

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."

During 2010-2011, Iowa Public Radio developed a five-year strategic plan that 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.¹

¹ 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 18 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 2010-2011:
 - **Goal – strengthen the impact, reach, and performance of the organization to serve Iowans better.**
 - 📻 Replaced the antenna for KUNI fm returning the signal to full power.
 - 📻 Replaced the antenna for KSUI fm returning the signal to full power.
 - 📻 Received FCC construction permit for KHGM fm to serve Sioux City. The target launch is August 2012.
 - 📻 Completed due diligence and negotiation for KZHC fm and KZHZ fm acquisition to serve Des Moines. The target launch is November 2011.
 - 📻 Increased total listenership to Iowa Public Radio by three percent from 198,000 in Fall 2009 to 204,100 in Fall 2010 (Arbitron Ratings).
 - 📻 Launched new website (www.iowapublicradio.org) with expanded content, improved architecture, navigation and revenue opportunities. Unique visits increased by 34% (Google Analytics).
 - **Goal – grow and engage the audience using the most effective forms of content delivery.**
 - 📻 Increased visibility in the community with a public awareness campaign as well as an investment in key 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.
 - 📻 Launched public forum discussions – the first event featured a political discussion in Ames; guest panel included eight regional and national political experts which drew approximately 200 participants from ages 18 to 80.
 - 📻 Launched diversity series – *Being in Iowa*, an audio-documentary which focused 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 symphonies and orchestras by adding a 'third play' of their performances and increased recording and live broadcasting of many Iowa music groups, from the Maia Quartet in Cedar Falls to Pieta Brown in a coffee house in Charles City.

 Increased audience engagement with the use of social media, including Facebook, Twitter, and iowapublicradio.org with expanded feedback forms.


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

 Increased operating revenues from private sources for the third year in a row.

⚙ Corporate sponsorships grew. More than 290 businesses invested in IPR. Underwriting revenue increased by 14% during the prior year.

⚙ Major gifts exceeded the goal by 152%.

⚙ Membership revenue exceeded its goal by 1%.

 Absorbed public/other funding reductions comfortably by improving efficiencies through continued integration.

⚙ University funding was reduced by 11%.

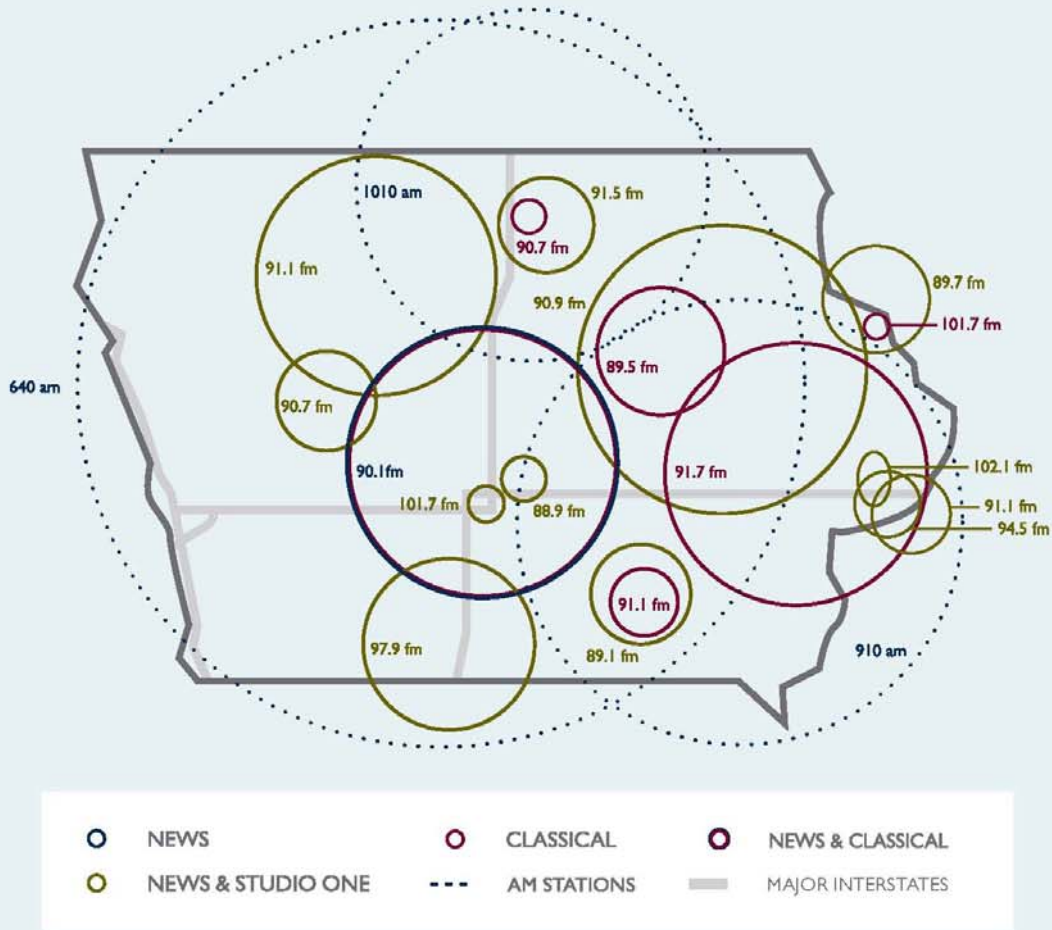
⚙ State funding was reduced by 10%.

⚙ Lobbied successfully to preserve federal funding through FY 2012.

◇ **Key Issues for 2011-2012.**

- ➔ Secure federal funding for FY 2013-2014 through industry lobbying efforts.
- ➔ Complete construction and launch KMGH fm serving Sioux City.
- ➔ Complete the purchase and launch KZHC fm and KZHZ fm serving Des Moines.
- ➔ Complete the transfer of remaining Regent university-based employees to Iowa Public Radio.
- ➔ Secure solutions for independent banking and endowment management.

IOWA PUBLIC RADIO STATEWIDE COVERAGE



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
KDMR 88.9 FM
Bettendorf
KWNJ 91.1 FM
Fort Dodge
KTPR 91.1 FM
Cedar Falls/Waterloo/
Cedar Rapids
KUNI 90.9 FM
Clear Lake/Mason City
KUNY 91.5 FM

Carroll
KWOI 90.7 FM
Dubuque
KDUB 89.7 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
KUNZ 91.1 FM

NEWS & CLASSICAL

Ames/Des Moines
WOI 90.1 FM