

MEMORANDUM

To: Board of Regents
From: Board Office
Subject: Special Report of Regent University Public Radio Stations
Date: February 9, 2004

Recommended Action: Receive the special report of the Regent university public radio stations.

Purpose of Special Report The Board requested a special report on the Regent university public radio stations.

Executive Summary: As part of their educational and service missions, Regent universities operate public radio stations for the benefit of the citizens of Iowa. The stations endeavor to provide programming that enriches and gives meaning to people's lives, recalls and transmits the history of people, and explores and analyzes the problems and experiences of contemporary society.

This report describes the activities of the public radio stations at the Regent universities and includes the following components:

- ☐ Background of radio station licenses;
- ☐ Summary of collaborative efforts among the Regent universities;
- ☐ Radio stations strategic planning;
- ☐ Major accomplishments;
- ☐ Critical concerns;
- ☐ Major issues facing the Regent public radio stations;
- ☐ Audience measure;
- ☐ Radio station revenues;
- ☐ Fund raising efforts;
- ☐ Board of Regents Statewide Plan for Public Radio.

Background:





Regent
University
Radio Station
Licenses

The licenses awarded by the Federal Communications Commission (FCC) for the operation of non-commercial stations at the Regent universities are held by the Board of Regents, State of Iowa. The regulations imposed by the FCC and the Corporation for Public Broadcasting (CPB) for the operation of the radio stations are described below.

Federal
Communications
Commission (FCC)
Rules

According to FCC rules, the airwaves over which radio waves are transmitted belong to the people. Broadcast licenses granted to Iowa's Regent universities require that the stations be operated in the public's interest, convenience, and necessity.

Corporation for
Public
Broadcasting
(CPB) Grants
Eligibility
Requirements

-  Stations owned by the grant recipient must be on-the-air (AM or FM) stations operating as non-commercial, educational radio stations under a renewable non-commercial license granted by the FCC.
 -  The daily broadcast schedule must be devoted primarily to quality programming that serves demonstrated community needs of an educational, informational, and cultural nature and such programming is intended for a general audience. A campus station managed and operated by and for students does not meet the definition of this criterion.
 -  A significant, locally produced program service must be designed to educate and serve the community.
 -  Stations must have a minimum operational schedule of 18 consecutive hours per day, seven days per week, 52 weeks per year.
-

**Link to
Strategic
Plan:**







This report addresses the following Key Result Areas (KRAs) in the Board's current Strategic Plan:



- KRA 2.0.0.0 Provide access to educational, research, and service opportunities within the missions of the Regent institutions.
 - KRA 4.0.0.0 Meet the objectives of the Board and the institutional strategic plans and provide effective stewardship of the institutions' state, federal, and private resources.
-

Analysis:

This report presents comprehensive information and analyses regarding the operation of the university radio stations, with a particular focus on collaborative efforts being undertaken by the radio stations and on strategic planning efforts to determine future collaborative opportunities. Detailed descriptive information about the universities' public radio stations is included in the Appendix on pages 12-20.






Summary of Collaborative Efforts among the Regent Radio Stations

-  During the past year, WSUI and WOI collaborated to co-produce "Talk of Iowa;" the first hour is produced in Ames and the second hour in Iowa City, resulting in statewide coverage for both hours of the program. A joint effort to secure shared underwriting for "Talk of Iowa" was developed, with significant early success.
-  WOI and WSUI exchanged news and information programs, including the series "Live from Prairie Lights" in Iowa City; a special September 11 retrospective co-produced by the BBC in London; and 2002 election news (including an exclusive radio-only debate between Senator Tom Harkin and Representative Greg Ganske, which was also carried on many commercial stations throughout Iowa).
-  All stations scheduled "Iowa Roots," a series of profiles of Iowans with diverse ethnic heritages co-produced by WOI and the Iowa Arts Council.
-  In July 2003, WSUI and WOI collaborated to work with the new "Capitol Hill Bureau," a service to affiliates of Public Radio International. The stations negotiated a reduced-fee joint purchase of the service, which supplies Iowa-related custom news reports from Bureau staff in Washington, D.C., giving Iowa listeners direct access to Iowa-relevant reports from the Capitol.
-  A collaborative project in progress is a re-configuring of statehouse reporters from WOI and KUNI into a coordinated bureau to serve all three Regent stations better. Two reporters covering the legislature and state government for all stations greatly enhance coverage and depth of this important function; the collaboration also allows expanded coverage of the state's Capital City. Other regional public stations may also access the reporting produced by the jointly-managed statehouse bureau, including KWIT in Sioux City, KCKK in Cedar Rapids, WVIK in Rock Island, and WIUM in Macomb, Illinois.
-  During the past year, Regent radio station staff members assisted their radio colleagues with on-air fund drives. New voices added a dimension of excitement and new perspective to the difficult and tiring task of on-air fundraising. To listeners/donors, the "new" voices from the other stations represented a spirit of true collaboration.

-  The radio stations collaborated on an administrative level, sharing information about job descriptions, equipment needs, and program sharing.
 -  In 2004, an ICN digital interconnection link will be established among the stations. In addition to reducing interconnection costs by half, the link will allow 24-hour access to audio sharing for future collaborative efforts among the stations.
-


Radio Stations Strategic Planning

During the next few months, the Regent university public radio stations and the Board Office will engage in strategic planning with a focus on enhancing efficiencies and collaborations.

