

Contact: Diana Gonzalez

**IOWA PUBLIC RADIO ANNUAL REPORT AND APPOINTMENT OF  
NEW BOARD OF DIRECTORS MEMBERS**

**Actions Requested:** PART I - Receive the Iowa Public Radio annual report. PART II – Consider approval of two new community directors for the Iowa Public Radio Board of Directors.

**PART I**

**Executive Summary:** As stated in its Strategic Plan mission, “Iowa Public Radio informs, enriches, and engages Iowans through radio programming and other media. IPR enhances civic and cultural connections across the state, strengthening communities and reflecting Iowa’s sense of place.”

IPR’s 2012-2016 Strategic Plan includes the following goals:

- ◆ Strengthen the impact, reach, and performance of the organization to serve Iowans better.
- ◆ Grow and engage the audience using the most effective forms of content delivery.
- ◆ Become financially independent from Regent university funding by increasing private support.

**Background:**

- ◆ Creation of Iowa Public Radio. In December 2004, the Board of Regents created Iowa Public Radio to consolidate the radio stations at the three Regent universities.
- ◆ Incorporation of Iowa Public Radio. In February 2006, Iowa Public Radio was incorporated under the Revised Iowa Nonprofit Corporation Act, Chapter 504 of the Iowa Code. The Articles of Incorporation of Iowa Public Radio provide that IPR is organized exclusively for charitable and educational purposes within the meaning of Section 501(c)(3) of the U.S. Internal Revenue Code of 1986 and has the primary purpose of supporting and promoting the welfare and growth of the network of public radio stations licensed to the Board of Regents and operated for the public benefit.
- ◆ Operating Agreement. In May 2007, the Board of Regents approved the Public Service Operating Agreement between Iowa Public Radio and the Board, with the consent of the Regent university presidents. The purpose of the Agreement is to engage Iowa Public Radio to manage the day-to-day operations of the Radio Groups on behalf of the Board of Regents and the universities consistent with FCC requirements for licensee control; and to serve as the primary fundraising entity for the Radio Groups.
- ◆ Board of Directors. The Board of Directors is comprised of five members, including two community directors representing the interests of the community; and three licensee directors representing the interests of the station licensees, the University of Iowa, Iowa State University, and the University of Northern Iowa. The current Board includes Art Neu (Chair); Kay Runge (Vice Chair); Warren Madden (Secretary/Treasurer); Gloria Gibson; and Tysen Kendig.<sup>1</sup>

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<sup>1</sup> Mr. Neu and Ms. Runge are community directors; Mr. Madden (ISU), Dr. Gibson (UNI), and Mr. Kendig (SUI) are licensee directors.

- ◇ Senior Management. Iowa Public Radio is overseen by a senior leadership team which includes the Chief Executive Officer, Chief Administrative Officer, Director of Network Operations, News Director, and Music Director.
- ◇ Iowa Public Radio Service Contours. Iowa Public Radio includes 20 FM stations which serve Ames, Des Moines, Carroll, Cedar Falls, Waterloo, Davenport, Dubuque, Eldridge, Fort Dodge, Iowa City, Cedar Rapids, Lamoni, Mason City, Clear Lake, Mitchellville, Bettendorf, Ottumwa, and Oskaloosa; and three AM stations which serve Ames, Des Moines, Iowa City, Cedar Rapids, Mason City, and Clear Lake (Attachment A).
- ◇ Key Accomplishments. Iowa Public Radio reported the following accomplishments during 2011-2012:
  - **Goal – strengthen the impact, reach, and performance of the organization to serve Iowans better.**
    - 📻 Purchased and launched KICP 105.9fm and KICL 96.5fm CLASSICAL which serve the greater Des Moines Market.
    - 📻 Initiated construction of KICG 91.7fm CLASSICAL in Perry which will serve the greater Ames market.
    - 📻 Completed a comprehensive streaming upgrade for online listening.
    - 📻 Completed Emergency Alert System (EAS) upgrades to comply with the Department of Homeland Security.
    - 📻 Completed numerous engineering upgrades, including installation of T-1 lines to improve data connections, and upgrades to tower lighting, tower testing, and antennas.
  - **Goal – grow and engage the audience using the most effective forms of content delivery.**
    - 📻 For the first time ever, total audience for *Morning Edition* and *All Things Considered* exceeded 100,000 listeners (Arbitron Fall 2011).
    - 📻 Total audience for IPR's Studio One stream increased 20% (Arbitron Fall 2011).
    - 📻 News/Studio One stream audience has become more diverse in age now indicating 15% in the 35-44 year bracket and 15% in the 25-34 year bracket (Audigraphics Fall 2011).
    - 📻 IPR increased its presence in its listening communities with more public forums including a Republican Presidential Candidate Forum on Education at UNI and increased the number of music events with *Java Blend On-the-Road*.
    - 📻 Continued its commitment to partnering in community events such as the Des Moines Arts Festival, Ames Octagon Arts Festival, Cedar Falls College Hill Arts Festival, Iowa 80/35 Music Festival, and Iowa City Jazz Festival.
    - 📻 Continued its commitment to the award-winning diversity series – *Being in Iowa*, an audio-documentary focusing on minority groups in Iowa, such as *Being Hispanic in Iowa*, *Being Muslim in Iowa*, and *Being a Veteran in Iowa*.

