

Contact: Diana Gonzalez

IOWA PUBLIC RADIO EXECUTIVE COUNCIL STATUS REPORT

Action Requested: Receive the Iowa Public Radio Executive Council status report.

Executive Summary: In December 2004, the Board adopted the Bornstein and Associates recommendations to create Iowa Public Radio, which includes WSUI-AM and KSUI-FM at the University of Iowa; WOI AM and FM, KTPR-FM, KOWI-FM, and KWOI-FM at Iowa State University; and KUNI-FM and KHKE-FM at the University of Northern Iowa. The operations have 60 employees and combined revenues of approximately \$6 million.

In March 2005, the Board established the Iowa Public Radio Executive Council whose membership includes an appointee of the president of each of the Regent universities and two public appointees named by the Board. The Executive Council is chaired by Mr. Art Neu, an attorney from Carroll and former Iowa lieutenant governor and former Regent. The purpose of the Executive Council is to make recommendations to the Board of Regents regarding all facilities and operations of the Regent universities' public radio stations. In September 2005, the Board ratified the appointment of the Iowa Public Radio Executive Director, Ms. Cindy Browne.

Details of the Report:

- ◆ **Iowa Public Radio Transition Mission.** During the transition from three stations into one statewide network, Iowa Public Radio will partner with listeners, supporters, and other stakeholders to create a public radio organization that embraces the stations' unique gifts, takes service to the next level, and connects people across the state of Iowa. IPR's goal is "nothing less than the highest possibility for public radio and those it serves."

- ◆ **Iowa Public Radio Guiding Principles.**
 - ☑ Build on the strengths of the three universities' stations.
 - ☑ Create a shared vision of the future.
 - ☑ Go slow to go fast – do it right the first time.
 - ☑ Reflect a uniquely Iowan sensibility.
 - ☑ Work toward sustainability.

- ◆ **The Executive Council has identified four phases to realize fully Iowa Public Radio:**
 - ☑ Assess and research the following areas between Fall 2005 and Spring 2006:
 - ☞ Station capacities and unique strengths;
 - ☞ Community needs and perceptions of public radio; and
 - ☞ Opportunities to expand through partnerships and acquisition.

- ☑ Lay the foundation by completing the following between Fall 2005 and Spring 2006:
 - ☞ Create a nonprofit corporation;
 - ☞ Develop a management agreement to be approved by the Board of Regents for the operation of Iowa Public Radio;
 - ☞ Recruit the senior management team; and
 - ☞ Fund the costs of consolidation.
- ☑ Plan the future by completing the following between Spring 2006 and Fall 2006:
 - ☞ Create a shared vision of the future;
 - ☞ Develop a strategic plan with supporting business, change management, and communication plans; and
 - ☞ Develop station staff and systems integration plan.
- ☑ Implement, evaluate, and refine by completing the following between Fall 2006 and Summer 2007:
 - ☞ Implement network configuration and programming changes;
 - ☞ Implement supporting staffing and systems plans; and
 - ☞ Measure results and refine.