-  Future collaborations among the University of Iowa, Iowa State University, and the University of Northern Iowa have many possibilities, including sharing daily or weekly programs or working on a collaborative news gathering effort in Des Moines with an emphasis on state government.
 -  Fundraising efforts include forming a statewide underwriting network and joint outreach and public relations efforts to bring National Public Radio (NPR) personalities to Iowa.
 -  Sharing engineering expertise to help all the stations keep their broadcast towers and facilities in good technical condition is also possible.
 -  New collaborative strategies might include applying for new licenses together or purchasing existing stations in underserved areas. The operation and maintenance of the new stations could be a shared cost among the Regent university public radio stations.
 -  The three Regent universities are partners in the Des Moines Pappajohn Center for Higher Education which is under construction. WOI has plans for an expanded studio facility and office which will be one of two permanent ISU programs to be located in the center. The new radio facilities will have the capability to handle additional production and broadcast needs for KUNI and WSUI when Des Moines based personalities or events are featured in their programming. The ICN link between the new center and Ames will facilitate audio programming links for KUNI and WSUI.
-

Major Accomplishments

The following accomplishments were experienced by all of the stations. The accomplishments listed below reflect the individual strategic goals of the Regent university radio stations.

-  All three stations have established collaborations with music groups, music departments, and music festivals to record and broadcast outstanding performances and programs by and for Iowans.

- ☐ All Regent public radio stations stream their signals over the internet 24 hours a day for the benefit of state as well as world listeners.
-

University of
Iowa

- ☐ In collaboration with the Prairie Lights Bookstore in Iowa City, WSUI produces "Live from Prairie Lights." This series, with more than 100 programs each year, provides opportunities for world-renowned writers to read from their work and for the Iowa Writers' Workshop and the International Writing Program to showcase their participants. WOI broadcasts some recordings of this program.
 - ☐ WSUI/KSUI hosted the nationally-syndicated programs "Selected Shorts" and "From the Top" on the SUI campus, bringing national exposure to Iowa and the University, as well as providing exciting live radio experiences for listeners.
 - ☐ WSUI/KSUI improved signal strength and quality on both stations. The new transmitter and tower site for WSUI was completed; KSUI improved the FM signal by installing new equipment; WSUI bought a new digital control board. Much of the new equipment was purchased with grants provided by local supporters.
 - ☐ WSUI/KSUI were among a select group of stations invited by National Public Radio (NPR) to collaborate on a pilot project for the NPR website in Summer 2003, which resulted in national exposure for SUI faculty and guests.
-

Iowa State
University

- ☐ WOI activated a new FM repeater station, KWOI-FM, in Carroll in December 2002, providing 21,500 Iowans with high quality service. In Spring 2004, WOI will construct a small production studio at Carroll High School to serve community needs. High school journalism students will use the studio to prepare special reports and other limited programming suitable for broadcast on KWOI. Local readers for the Iowa Radio Information Service will also use the studio. Project funding includes a 50% match from the Public Telecommunications Facilities Program (PTFP).
- ☐ WOI continued to provide significant outreach opportunities, including a broadcast series of the Des Moines Symphony subscription concerts; Third Thursday Jazz which included a joint broadcast with Iowa Public Television in January 2003; full coverage with remote broadcasts from the Alleman Farm Progress Show in Fall 2002 and the Farm and Field Show near Ames in 2003; a February 2002 national broadcast of "A Prairie Home Companion" from Stephens Auditorium and a June 2003 performance in Ames of the national "Whad Ya Know" radio show produced by Wisconsin Public Radio; in January 2004, WOI collaborated with National Public Radio to co-produce a live Democratic Presidential Debate heard nationwide. These programs provided positive image building for the State of Iowa, ISU, and WOI Radio to 4.5 million national listeners.

- ☞ A major strategic study was completed in 2003 in association with the Station Resource Group. The study explored the establishment of a second FM service in the Des Moines metro area from a business plan perspective and developed a strategic plan to guide the WOI stations in the near future. It also explored challenges in programming an AM/FM station combination; this aspect of the study has implications for AM/FM public stations around the country.

University of
Northern Iowa

- ☞ In FY 2002, KUNI/KUNY/KRNI partnered with community station Radio Postville, KPVL-FM, the Benton Foundation's Sound Partners Project, and UNI's Global Health Corps to create a series of health programs in Spanish, Russian, Hebrew, and English. The series was produced with UNI Modern Language professors and students; the programs were re-broadcast several times during the year on KPVL in Postville.
- ☞ Radio Postville re-broadcasts much of KUNI's programming from station sign-on at 6:00 AM to sign-off at 12:00 AM. Radio Postville broadcasts to the community of Postville and much of Allamakee County.
- ☞ KUNI collaborated with Iowa Public Television to simulcast programs during FY 2003. KUNI and IPTV have an agreement to promote each others' programs. This arrangement has been very beneficial by expanding audiences and saving advertising and marketing costs.

**Critical
Concerns**

The following critical concerns were identified by the Regent university radio stations and affect operations at all the stations:

- ☞ There is uncertainty about national funding for public radio. Federal funding through the Corporation for Public Broadcasting has become more precarious; it is possible that funding could be significantly reduced or even eliminated.
- ☞ Continued support from university general funds for non-academic units is uncertain. Additional budget reductions may result in major changes in programming and personnel, including restructuring station operations and increased on-air fundraising efforts.
- ☞ The conversion from analog to digital broadcasting that has affected the television industry will also become a factor for radio. Digital conversion of the Regent station broadcast facilities will impose significant costs on all three organizations. Market forces are expected to drive radio services to adopt the new technologies to remain viable in mass communications.
- ☞ A stronger reliance on fundraising for station revenues will occur as budgets continue to tighten. A challenge for the stations will be to provide programming worthy of increased donor support.

