFC and each program will be promoted with short features during Morning Edition and All Things Considered on KPBX. The goal is to see if we can drive listeners to a KSFC-only program.

SPR participated in a poll of 400 potential voters in Washington's Fifth Congressional District race. We were one of five regional media outlets involved, including the Spokesman-Review, the Lewiston Tribune, Walla Walla Union-Bulletin and KHQ-TV. Our share was \$500. The phone polling was done by Stuart Elway's company; he's a respected pollster based in Seattle. Results were released on Wednesday, April 11. Each outlet (including us) did our own stories and mentioned the other partners. We thought it was a relatively inexpensive way to get our name out around the region to people might not be aware of us.

Report to Board of Directors

April 4, 2018

Jerry Olson

Current major projects:

- Phones-Doug has been doing more and more call-in shows using our new phone system, including four shows during the week of the 9th.
- Satellite Stations & Translators-I had to return to Kellogg several times, first to repair a power supply issue and then later to fix a receive signal interference problem caused by US Forest Service gear. I would like to express my appreciation to Silver Mountain Resort and the Ski Patrol for their great assistance.

I learned just last night that KPBW in Brewster is down. I don't yet know the cause but Bob Sanderson is investigating it as I write this on Wednesday the 4th. We suspect that the receive antenna is damaged. Replacing and fortifying that antenna is part of my proposal to make Goat Mountain the local hub for all the Methow/Okanogan stations, thus removing our absolute dependence on the Shaw satellite. On that same subject, Shaw satellite is in the process of transitioning to a different modulation scheme which will require us to replace our receivers at Omak and Twisp by mid-2019.

- Mica Generator-I completed the project to have the generator control automatically trigger a power reduction for KPBX when the generator is running. That should allow us to maintain somewhat limited operations during power failures until that generator can be replaced.
- General Plans- This summer will require quite a bit of field work to recover from the winter's damage. I also hope to figure out some ways to provide more redundancy for our remote sites. I am leaving for the Public Radio Engineers' Conference later today and will stay for two days of the NAB Show to look over the latest and greatest stuff to help with this goal. Spend spend spend.

Spokane Public Radio Financial Summaries

	31-Mar-18		
<u>Balance Sheet</u>	<u>Mar-18</u>	<u>Mar-17</u>	<u>\$ Change</u>
Checking/Savings	474,614	525,805	(51,191)
Accounts Receivable	167,037	256,684	(89,647)
Total Current Assets	641,651	782,489	(140,838)
Fixed Assets	3,546,605	3,701,943	(155,338)
TOTAL ASSETS	<u>4,188,256</u>	<u>4,484,432</u>	<u>(296,176)</u>
Current Liabilities			
Accounts Payable	19,304	38,895	(19,591)
Other Current Liabilities	65,138	62,156	2,981
Total Current Liabilities	84,442	101,051	(16,609)
Long Term Liabilities	-	-	0
Total Liabilities	<u>84,442</u>	<u>101,051</u>	<u>(16,609)</u>
Equity	4,103,814	4,383,381	(279,567)
TOTAL LIABILITIES & EQUITY	<u>4,188,256</u>	<u>4,484,432</u>	<u>(296,176)</u>

<u>Profit & Loss</u>	<u>Mar-18</u>	<u>Mar-17</u>	<u>\$ Change</u>
Total Income	1,398,680	1,480,809	(82,129)
Total Expense	1,394,477	1,363,682	30,795
Net Income	<u>4,203</u>	<u>117,127</u>	<u>(112,924)</u>

	<u>31-Mar-18</u>	<u>31-Mar-17</u>	<u>\$ Change</u>	<u>% var</u>	<u>Notes</u>
Income					
Total 509 · Capital Campaign	30,726	51,971	(21,245)	-41%	
Total 500 · Contributions Individuals	828,582	749,319	79,263	11%	
Total 520 · Corporate Support	269,413	293,348	(23,935)	-8%	
Total 541 · Special Events	90,659	53,651	37,008	69%	3 events 2017 v 1 2016
Total 550 · Grants	160,744	314,580	(153,836)	-49%	CPB down and late
Total 560 · Passive Income	172	475	(303)	-64%	
Total 570 · Services & Other Income	16,226	12,397	3,829	31%	Navtech in Jan
Total 581 · Donated Equipment	2,158	5,068	(2,910)	-57%	
Total Income	1,398,680	1,480,809	(82,129)		
Expense					
Total 600 · Payroll	544,249	523,927	20,322	4%	Add News staff
Total 610 · Employee Expenses	129,035	117,966	11,069	9%	Add News staff
Total 640 · Professional Services & Fees	71,543	80,006	(8,463)	-11%	
Total 650 · Supplies and postage	16,504	13,616	2,888	21%	
Total 660 · LLCs - Rent & Utilities	103,812	98,652	5,160	5%	
Total 680 · Utilities	32,679	29,219	3,460	12%	Hoban refund 2016
Total 690 · Rent	23,800	23,956	(156)	-1%	
Total 700 · Maintenance	7,780	7,112	668	9%	
Total 710 · Network Programming Fees	393,168	391,780	1,388	0%	
Total 720 · Marketing and Development	12,808	13,714	(906)	-7%	
Total 800 · Direct Fund Raising costs	29,940	34,285	(4,345)	-13%	bank card fee reduced
Total 810 · Miscellaneous	2,424	2,149	275	13%	
830 · Insurance	26,735	27,300	(565)	-2%	
Total Expense	1,394,477	1,363,682	30,795	2%	
Net Income	4,203	117,127	(112,924)		