

Start time: 12:13p

**Kansas Public Radio
Advisory Board Meeting
May 25, 2017
MINUTES**

AB Attendees: Vickie Randel, Dr. Richard and Barbara Meidinger, Dr. Brock Kretsinger, Elizabeth “Betty” Stevens, David Brown, 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, Jake Jacobson, Feloniz Lovato-Winston, and Kendra Kuhlman.

Vickie Randel, Co-Chair

- **Welcome to the New Board Members**

Derek Kwan is absent due to the event at the Lied Center, announcing the new Chancellor of KU. Randy Guyer has another obligation.

Welcome to the new board members, David Beck and George Norton. Everyone went around the table and introduced themselves.

- **February Action on bylaws revision**

The role of the KU Chancellor listed in the bylaws was revised. No approval is required for new members of the KPR Advisory Board, so the wording was changed.

The KPR Mission Statement was removed because it is the Mission Statement for the station, not for the board, and caused some confusion.

- **Board Member Recruitment**

We would like to have at least 12 members in the board and we currently only have 10, so we are looking for 2 more members. Ideally, we would like more representatives from Topeka, possibly Kansas City, and Manhattan; which would increase the membership to 13. It is important that all of the KPR major markets are represented. The committee responsible for recruitment consists of Vickie, Sheri, Feloniz, and Dan. Please send any names of potential new members to the committee.

Dan Skinner, Director

- **Budget Update**

KU imposed a phased \$200,000 reduction in KPR's budget during FY17-FY18 (\$100,000 during FY17 and another \$100,000 during FY18). We are looking to our member-listeners to increase their portion of the KPR budget "pie." After the budget reductions were publicly announced, an anonymous donor gave \$100,000 to KPR specifically to retain jobs and programming (same anonymous donor gave \$100,000 to Audio-Reader, as well). Because of this, KPR was able to avoid lay-offs for another year. We have reduced staff by not filling vacancies and some staff will have their hours reduced, but will maintain their positions and benefits.

We are off to a good start in attempting to fill the budget gap. We earned a lot of new members during the spring fund drive and we are seeing an increase in sustaining members. We know we will need to continually fill the gap with private funds going forward.

Tim Caboni is leaving KU soon and Dan had his last meeting with him earlier this month. KU has not announced an interim Vice Chancellor to cover until a new VC is hired. KU anticipates some horizontal cuts in FY18 besides the large vertical cuts imposed upon units such as KPR and Audio-Reader. Tim told Dan that he informed the KU Budget Office that KPR is to be held harmless from any additional cuts in FY18.

Feloniz Lovato-Winston, Development Director

- **Membership Update**

See handout that includes graphs of KPR fund drive trends. The spring fund drive was very successful. KPR raised approximately \$100,000 over a typical spring drive. We increased our new members more than a typical drive, as well. The press about the vertical cuts seemed to really help inspire the community to give to KPR.

KPR is looking to get involved in more events in the various communities it serves to continue to build our network.

- **Fall Fund Drive**

KPR purchased new Allegiance software, which allows us to enter pledges directly into our database online and eliminate our paper pledge forms. This procedure is much more secure and efficient than the current process. We will provide training for the volunteers. The KPR IT staff was able to secure used laptops from KU Surplus at no cost. They will be used for our future fund drives.

Jake Jacobson/Kendra Kuhlman, Underwriting Sales Representatives

- **Underwriting at KPR**

The KPR UW sales staff is looking for more businesses to connect with in our various communities. The advisory board can help by think about people/business owners in their communities who may be interested and please pass along any names to the KPR Feloniz.

Jake gave a presentation including the KPR UW sales trends (see handout). In 2010 KPR began offering Hi-Fidelity sponsorship packages, which resulted in a large increase in sales. In 2015, KPR implemented its current structure of performance pay for UW sales staff. We are projecting 14% growth in UW sales from 2015-17. To continue the growth, we need “warm” contacts in our communities. Please send names of any potential UW clients to Feloniz. Our main demographic consists mostly of individuals who are 30+, 2/3 have a college degree, 1/3 have an advanced degree. KPR has built up a trust in the community, which translates into an asset in which they want to invest – known as the “halo effect.”

Sheri Hamilton, KU Endowment Liaison

- **Case Statement from KU Endowment**

See meeting packet for case statement. KPR has always had various brochures for classical music, *Trail Mix*, Underwriting, etc. The Case Statement brings them all together and represents everything we do with the common thread that KPR requires funds for the continuity of all of the services it provides.

- **Major challenge grant for December drive**

Beth Harrison is again providing a \$25,000 matching grant for the KPR December drive via the Douglas County Community Foundation.

- **Planned gift update**

Lynn Heiligenthal Showalter is a long-time KPR supporter, as was her late husband, Richard Showalter. Lynn recently relocated to Ohio, but she continues to remain invested and engaged in KPR and has recently included KPR in her estate plans. There are many different options for major/planned gifts. KPR can be included in estate plans similar to Tom Doyle. The gift can be a percentage of the estate or a set amount. If any board members have leads for major gift solicitations, please let Sheri or Feloniz know.

Darrell Brogdon, Program Director

- **Programming Changes**

KPR will experience a change to its programming schedule effective 07/01/17 (see programming grid in the meeting packet). Two motivating factors: 1. Budget Cuts. 2. "Clean-up" the KPR line-up. The biggest changes are:

- *All Things Considered* is being extended to 7p. We will lose 5 hours of classical music each week.
- KPR will no longer air *Car Talk*, instead *Weekend Edition* will be extended to 10a.
- *The Jazz Scene* is being moved from Saturdays to Monday evenings.
- *Trail Mix* will air 1-3p on Saturdays and Sundays; which is original programming, but may be prerecorded.
- *Weekend ATC* will air on Saturdays & Sundays.
- *Retro Cocktail Hour* will air on Saturday and Sunday evenings.

Adjourned: 1:30p

The next Advisory Board meeting is Thursday, September 21 at noon in the KPR Conference Room.