- Technology will result in new media that may affect the size of the public radio audience. Satellite subscription radio services provide news, entertainment, and music to subscribers without commercial interruptions, a major marketing point for public radio. The challenge to the public radio stations will be to produce programming that has more value and relevance to local audiences than a satellite service.
-

**Major Issues
Facing the
Regent Public
Radio Stations**

The following issues have affected or are likely to affect individual Regent university radio stations in the near future.

University
of Iowa

- Equipment updates, substantial improvements, and providing interesting and worthwhile content to audiences while reflecting the mission and goals of the University will continue to be challenges.
 - Coverage of the WSUI-AM signal will be expanded.
 - The University submitted a request to the Federal Communications Commission to declare a channel in Keosauqua as non-commercial. This signal is approximately midpoint between Ottumwa, Fairfield, Mt. Pleasant, Keokuk, and Ft. Madison and it would cover a relatively weak signal area for WSUI-AM and KSUI-FM. The audio feed could be provided from a T-1 data line leased from the Iowa Communications Network. Funding for the new service will need to be explored; construction costs will likely be \$300,000 - \$400,000.
 - Facility and space shortages have resulted from increased opportunities for student interns and local productions.
-

Iowa State
University

- Using industry benchmarks, station management has begun to implement a multi-year project to achieve 100% market equity in staff compensation. While some progress has occurred, significant disparity between Professional & Scientific and Merit staff continues.
 - In November 2003, the WOI stations underwent a reduction of \$239,000 and elimination of all institutional general fund allocations. The cut followed earlier reductions totaling \$100,000 in support from institutional and grant fund sources during 2002-2003. Despite the reductions, WOI experienced increased donor-based support, achieving record levels in Fall 2001 and Spring 2003 on-air fund drives.
 - WOI has five pending FCC applications for FM repeater and translator stations, including Ottumwa; Perry; Oskaloosa; and Chariton/Osceola.
-

University of
Northern Iowa

- ☞ In May 2002, the UNI stations received a \$250,000 reduction in University support, which resulted in consolidating the director of broadcasting and director of development positions; consolidating the director of programming and director of operations positions; and shifting the stations' traffic and logging duties to the overnight operator position. This funding crisis is a critical concern as UNI continues to realign its funding priorities.
- ☞ The University has filed applications with the FCC for the following stations – Ottumwa (2); Bettendorf; Fairfield; Marion; and Oskaloosa. The University also filed applications with the FCC for additional translators in Iowa City (4) and West Des Moines (3).
- ☞ A regular schedule for transmitter replacement will be developed. The KUNI transmitter is approaching 16 years of operation with no backup transmitter and the KUNY transmitter is approaching 12 years of operation.
- ☞ KUNI's 29-year old transmission line needs to be refurbished or replaced. The replacement of the KUNI transmission line could cost more than \$120,000.
- ☞ The stations will continue planning to build repeater stations, replacing the network of existing translators. During the past two years, construction permits were granted by the FCC to build repeater stations in Mitchellville and Dubuque. These stations are scheduled to be built and become operational in FY 2004 or FY 2005.

**Audience
Measure**

The Arbitron methodology used to obtain audience estimates is designed to measure the size of the audiences. The cumulative (“cume”) persons estimate measures the number of different listeners attracted to the station.

**WEEKLY AUDIENCE¹
Regent University Radio Stations**

| | 1999 | 2003 | Change | Five-Year Average |
|--------------|-------------|-------------|---------------|--------------------------|
| SUI Stations | 58,700 | 61,300 | +4.4% | 55,300 |
| WOI Stations | 73,700 | 74,200 | +0.7% | 72,100 |
| UNI Stations | 60,800 | 62,500 | +2.8% | 62,000 |

¹ The counts for WOI Stations and UNI Stations are unduplicated; the counts for SUI Stations are duplicated.

Radio Station Revenues

The radio station revenue percentages listed below do not include the in-kind support provided by each university. The radio station revenues for each institution are provided in the Appendix on pages 14-15.

**RADIO STATION REVENUES
FY 2004**

| | SUI | ISU | UNI |
|----------------------------------|------------|------------|------------|
| General Fund University Support | 40% | 0% | 29% |
| University Private Funding | | 23% | |
| CPB Grants | 20% | 15% | 17% |
| Fundraising | 39% | 58% | 50% |
| Other Income (e.g., investments) | 1% | 4% | 4% |

Fund Raising Efforts

University of Iowa




- ☞ WSUI/KSUI began its first official coordinated fundraising in FY 2001. During the past two years, the stations raised \$1,145,666 in direct donor support through on-air pledge drives, partner and privately-endowed support, and underwriter support.
- ☞ A recent grant of \$40,000 was used to purchase an audio mixing console for WSUI.

