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IOWA PUBLIC RADIO ANNUAL REPORT

Action Requested: Receive the Iowa Public Radio annual report.

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." During the past year, Iowa Public Radio addressed its three strategic goals:

- ◆ Iowa Public Radio will increase and enhance service across the state of Iowa.
- ◆ Iowa Public Radio will work toward self-sufficiency while growing annual revenues to \$8.5 million by 2011.
- ◆ Iowa Public Radio will become a fully integrated organization, blending the best of each of the stations while moving to the next level as a public radio operation, and as a best-of-class Iowa nonprofit.

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 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 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 interest of the community; and three licensee directors representing the interest 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 (Treasurer); Steve Parrott (Secretary); and Steve Carignan.¹ Mr. Carignan is currently also serving as the IPR Acting Executive Director.

¹ Mr. Neu and Ms. Runge are community directors; Mr. Madden, Mr. Parrott, and Mr. Carignan are licensee directors.

- ◇ Senior Management. Iowa Public Radio is overseen by a senior management team which includes the Executive Director, Deputy Director, Director of Development, Director of Network Operations, Director of Finance and Administration, and Director of Content. The operations have 60 employees and combined revenues of approximately \$7 million.
- ◇ Iowa Public Radio Service Contours. Iowa Public Radio includes 18 FM stations which serve Ames/Des Moines, Carroll, Cedar Falls/Waterloo, Davenport, Des Moines, Dubuque, Eldridge, Fort Dodge, Iowa City/Cedar Rapids, Lamoni, Mason City/Clear Lake, Mitchellville, and Ottumwa/Oskaloosa; and three AM stations which serve Ames/Des Moines, Iowa City/Cedar Rapids, and Mason City/Clear Lake (Attachment A).
- ◇ Key Accomplishments. Iowa Public Radio reported the following accomplishments during 2007-08:
 - ➔ Service goals
 - 📻 Launched the unified, statewide IPR classical network.
 - 📻 Held IPR's first unified fund drive.
 - 📻 Completed the IPR Branding Project and launched IPR's new brand identity. The logos and visual identities formerly associated with the individual stations have been removed. The new IPR "I" mark logo is on all printed materials, signage, and promotional and membership material. Iowa Public Radio is now its own unique brand with its own brand identity which is a key representation of the unification into Iowa Public Radio.
 - 📻 Launched the unified IPR Program Guide. Iowa Public Radio no longer produces three station-based program guides. Now, there is one, unified guide with complete program schedules for all services and information on IPR's endeavors. The new program guide uses IPR's new brand identity and stylistic elements resulting in a professional publication. The new program guide has resulted in significant savings for IPR and in discontinuing the production of three separate station guides.
 - 📻 Launched the Des Moines Arts and Culture Initiative to create strategic partnerships and collaborations between Des Moines' cultural organizations and IPR.
 - 📻 Completed HD (digital) station conversions on principal transmitters. Digital conversion of transmitters offers many benefits to listeners. Currently, the principal benefit is signal clarity in analog reception due to the new equipment. In the future, digital transmission will allow multiple streams of programming to be broadcast over a single digital FM frequency. Although not many listeners currently have digital radios, the new technology will offer greater opportunities for services to Iowans in the future.
 - 📻 Held the NPR/IPR Democratic Candidate Debate in Des Moines for national broadcast. This was the only national radio debate prior to the Iowa presidential caucuses, giving Iowa national exposure.
 - 📻 Developed IPR caucus partnerships with New Hampshire, Minnesota Public Radio, and WNYC. WNYC is one of the leading public radio stations in the country.
 - 📻 Premiered Talk@12. This new one-hour daily talk show offers regular segments on agriculture, politics, weather, horticulture, and other topics.

- 📻 Expanded service to Ottumwa. KUNZ began broadcasting IPR Classical in March 2008; a second station coming online in late summer 2008 will carry IPR News/AAA.
- 📻 KHKE returned to the air at full power. In February 2007, the top half of the tower collapsed as a result of extreme ice and high winds. Portions of the tower fell across the power line feed wires. The resulting arc surge damaged the transmitter and other equipment at the site; neither the tower nor the antenna could be repaired. The reconstruction project included a new tower, transmitter building, digital transmitter, antenna, and microwave relay system. Approximately two-thirds of the cost was funded by federal grants.
- 📻 Received authorization for two new translators serving West Des Moines. IPR has no frequencies in Des Moines. WOI-AM and WOI-FM serve Des Moines as does a KUNI translator east of the city but coverage in Des Moines is spotty and can be diminished by weather conditions and power limitations required by the FCC. The two translators will bring two more IPR signals into the Des Moines metro area and will offer better reception of IPR programming throughout the city.
- 📻 Won awards in the areas of news reporting, documentaries, series production, arts achievement, and branding.

➔ Resources goals

- 📻 Received \$100,000 from The Principal Financial Group and \$75,000 from Musco Lighting of Oskaloosa to be used for the Des Moines facility and the construction of Ottumwa stations, respectively.
- 📻 Received grants from Bravo and Prairie Meadows, totaling \$30,000.
- 📻 Received digital conversion grants of \$575,000 from the Public Telecommunications Facilities Program, a competitive grant program in the U. S. Commerce Department.
- 📻 Received \$2.5 million grant from the State of Iowa through the Board of Regents. Of that amount, \$500,000 is allocated to the FY09 operating budget and \$2 million is allocated to capital projects, such as, new stations and upgrades to existing transmission facilities.

➔ Organizational and corporate goals

- 📻 Hired the first IPR News Director. The director oversees all IPR news gathering efforts across the state, ensuring breadth of news coverage and efficient use of reporting staff.
- 📻 Began budgeting by IPR department. Prior to FY08, budgeting was done within the member station budget frameworks rather than by IPR departments, which include Content, Corporate, Marketing, Finance, Development, and Network Operations.
- 📻 Initiated a "Getting It Right" process, which will investigate and correct network technical problems, improve on-air excellence in sound quality, and develop process consistency across all three network streams.
- 📻 Began senior management training sessions to improve effectiveness, build on existing managerial skills, and create greater cohesiveness within the senior team.

◇ Key Issues for 2008-09.

- ➔ Create deeper and richer Iowa content while refining program streams.
- ➔ Build the membership base as expanded service is offered to the state.
- ➔ Develop sustainable, strategic partnerships with like-minded organizations to enhance the experience of living in Iowa.

