

Start time: 12:15p

**Kansas Public Radio
Advisory Board Meeting
September 21, 2017
MINUTES**

Advisory Board Attendees: Vickie Randel, Elizabeth “Betty” Stevens, David Brown, Nolan Guyer, Derek Kwan, David Beck, George Norton, and Sheri Hamilton, KUEA/KPR Liaison.

Major Donor Attendee: Marylee Southard

KPR Attendees: Dan Skinner, Steve Kincaid, Nicole Banman, J. Schafer, Darrell Brogdon, and Feloniz Lovato-Winston.

Vickie Randel, Chair

- **General Comments/Board Member Recruitment**

The first comment is a carry-over from the last meeting... We are still seeking 2-3 more Advisory Board members ideally from one of the following communities: Topeka, Kansas City, or Manhattan. Does anyone have any recruitment ideas?

It was suggested that we look for any retired business-owners who previously supported KPR or that we look at the list of KPR members in the suggested communities. Feloniz indicated that she would compile the lists. Vickie will send out a message via email regarding our recruiting efforts.

Dan Skinner, Director

- **Budget Update**

KPR ended fiscal year 2017 (07/01/16-06/30/17) very strong thanks to the \$100,000 anonymous contribution donated to help sustain jobs and programming at the station. We will have to account for the gift in FY17, but it will be put to use in FY18 and going forward. Therefore, KPR may end FY18 in the “red,” but the \$100,000 gift will be used to cover the potential deficit. KPR is hoping to re-build our budget, making up for the gap left by the \$200,000 budget cut from KU.

NPR recently held its annual Member Meeting where they discussed the fact that, for the first time in history, stations are not experiencing the typical drop-off in post-election listenership. The NPR audience of ages 25-44 shows a significant increase over commercial news audience of the same demographic.

Feloniz Lovato-Winston, Development Director

- **Fall Membership Drive Update**

The 2017 fall membership drive resulted in over \$256,000 in contributions (see handout for more numbers and details). KPR membership contributions are higher than the amount typically raised by this time of the year. The number of KPR sustainers has tripled since the fall of 2016. Total member contributions given so far during FY18 amounts to \$324,000, which puts KPR on track to meet its overall membership goal for the year. Underwriting income is also on track to meet its overall FY18 goal, with \$80,000 raised thus far. Jake Jacobson recently signed the largest underwriting contract in KPR history.

- **Winter Drive, November 30 – December 1**

The winter membership drive originally started as an opportunity to make-up for a lacking fall drive, but it is now a part of our regular programming schedule. We will re-use drop-ins provided by Bill Kurtis for the last winter drive. Sheri Hamilton has already secured a \$25,000 matching grant from the Harrison Family Fund, via the Douglas County Community Foundation.

- **KPR Outreach Events**

KPR is looking for help from Advisory Board members and others who may be interested in staffing and/or organizing outreach events in other KPR communities besides Lawrence. The board would like to form an Events Committee to focus on these outreach opportunities.

Sheri Hamilton, KU Endowment Liaison

- **Development Liaison Update**

KU Endowment is looking at 33 KU units (academic & non-academic) to participate in a “Day of Giving” event sometime in February. KPR is included in the list of potential units and can decide whether or not it would like to participate. The previous “Giving Tuesday” event in November of 2016 was not as successful as KUEA would’ve hoped – probably because there were so many other organizations fundraising on the same day.

J. Schafer, News Director

- **Kansas Association of Broadcasters Awards**

KPR is a 16-time KAB “Station of the Year” winner, but did not reclaim that title again this year. J. looked at the competitors’ websites and content and he does not agree with the judges’ decision. However, awards are not the only way to gauge success; for example, KPR’s listenership has increased and membership numbers are up, so we can feel successful about those achievements.

Adjourned: 1:40p

The next Advisory Board meeting is Thursday, January 25, 2018.