Iowa State University





- ☞ Between FY 2001 and FY 2004, WOI fundraising for general operations increased by 21%, which included growth in membership/major donor support and in underwriting. Over the same period, expenses for fundraising declined by 11.5%.
- ☞ Special fundraising efforts during the past year resulted in \$50,000 for equipment/facilities projects. An additional \$25,000 in net revenue resulted from hosting live broadcasts of national programs.
- ☞ WOI received three federal grants from the Public Telecommunications Facilities Program (PTFP) totaling \$314,234 for equipment replacement and upgrades and new station activation (KWOI-FM).

University of Northern Iowa

- ☞ Listener support provided through the Friends of KUNI/KHKE decreased by 3.5% in FY 2003 from the prior year. The Friends expanded their special events fundraisers, resulting in greater exposure and connection for the stations, and lower expenses for the special events yielding greater net revenue for the stations.
- ☞ Annual support from contributors in the KUNI translator/repeater areas increased by 32.1% from the prior year.

-  Underwriting/corporate support increased by 28.2% in FY 2003 from the prior year.
-  More than \$185,000 was raised from over 800 individual contributors to construct the new west wing addition to the campus studios.
-  During the past six years, KUNI has received more than \$95,000 from book sales of the murder mystery series started in 1997.

**Board of Regents
Statewide Plan**

-  The Board of Regents statewide plan to provide public radio service to all parts of Iowa continues to be a major issue especially as the Regent university public radio stations explore ways, under difficult financial constraints, to work collaboratively to provide new service to underserved areas.
-  Despite the presence of all the stations, there remain portions of Iowa that do not receive a reliable signal from an FM public station. A draft of a national study to be published later this year indicates that slightly more than 9% of the state's population is not within a high quality FM public radio signal. Finding frequencies to establish service in these areas has become almost impossible because few open channels exist.
-  Another challenge for the statewide plan is the fact that it is extremely expensive for a single station to build, operate, and maintain a radio service. The task becomes even more difficult without adequate population in the service area to support the service financially.
-  The statewide plan is also affected by the fact that the Board of Regents does not hold the licenses for all public radio stations in Iowa. There are a number of public radio stations in Iowa and surrounding states that provide comparable programming to the Regent stations, including the following (see map on page 20):
 - IA: KLCD and KLNI – Decorah; KOJI – Okoboji; KWIT – Sioux City;
KIWR – Council Bluffs
 - WI: WHLA – La Crosse; WHHI – Highland
 - MN: KRSW – Worthington; KNSW – Marshall; KLSE – Rochester
 - IL: WIUM – Macomb; WVIK – Rock Island
 - NE: KIOS – Omaha; KVNO – Omaha
 - SD: KUSD – Vermillion; KRSD – Sioux Falls
 - MO: KXCV – Maryville

- Many of the pending applications by the Regent radio stations for frequencies have been blocked by competing applications from out-of-state national organizations seeking to expand their services in Iowa. A federal court case will resolve the FCC procedures for sorting through competing applications.

Summary

Through their strategic goals and the Board of Regents Statewide Plan for Public Radio Stations, the Regent Universities' radio stations are committed to operating in an environment that provides high quality public radio which serves the needs of Iowans.

This special report has focused on identifying existing collaborative relationships among the Regent public radio stations and the proposed strategic planning efforts which will explore future possibilities for collaboration.


Diana Gonzalez

Approved: 
Gregory S. Nichols

dg/h/aa/feb04 GD5a.doc

APPENDIX


Missions of Regent University Radio Stations


University of Iowa SUI's Broadcasting Services seeks to provide programming that advances the broad purposes of the University and enriches its audience with a meaningful informational and cultural program service. It provides venues for dissemination of news on research and creative endeavors; offers opportunities for intellectual discourse and interaction through its outlets; offers invaluable exposure to members of the academic units of the University; enhances the national profile and reputation of the University and its programs and people; and enhances the quality of life in eastern Iowa with excellent programming that presents the University's scholarship, creativity, innovation, and diversity.

Iowa State University WOI Radio, a public radio organization, seeks to make Iowa a better place to live through production and broadcasting of news, public affairs, arts, and entertainment radio programs. The WOI stations serve to enhance the image of ISU by being a constantly available source of programs that are thorough and accurate, analytically perceptive, and culturally significant.

University of Northern Iowa The mission of both UNI and its radio stations is education. KUNI/KHKE's mission ties into the value of education by stating "the stations will present material that challenges, provokes, broadens, and educates listeners, while regarding the individual differences among people with respect."

Descriptions of Radio Stations

University of Iowa  KSUI (91.7 FM, 101.7 FM in Dubuque) provides a classical music and arts service. KSUI serves not only the regional audience by its ground transmission but also national and international audiences by its 24-hour web streaming. At the invitation of National Public Radio (NPR), KSUI participated in a pilot project in 2003 to add member station-produced music modules to the national NPR website.

 WSUI (910 KHz) broadcasts a 24-hour schedule, seven days a week. The station covers a daytime radius of about 150 miles and a nighttime coverage area that is directed primarily to the north of Iowa City; the FCC protects against station interference in Iowa, Minnesota, and Wisconsin.

Iowa State University

- ☎ Iowa State University operates the following facilities 24-hours per day year round: WOI-AM (640 KHz, 5kw daytime/1 kw nighttime, rural Ames); WOI-FM (90.1MHz, 100 kw @1450 ft. HAAT², near Alleman); KTPR-FM (91.1 MHz @ 1100 ft. HAAT, near Bradgate), and KWOI-FM (90.7 MHz, 10 kw @300 ft. HAAT, rural Carroll).
- ☎ Studios are on the ISU campus in Ames, a state/government bureau is staffed and maintained in the State Capitol complex, a Des Moines broadcast center (studio and offices) is staffed and housed in the ISU Des Moines Center in Des Moines, and small studios operate in Fort Dodge at Iowa Central Community College, and in Carroll at the Carroll High School.

