

Contact: Diana Gonzalez

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."

Iowa Public Radio addressed its three strategic goals during the past year:

- ◆ 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 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 Kay Runge (Chair); Art Neu (Vice-Chair); Warren Madden (Treasurer); Steve Parrott (Secretary); and Steve Carignan.¹

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 leadership team which includes the Chief Executive Officer, Director of Development, Director of Network Operations, Director of Fiscal Operations, News Director, and Music Director. A recent realignment of the organization resulted in 55 full- and part-time employees with combined revenues of more than \$6 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 2008-09:
 - ➔ Service goals
 - 📺 Established position of Cedar Rapids Reporter. Iowa Public Radio now has regular reports from Cedar Rapids and the surrounding communities.
 - 📺 Participated in Morning Edition Grad School, and established position of Morning Edition Producer. This improved the presentation during the most listened-to program, "Morning Edition," and increased capacity to present both in-depth and breaking news.
 - 📺 Won 34 state, eight regional, and one national award for journalistic excellence. The national award from the *Public Radio News Directors, Inc.* for the talk show "The Exchange" was in a competition with public radio stations in New York, Los Angeles, Chicago, San Francisco, Philadelphia, Minnesota, and Wisconsin. This award demonstrates that IPR is among the best public radio stations in the nation.
 - 📺 Reported nine in-depth stories by IPR News staff that were aired nationally on National Public Radio (NPR) programs, including "Morning Edition" and "All Things Considered." The staff also reported dozens of shorter stories broadcast nationally on NPR Newscasts.
 - 📺 Continued to be a national leader in public radio journalism through IPR News. News Director Jonathan Ahl is the president of the Public Radio News Directors, Inc.; reporter Pat Blank was selected for a prestigious health reporting seminar conducted by the National Institutes for Health; and Rob Dillard was a field producer for the documentary series, "Five Farms," broadcast nationally by Public Radio International.
 - 📺 Increased total Iowa Public Radio listenership by 18% in 2008-09 from 2007-08. Each week, more than 220,000 people listen to Iowa Public Radio programming, which represents a 22% increase since the merger.
 - ➔ Resources goals
 - 📺 Increased membership in 2008-09 by 7% from the prior year.
 - 📺 Increased membership revenue in 2008-09 by 9% from the prior year.
 - 📺 Achieved 84% of the development revenue goal for 2008-09. This is considered healthy given the economic climate and a void in development leadership for six months with limited activity in the major gifts program.
 - 📺 Increased employee chartable gift participation in IPR by 123% from the prior year.

➔ Organizational and corporate goals

- 📁 Completed a realignment to manage redundancies in role and responsibility resulting in nine positions eliminated from the organization.
- 📁 Completed the goal of consolidating financial audit activity for all IPR entities with one financial auditing firm.
- 📁 Launched the Central Billing and Traffic Project which allows IPR to centralize all underwriting administration, billing, and traffic functions at a network level.
- 📁 Launched the Master Control Project which allows IPR to centralize and streamline program distribution with state-of-the-art disaster recovery at a network level.
- 📁 Launched the Exchange Server Project which allows IPR to centralize an internal web and e-mail infrastructure to reduce cost and eliminate redundancy.
- 📁 Completed the establishment of a Des Moines administrative office with studio and control room facilities to support local hosting, interviews, and talk show programming.
- 📁 Began the discovery phase of the IPR Employee Migration Project. The project will review, evaluate, and develop recommendations for the migration of university-based employees to IPR employment agreements which will allow IPR to manage personnel policies, classifications, salaries, and benefits more effectively.
- 📁 Reorganized the fundraising department regarding role, responsibility, training, and activity metrics to manage philanthropic revenue potential more effectively.
- 📁 Completed (and scheduled) training initiatives, including Federal Communications Commission (FCC) Compliance for Equal Employment Opportunity and Underwriting Guidelines as well as leadership training for managing performance and accountability.