☞ Increased the visibility of Iowa's cultural performances by recording the Des Moines Metro Opera 2012 season in addition to the Des Moines Symphony, Orchestra Iowa in Cedar Falls, and Waterloo-Cedar Falls Symphony.

☞ Increased audience engagement with use of social media, including Facebook friends by 33%, Twitter followers by 21%, and Visits to iowapublicradio.org by 13%.

➔ **Goal – become financially independent from Regent university funding by increasing private support.**

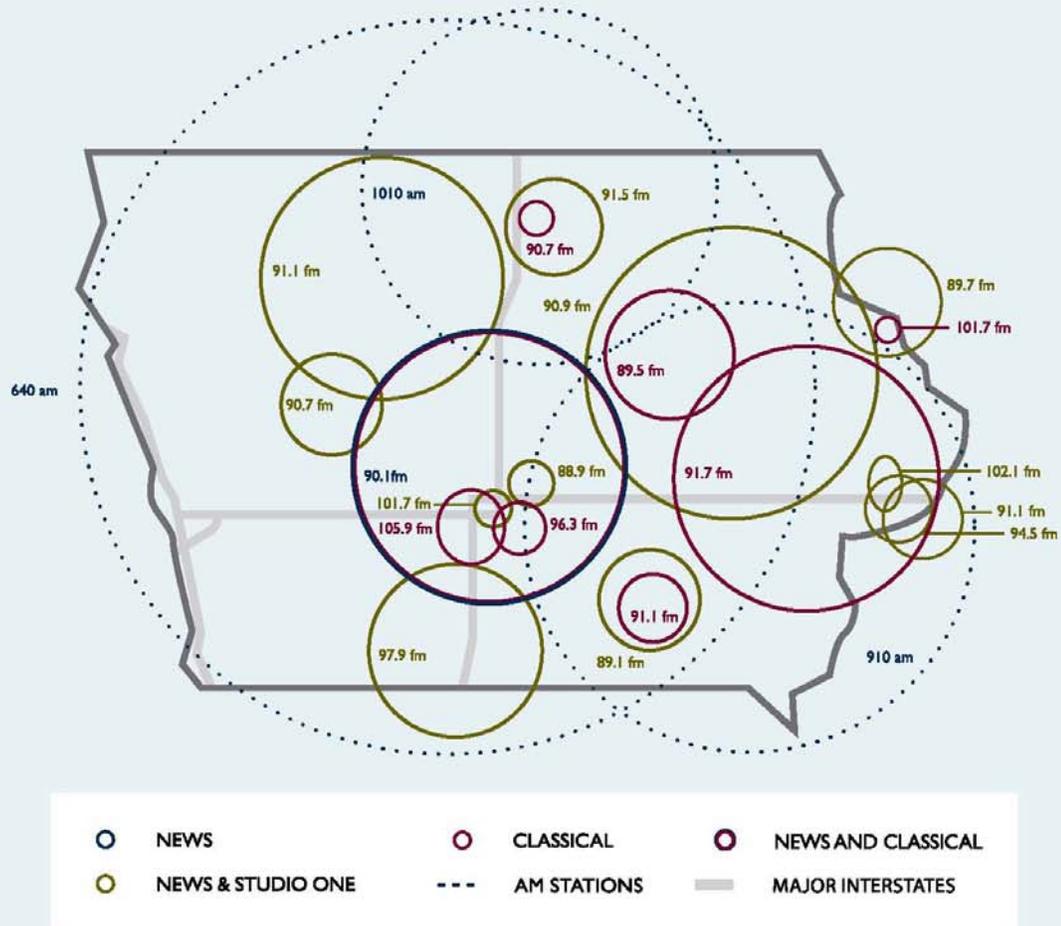
☞ Increased *private* operating support by 61% while reducing dependency on *public* support.