University of Northern Iowa

- ☎ The University of Northern Iowa operates the following licensed radio stations 24-hours per day year-round: KUNI-FM (90.9 MHz @ 1,719 ft. HAAT near Walker); KUNY-FM (91.5 MHz @ 400 ft. HAAT in Mason City); KHKE-FM (89.5 MHz @ 400 ft. HAAT near Waterloo); and KRNI-AM (1010 kHz).
- ☎ The University of Northern Iowa has low wattage FM transmitters, called translators, which rebroadcast KUNI in Dubuque, Des Moines, Davenport, and Eldridge.
- ☎ KHKE operates a translator in the Mason City/Clear Lake area. These translators serve as a low cost alternative to a full service station and help KUNI/KHKE extend public service to listeners who cannot receive the main signal at 90.9 FM.

Staffing Patterns

The following table describes the staffing headcount for the three radio stations. All students and some staff are employed on a part-time basis.

Staffing Summary
Regent University Radio Stations
(Headcount)

| | Actual FY 2002 | | Actual FY 2003 | | Projected FY 2004 | |
|------------------------|----------------|----------|----------------|----------|-------------------|----------|
| | Staff | Students | Staff | Students | Staff | Students |
| University of Iowa | 16 | 27 | 16 | 42 | 19 | 31 |
| Iowa State University | 26 | 49 | 26 | 42 | 25 | 40 |
| Univ. of Northern Iowa | 24 | 23 | 24 | 12 | 21 | 13 |
| TOTAL | 66 | 99 | 66 | 96 | 65 | 84 |

² Antenna height above average terrain.

Programming The Regent university radio stations use nationally produced and distributed programming, as well as locally and regionally produced programming.

**Programming Summary
Regent University Radio Stations**

| | SUI | | ISU | | | UNI | |
|--------------------|------|------|--------|--------|------------------|--------------------|------|
| | KSUI | WSUI | WOI-FM | WOI-AM | KTPR/ KWOI-FM | KUNI/KUNY/ KRNI | KHKE |
| News/Information | 3% | 89% | 19% | 88% | 49% | 38% | 4% |
| Cultural | 97% | 11% | 81% | 12% | 51% | 62% | 96% |
| Locally originated | 44% | 18% | 75% | 15% | 51% | 37% | 1% |
| National sources | 56% | 82% | 25% | 85% | 49% | 63% | 99% |

Revenues The Regent university radio stations use many sources of funds to support their operations. In the recent past, the stations have had to rely more heavily on fundraising in response to reductions in general fund university support.

**Revenues Summary
Regent University Radio Stations**



| UNIVERSITY OF IOWA | Actual FY 2002 | Actual FY 2003 | Projections FY 2004 |
|---------------------------|--------------------|--------------------|------------------------|
| University Funds | \$709,461 | \$760,709 | \$703,252 |
| Federal - CPB | 197,762 | 251,149 | 332,169 |
| Fundraising - Individuals | 408,830 | 430,839 | 452,381 |
| Fundraising - Business | 128,704 | 174,701 | 235,200 |
| Other - Ticket Sales | 8,418 | 5,864 | 6,000 |
| Other - Investment Income | 1,322 | 23,798 | 24,750 |
| TOTAL | \$1,454,497 | \$1,647,060 | \$1,753,752 |

| IOWA STATE UNIVERSITY | Actual 2002 | Actual 2003 | Budgeted 2004 |
|---|------------------------|------------------------|--------------------------|
| University general fund allocation | \$841,879 | \$228,986 | |
| University indirect in-kind support | 241,995 | 219,041 | \$169,000 |
| University allocated private funding (earnings from endowment account) | | 600,000 | 600,000 |
| CPB Grants | 368,462 | 374,392 | 387,161 |
| Fundraising (membership & underwriting) | 1,344,657 | 1,363,186 | 1,479,000 |
| Investment income (loss) | (6,487) | 27,311 | 35,000 |
| Federal equipment grants (PTFP) | 152,909 | 153,182 | 30,000 |
| Other Income | 22,135 | 18,481 | 30,000 |
| TOTAL | \$2,965,550 | \$2,984,585 | \$2,732,161 |






| UNIVERSITY OF NORTHERN IOWA | Actual 2002 | Actual 2003 | Estimated 2004 |
|--|------------------------|------------------------|---------------------------|
| University General Fund Support | \$1,034,688 | \$406,792 | \$619,856* |
| Corporation For Public Broadcasting | 286,188 | 255,585 | 260,000 |
| Business and Industry | 224,939 | 193,856 | 220,000 |
| Friends of KHKE/KUNI | 719,912 | 677,093 | 650,000 |
| Other Grants | 53,855 | 33,890 | 61,637 |
| TOTAL | \$2,319,582 | \$1,567,216 | \$1,811,493 |

*Operating budget = \$542,856; electric/tower payments = \$77,000.