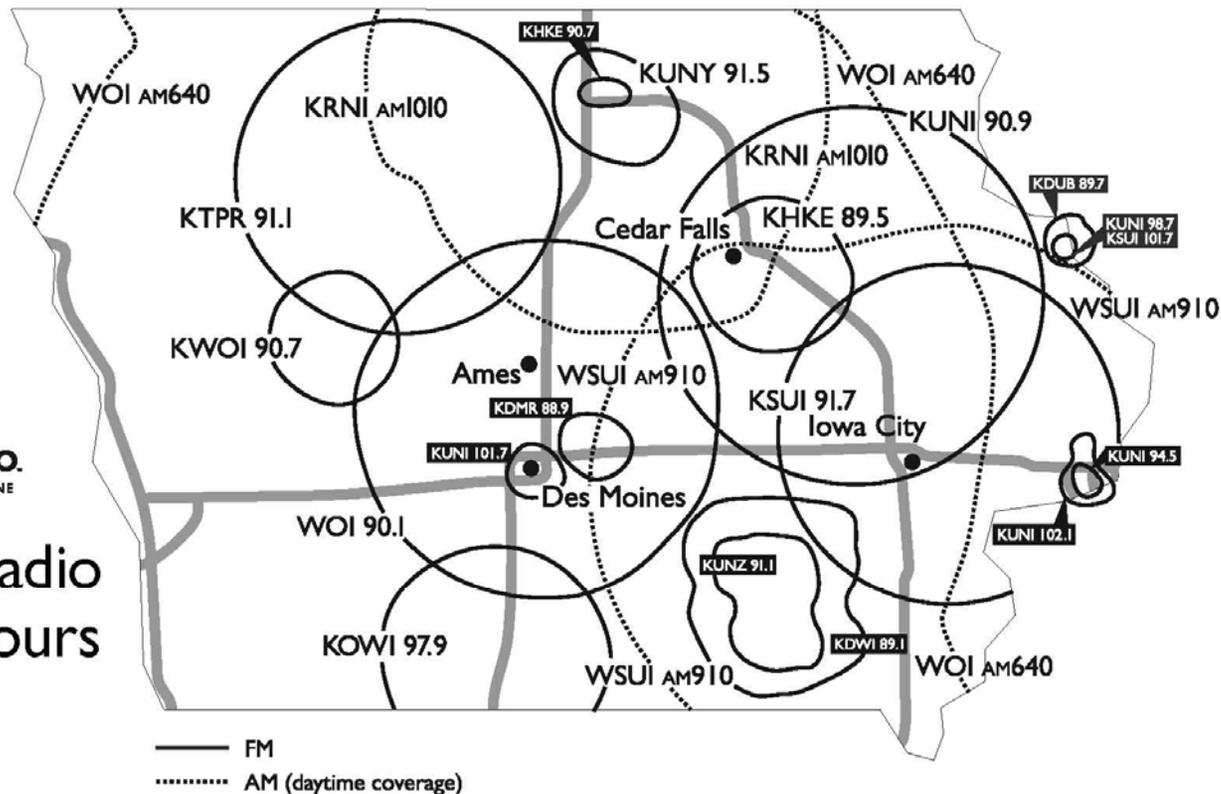
◇ Key Issues for 2009-10.

- ➔ Reorganize the Music Department to enhance programming and expand local outreach for both the classical music service and alternative music format.
- ➔ Reorganize, expand, and replicate local partnerships with IPR community advisory groups, such as “Friends of IPR – Des Moines; Friends of IPR – Ames; Friends of IPR – Cedar Falls; and Friends of IPR – Iowa City,” and others.
- ➔ Continue efforts to acquire stations and expand the service offered to western Iowa as well as improve the service offered in the Des Moines community.
- ➔ Launch strategic development efforts to cultivate and solicit major and principal gifts for capital projects and maintenance endowments.



IOWA PUBLIC RADIO.
NEWS | CLASSICAL | STUDIO ONE

Iowa Public Radio Service Contours



— FM
..... AM (daytime coverage)

Iowa Public Radio FM Stations

Ames/Des Moines	WOI	90.1
Carroll	KWOI	90.7
Cedar Falls/Waterloo	KHKE	89.5
Cedar Falls/Waterloo	KUNI	90.9
Davenport	KUNI	94.5
Des Moines	KUNI	101.7
Dubuque	KDUB	89.7
Dubuque	KUNI	98.7
Dubuque	KSUI	101.7

Eldridge	KUNI	102.1
Fort Dodge	KTPR	91.1
Iowa City/Cedar Rapids	KSUI	91.7
Lamoni	KOWI	97.9
Mason City/Clear Lake	KHKE	90.7
Mason City/Clear Lake	KUNY	91.5
Mitchellville	KDMR	88.9
Ottumwa/Oskaloosa	KDWI	89.1
Ottumwa/Oskaloosa	KUNZ	91.1

Iowa Public Radio AM Stations

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



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