	<b>FY 2010-2011</b>	<b>FY 2011-2012</b>	<b>Difference</b>
<b>Public</b>			
University	\$1,284,509	\$1,062,872	-17.3%
State of Iowa	\$406,318	\$391,568	-3.6%
Corporation for Public Broadcasting	\$828,520	\$683,224	-17.5%
<b>Private</b>			
Fundraising	\$3,586,877	\$5,771,154	+60.9%

◇ **Key Issues for 2012-2013.**

- ➔ Maintain federal funding for FY 2013-2014 through industry lobbying efforts.
- ➔ Complete construction and launch FM station serving Sioux City.
- ➔ Complete discovery for expansion in Marshalltown and SW Iowa.
- ➔ Complete the transfer of remaining Regent university-based employees to Iowa Public Radio.
- ➔ Secure solutions for independent banking and endowment management.

### STATEWIDE IOWA PUBLIC RADIO SERVICE



**NEWS**

Ames/Des Moines  
WOI 640 AM  
Cedar Rapids /Iowa City/  
Quad Cities  
WSUI 910 AM  
Clear Lake/Mason City  
KRNI 1010 AM

**NEWS & STUDIO ONE**

Des Moines  
KUNI 101.7 FM  
KICJ 88.9 FM  
Carroll  
KWOI 90.7 FM  
Fort Dodge  
KTPR 91.1 FM  
Bettendorf  
KWNJ 91.1 FM  
Dubuque  
KDUB 89.7 FM

Cedar Falls/Waterloo/  
Cedar Rapids  
KUNI 90.9 FM  
Clear Lake/Mason City  
KUNY 91.5 FM  
Lamoni  
KOWI 97.9 FM  
Ottumwa  
KDWI 89.1 FM  
Davenport  
KUNI 94.5 FM  
KUNI 102.1 FM

**CLASSICAL**

Cedar Falls/Waterloo  
KHKE 89.5 FM  
Clear Lake/Mason City  
KHKE 90.7 FM  
Dubuque  
KSUI 101.7 FM  
Cedar Rapids /Iowa City/  
Quad Cities  
KSUI 91.7 FM  
Ottumwa  
KICW 91.1 FM  
Patterson  
KICP 105.9 FM  
Pleasantville  
KICL 96.3 FM  
**NEWS & CLASSICAL**  
Ames/Des Moines  
WOI 90.1 FM

**PART II**

At its August 16, 2012 meeting, the Iowa Public Radio Board of Directors amended its bylaws to expand the number of community directors from two to between two and four as determined by the IPR Board of Directors. The bylaws specify that nominations for community directors shall be submitted to the Board of Regents for approval.

The following individuals are nominated for appointment as community directors to the Iowa Public Radio Board of Directors. If approved, their term of appointment will be September 15, 2012 – September 14, 2015.