Student Participation

- University of Iowa  Broadcasting Services supports the training and professional development of students through employment opportunities and internships in conjunction with the School of Journalism and Mass Communication, the Department of Communication Studies, and other undergraduate programs.
-  Students participate regularly in the programming at KSUI and WSUI, especially those in the performing arts who benefit from the public exposure they receive as they prepare for professional careers in the arts.

Iowa State
University

-  As part-time employees, students play an important role at the stations while gaining valuable experience in the professional environment of WOI Radio.
 -  Students are hired regardless of their academic interests or pursuits.
 -  They operate studio consoles, the satellite uplink system, prepare tapes for broadcast, perform news research, work in the music library, and assist in the membership department.
 -  Internships are usually based on a similar paid part-time basis or no compensation depending on the requirements of the institution at which the student is enrolled.
 -  WOI arranges internships for a variety of institutions beyond ISU.
-

University of
Northern Iowa

-  Upper level students from the Electronic Media Division of the Department of Communication Studies regularly are placed as interns at the stations.
 -  The stations also employ many University students to perform as on-air announcers, operate control boards and recording equipment, help produce remote music broadcasts, and assist with development activities.
 -  The level of responsibility that students assume provides them with invaluable practical and professional experience.
-

Maps

The maps³ on pages 18-19 show public radio coverage in Iowa, including the service provided by the Regent university radio stations.

The coverage areas use standards set by the FCC to mark an interference⁴-free geographical area in which a state is licensed to operate. Signal contours also suggest a reliability range for a station's reception. Within the FM contours indicated, relatively good reception is expected. Radio signals beyond the FCC-recognized contours become more susceptible to interference and reception problems as the distance from the transmitter increases.

³ These maps were prepared, at no cost to the Regent radio stations, by Doug Vernier and his Telecommunications Consultants agency.

⁴ Interference refers to the degrading effect on a selected radio signal from another signal on the same or adjacent frequency. The FCC mandates that stations need to be separate by sufficient distance to prevent such frequency-related interference.

While most Iowans live within the FM and AM contours of the state's public radio stations, there remain a few portions of the state that are unserved or underserved. The AM services are especially susceptible to atmospheric conditions that result in marginal listening. Night time restrictions placed on all three Regent AM operations significantly reduce their coverage from sundown to sunup. Radio listening preferences suggest the AM band is a choice among listeners, especially younger ones.

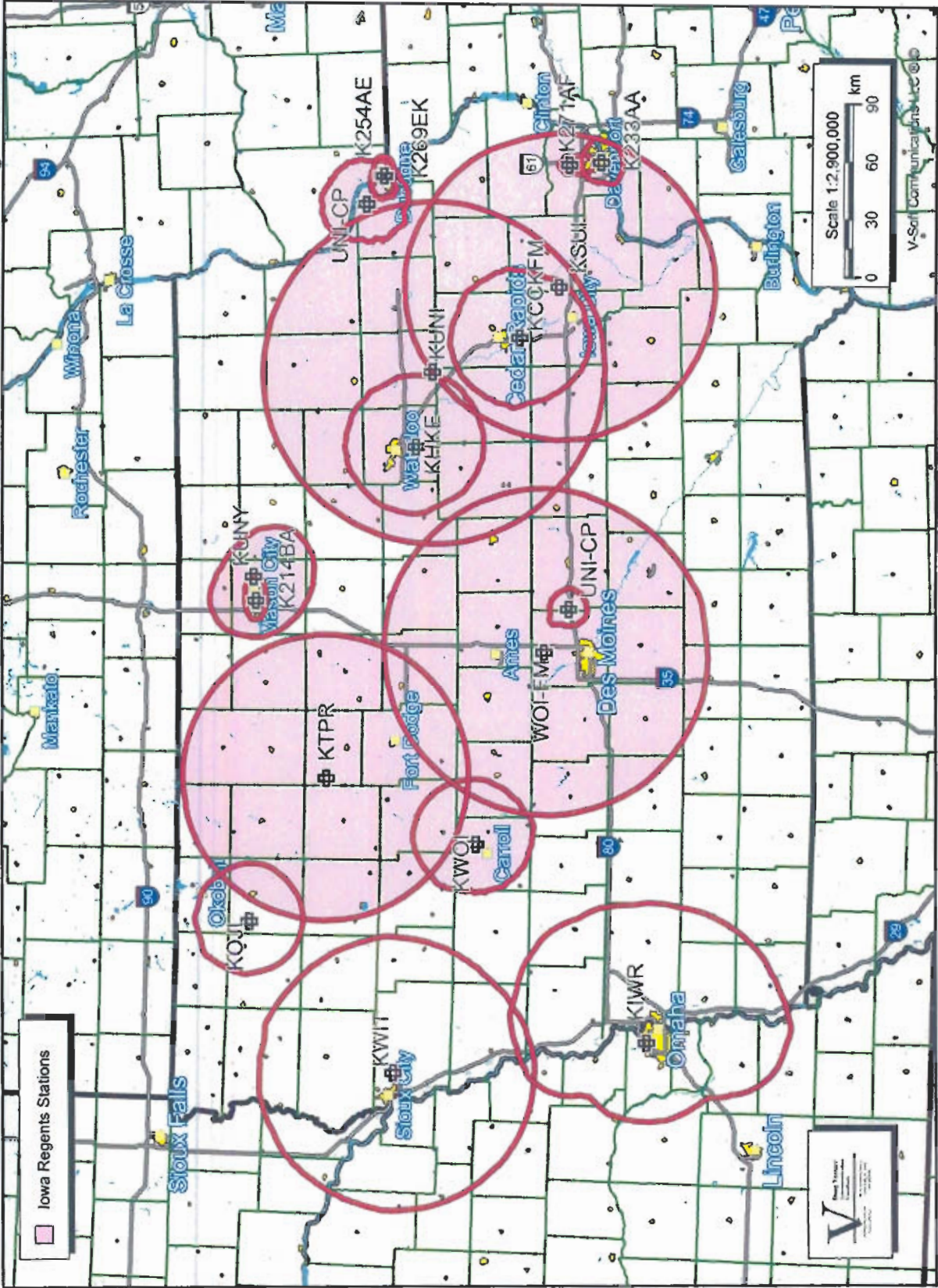
While it may appear that, in several parts of the state, coverage is duplicative, the fact is that multiple stations serving those areas offer different programming, each fulfilling a different set of audience needs and expectations. The major program formats (e.g., news and information, classical music, jazz) have, for the most part, been focused and developed at a single station to provide a full choice of service to Iowans in those areas.

