

The Iowa Public Radio Board of Directors held their annual meeting on October 13, 2011, at the Iowa Association of Community Colleges building in Des Moines, IA. Present for the meeting were Chairman Art Neu, Vice Chairwoman Kay Runge via phone, Director Gloria Gibson via phone, Director Tysen Kendig, Director Warren Madden, and Executive Director Mary Grace Herrington. Present from the IPR leadership team were Kelly Edmister, Jonathan Ahl, Scott Rivers, Al Schares, and board liaison Stacey Godfrey.

Chair Neu called the meeting to order at 1:01.

June 22, 2011 Minutes Approval:

There were no amendments. Director Kendig moved to accept the minutes; motion seconded by Director Madden. Motion approved.

July 27, 2011 Minutes Approval:

There were no amendments. Vice Chair Runge moved to accept the minutes; motion seconded by Director Madden. Motion approved.

Finance Update:

Edmister presented the final copies of the FY12 operating budget and reviewed key revenue and expense items accompanied by a narrative. Discussion and clarification included passive income from tower rental; confirming that the IPR budget had been approved by the Board of Regents on August 4<sup>th</sup>; clarification on Friends major gift to renovate the KUNI Studios; and clarification on leased space (on Fleur Drive) for Development as part of the station acquisition.

Edmister then presented the financial suite which included the Consolidated Statement of Revenues and Expenses, the Consolidated Statement of Net Assets, and a schedule of Cash and Investment balances – all as of August 31, 2011. Edmister provided a narrative and reviewed key points such as underwriting and membership needing to be finalized. Edmister noted key expense items that may seem excessive however the timing of the expense is a factor in how it is represented in the financials. Examples include pre-paid expenses to national content producers.

Executive Update:

Herrington noted significant activity from each department and invited comments or questions. Herrington clarified that the Insights Series was held at the Principal Financial Group Auditorium this year. Vice Chair Runge asked about the fundraising progress for the series. Herrington indicated that with Principal's donation of the auditorium space and a successful sponsorship campaign that operating costs are covered and IPR has already realized approx. \$12,000 in net proceeds and tickets are still selling.

Director Madden asked about the *Being in Iowa* series; Ahl reviewed the series in terms what minorities had been featured and those that were in queue.

Edmister gave an update on the search for a PEO to administer benefits, human resource services and payroll for IPR. The project team has made tremendous progress and IPR will be prepared to present a proposal for approval at the December 15<sup>th</sup> board meeting.

Director Kendig asked about the status of the Membership goal. Herrington noted that the performance report was through September 30<sup>th</sup> and that significant fall mailings had not yet dropped.

Ahl and Herrington reviewed the need to change the name of IPR's talk show *The Exchange* due to copyright infringement. With the help of Counsel, a search for new and available names will be completed and launched – most likely with a new theme song – in early January. Ahl clarified there will be no other changes to the show.

Herrington reviewed status of all projects in Network Operations and the use of I-Jobs funding. Herrington complimented Rivers and his team for accomplishing mission critical tasks providing better service and reliability to IPR's listening audience.

Herrington reviewed Dates to Remember including the December 15<sup>th</sup> board meeting. Vice Chair Runge suggested a holiday lunch; all agreed to have lunch prior to the public meeting.

Ahl and Schares reviewed Spring 2011 Arbitron Ratings for the entire network and for locally produced programming. Ahl answered questions on the survey methodology and timing as well as positive and negative swings in performance. Other discussion and clarification include repeating programs, adding content, and personal listening preferences.

Herrington then asked Ahl to review the format reallocation opportunities as a result of the new station purchase in Des Moines. Herrington first updated the Board on projected closing activity for the new station and indicated all activity was in place to successfully close and take possession on November 1<sup>st</sup>.

Ahl then presented the opportunities to reallocate other signals to serve a larger population with the News/Studio One format in coordination with building KDWT in Perry using a conservative approach (rent tower space vs. build). With these changes, the information presented indicated a potential increase of 41% in total audience in the greater Des Moines area. Ahl reviewed the costs to build KDWT and the timeline to complete and convert signals. Herrington reviewed risks and recovery options.

Understanding that these changes could adversely impact a small population, the gains on a much larger population in terms of listening, membership and underwriting revenue were much greater. And IPR will continue to look for translator opportunities to 'fill in the gaps' not served by significant signals.

Herrington and Ahl continued to answer questions on format, broadcast operations, signal strength, popularity and loyalty of format and national trends. Herrington indicated that a marketing plan would

guide the listener and member through the changes over time utilizing on-air, print, web and e-mail communication methods. Director Madden suggested reciprocal links with University websites, if appropriate.

Director Madden asked what method would be used to determine 'it worked'. Ahl noted that Arbitron Ratings and Audigraphics Loyalty data are the best tools. As with current practice, IPR would monitor four survey periods – almost two years – to determine success or failure. Herrington noted however that within two survey periods, IPR would be able to see a clear trend and apply any modification if needed.

Director Madden moved to accept the format reallocation plan effective July 1, 2012. Motion was seconded by Director Kendig. Motion approved.

Director Madden moved to accept the construction plan for KDWT in Perry with targeted launch date of May 2012. Motion was seconded by Director Kendig. Motion approved.

Chair Neu asked about new developments in Storm Lake and southwest Iowa. Herrington noted there were a couple of opportunities under review and would be included for discussion at the December 15<sup>th</sup> board meeting.

Chair Neu and Herrington reviewed the approach to speak with the Board of Regents office regarding expansion of community directors. Herrington indicated they had a meeting scheduled with Executive Director Donley on October 19<sup>th</sup>. Discussion included preserving the 'super power' vote of the licensee director – all agreed this was critical to preserve the owner-operator relationship between the Universities and IPR. Herrington review the rationale for considering an increase in community directors indicating there were two requests in the last year from the public. They were forwarded to Donley. Vice Chair Runge inquired about the timing; Herrington indicated that the meeting on October 19<sup>th</sup> was framed as a conversation at this time to articulate rationale, understand flexibility according to the PSOA and to gain feedback from the Board of Regents.

Vice Chair Runge asked Herrington to review her experience with executive leadership coach Rita Perea. Herrington provided the Board with Rita's summary of Herrington's DISC II Profile assessment and shared a new approach in developing relationships with employees at all levels of the organization. Herrington noted that through a trade agreement, Rita Perea will be providing the same coaching for the IPR leadership team in November. Herrington thanked the Board for their confidence in her leadership and for the gift of executive coaching.

With no further discussion, Director Kendig moved to adjourn; motion was seconded by Director Madden. Motion approved.

Chair Neu adjourned the meeting at 2:51 pm

Respectfully submitted,  
Stacey Godfrey, Executive Administrative Assistant