**Douglas A. West, CFP**  
**Managing Director – Investment Officer**  
**Wells Fargo Advisors LLC**  
**West Des Moines, IA**

A native of Illinois, Mr. West earned a Bachelor of Science degree in Communications at Michigan State University in 1968 and a Master of Science degree from the University of Oklahoma Medical Center in 1970. Early in his career, he served as speech pathologist for the Carroll County (Iowa) Educational Unit, taught for three years in the graduate program at the University of Iowa in Communications Disorders, and served as a consultant in the Iowa Department of Education for six years.

Mr. West's investment career began in November 1980 in Des Moines with Bache, Halsey, Stuart, Shields, Inc., moving to A. G. Edwards & Sons as an investment banker and assuming increasing responsibilities, including Senior Vice President for Investments. He was named by *Money Magazine* in 1987 as "One of America's 100 Best Stock Brokers".

Mr. West's commitment to civic service includes the following current and past associations:

- United Way Allocation Panel (6 years)
- Polk County Health Services – Board Member/Secretary (6 years)
- Ankeny First United Methodist Church – Board of Trustees/Chair (12 years)
- ISU Selection Committee for WOI Radio General Manager
- ISU WOI Radio Development Council (3 years)
- Ankeny Community School District – Principal Selection Committee
- Des Moines Rotary Club Scholarship Panel – Chair
- Des Moines Better Business Bureau Integrity Awards – Judge
- Des Moines Symphony Foundation – Board Member/President
- Civic Center of Greater Des Moines – Board of Trustees/Treasurer

He and his wife, Deborah, have been loyal patrons of public radio and Leadership Circle members for many years and have made significant financial contributions to IPR. The West family lives in Ankeny; Mr. West's business is located in West Des Moines. Wells Fargo Advisors has been a corporate sponsor of Iowa Public Radio for many years.

**Steve C. Firman, R.Ph., M.B.A., FAPhA  
Chief Executive Officer  
Pharmacy Marketing Group, Inc.,  
Cedar Falls, IA**

Mr. Firman leads PMG - a national marketing and distribution company that works with state pharmacy associations; is President of FPCI, an administrative management, government relations and pharmacy consulting firm; and is owner of Pharmacy Care Centre, a patient-centered, clinic-based pharmacy practice in Anamosa, Iowa.

He is also Director of Government Relations for the Greater Cedar Valley Alliance and Administrator for the Cedar Valley Coalition. In these roles, he tells the story of the Cedar Valley, especially its business interests, to the Iowa Legislature and the U. S. Congress. In the past, he was an executive and lobbyist for the Iowa Pharmacy Association and still monitors health care issues very closely.

Mr. Firman received his Bachelor of Science in Pharmacy degree from the University of Iowa College of Pharmacy and earned his Master of Business Administration (MBA) degree from the University of Northern Iowa. Before joining Pharmacy Marketing Group, Inc., he served as Director of Pharmacy at Allen Memorial Hospital in Waterloo, Iowa for 16 years and as Legislative Liaison and Vice President, Business Development and Special Projects, for the Iowa Pharmacy Association.

Mr. Firman is a past president of the American Pharmacists Association's Academy of Pharmacy Practice and Management and the Iowa Pharmacy Association. He currently serves as Chair of the APhA-PAC Board of Governors and as Chair of both the Iowa Pharmacy Association's Legislative Committee and the Iowa Pharmacy PAC. He is a former Board member and officer of the American Pharmacists Association Foundation and past Chairman and current board member for Pace Alliance, Inc., a pharmacy group purchasing organization. Firman has served on numerous other state and national pharmacy-related boards and committees, and was appointed in the past by Governors Branstad and Vilsack to state-wide Commissions.

In addition to his professional activities, he is an active civic volunteer at the local and state levels. Of particular note, Mr. Firman is currently the incoming Chairman of the Board for Western Home Communities, a large continuing care retirement community in Cedar Falls, Iowa. He has also been a candidate for election to the Iowa Legislature.

Mr. Firman and his wife, Jean, live in Cedar Falls and have been loyal patrons of public radio and members of the Leadership Circle for many years and have made significant financial contributions to IPR. In his role as president of the Friends of KHKE/KUNI, Mr. Firman played a key role in cultivating major gifts, including IPR's first \$1 million endowment.