The map on page 20 reveals the coverage offered by Iowa-based stations as well as stations from neighboring areas outside of Iowa. This map⁵ of Iowa's coverage will be included in an updated national study of public radio service by the Public Telecommunications Facilities Program (PTFP)⁶. This map indicates coverage with a terrain correction factor resulting in the spotted areas on the perimeter of a station's protected coverage contour. According to population data to be presented in the new study, almost 91% of Iowa's population lives within the coverage areas displayed on this map.

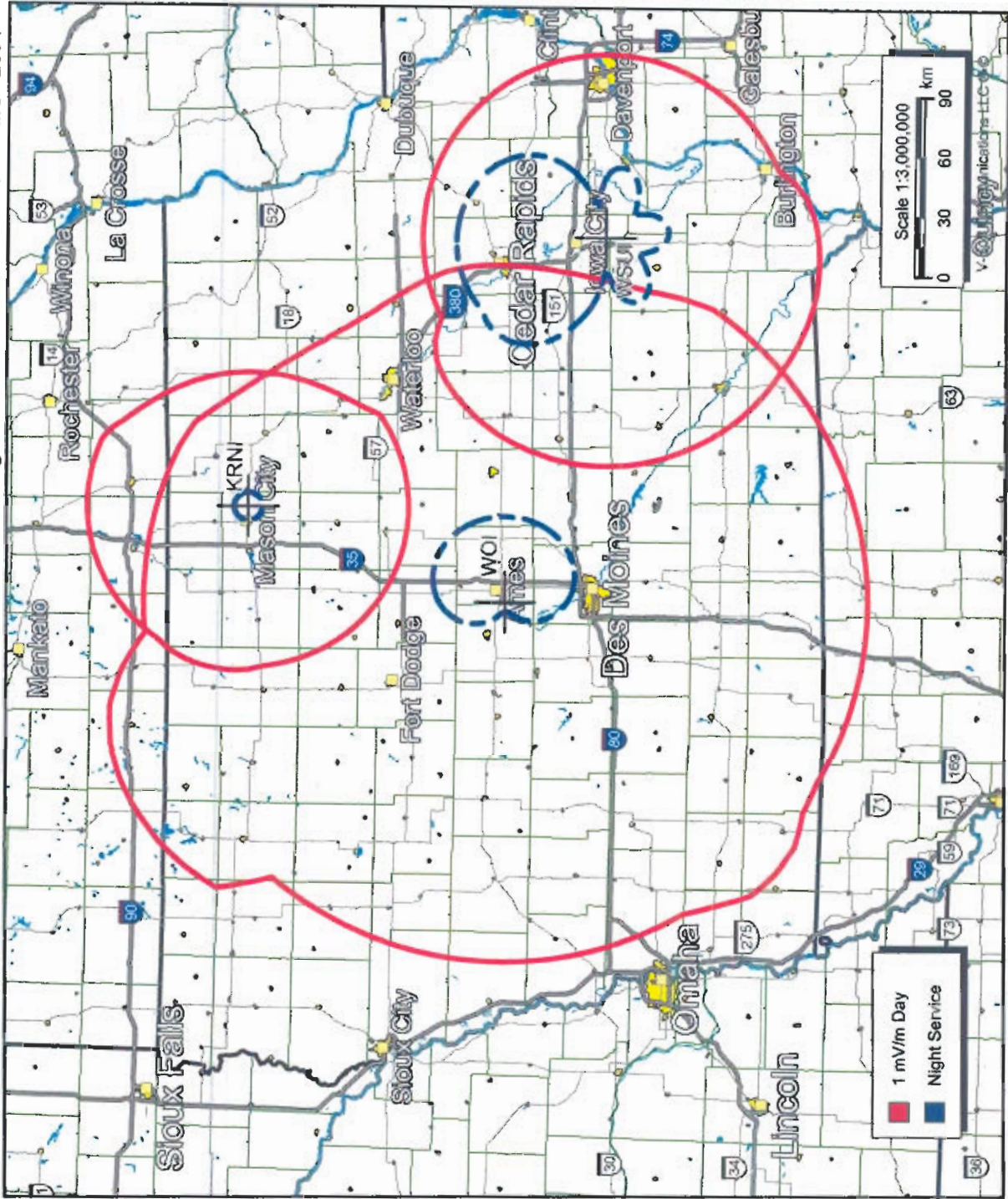
⁵ Draft. This map uses the Longley-Rice convention.

⁶ PTFP is the federal equipment grant agency that supports public radio and TV infrastructure.

Iowa Public Radio FM Stations - 1 mV/m Coverage - 2004



Iowa Regents Station's AM Service Contours - 2004

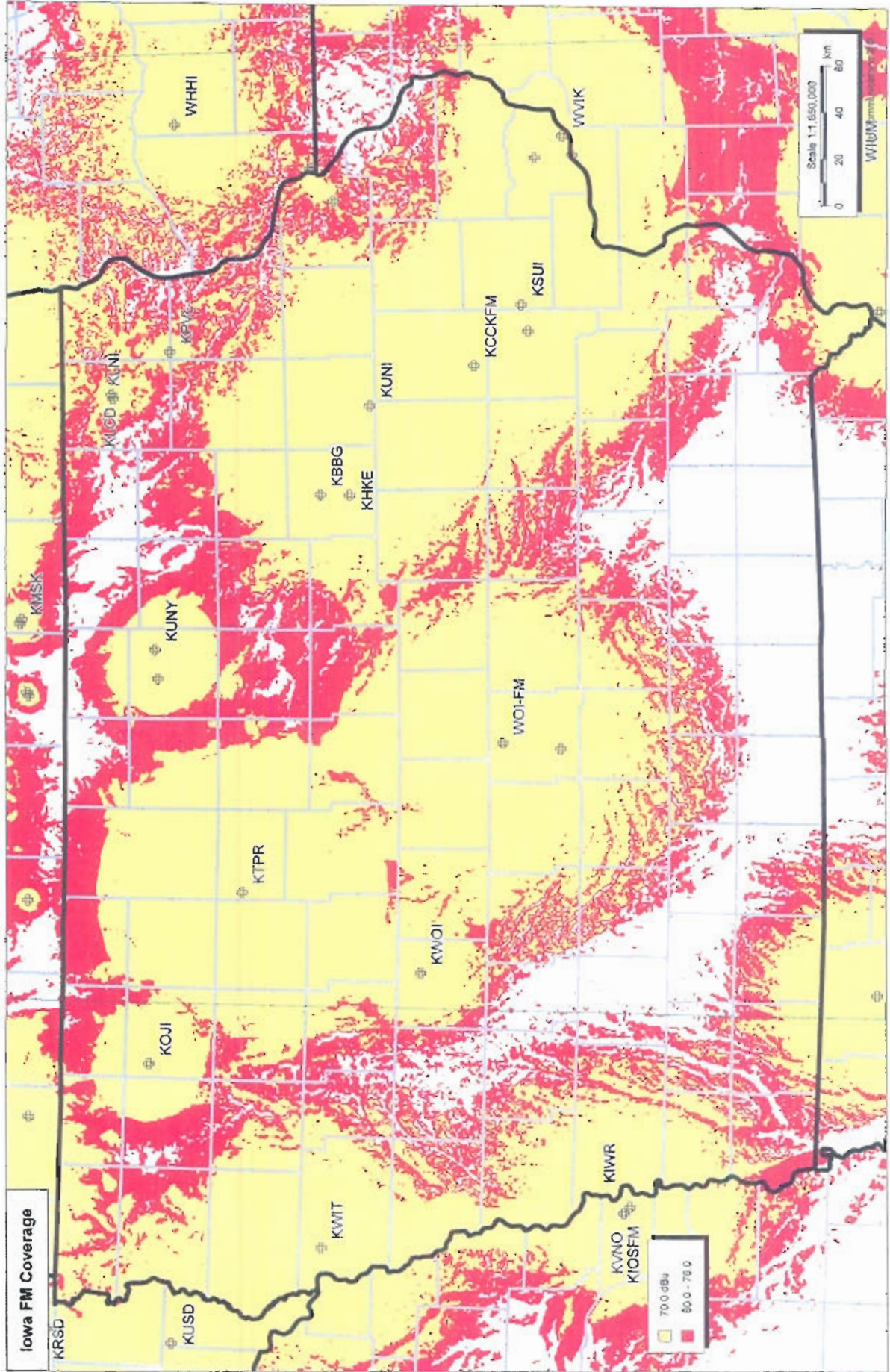


KRNI
 Freq: 1010 kHz
 Class: D
 Latitude: 43-08-31 N
 Longitude: 093-06-40 W
 Power: 0.76 kW
 # Towers: 1
 Power Night: 0.016 kW
 # Towers: 1
 NIF: 5.428 mV/m

WOI
 Freq: 640 kHz
 Class: B
 Latitude: 41-59-34 N
 Longitude: 093-41-27 W
 Power: 5 kW Day
 # Towers: 1 Day
 Power Night: 1 kW
 # Towers: 3
 NIF: 7.683 mV/m

WSUI
 Freq: 910 kHz
 Class: B
 Latitude: 41-31-26 N
 Longitude: 091-30-11 W
 Power: 5 kW Day
 # Towers: 1
 Power Night: 4 kW
 # Towers: 3
 NIF: 3.374 mV/m

Verriner
 Doug Verriner
 722 West 1st Street, Suite A
 Cedar Falls, Iowa 52603
 Telecommunications Consultants



Iowa FM Coverage

70.0 dBμV
60.0 - 70.0

Scale 1:1,650,000
0 20 40 60 miles
WHD-1000