

Start time: 12:18p

**Kansas Public Radio  
Advisory Board Meeting  
January 26, 2017  
MINUTES**

**AB Attendees:** Vickie Randel, Dr. Richard and Barbara Meidinger, Dr. Brock Kretsinger, Elizabeth “Betty” Stevens, Derek Kwan, David Brown, Nolan “Randy” Guyer, and Sheri Hamilton, KUEA/KPR Liaison. Co-Chair Tom Doyle attended via conference call.

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

**Vickie Randel, AB Co-Chair**

- **Welcome to the New Board Members**

Vickie welcomed everyone on behalf of the KPR Advisory Board (AB), with a special welcome to the new board members: Derek Kwan, Betty Stevens, David Brown, and Nolan Guyer. George Norton is present today, but won’t officially join the board until after his retirement in March.

Vickie asked everyone to go around the table and introduce themselves for the new members:

- Feloniz “Felly” Lovato-Winston, KPR’s Development Director, has served in her position at KPR for ~1 year. She was the Development Director at Audio-Reader prior to her employment here at KPR. She said that she is looking forward to working with the new members of the board.
- Sheri Hamilton, Associate Development Director at KU Endowment, worked in the Development Department at KPR for ~19 years before transitioning to her new role at KU Endowment, where she serves as the Director of Development for the Dole Institute of Politics and KUEA Liaison for Kansas Public Radio.
- Dr. Brock Kretsinger is an Internist in Emporia, Kansas. He has served for several years on the KPR Advisory Board.
- George Norton, KPR’s Director of Corporate Development, has held his current position at KPR for 14 years. Prior to that, George served in the military for 22.5 years and worked in the corporate world after that. As stated previously, George will be joining the AB after his upcoming retirement from KPR.
- Randy Guyer is a 62-year-old gentleman from Emporia, Kansas. He says he is a happy guy despite a serious face. He loves KPR and is happy to be here. He is worried about

the future of the station and the looming budget cuts, but is excited to help with the transition.

- Steve Kincaid, KPR & Audio-Reader's Director of Engineering, is responsible for keeping KPR on the air. His staff maintains the various KPR transmitter and translator sites and equipment and is also in charge of local IT.
- Nicole Banman, KPR & Audio-Reader's Business Manager, is responsible for all business-related matters within the organizations as well as maintaining compliance with all CPB and FCC regulations.
- Darrell Brogdon, KPR's Programming Director, has worked in his current position at KPR for many years.
- J. Schafer, KPR's News Director, has served in his position here at KPR for 22 years. He is still very happy to come to work here.
- David Brown is an attorney in Lawrence, Kansas, and is the newest member of the KPR Advisory Board.
- Barbara Meidinger has served on the AB since its inception in 1996. She and her husband were chosen to represent the Topeka, Kansas, area.
- Dr. Richard Meidinger is a retired physician. He has enjoyed serving on the KPR board from the days in the mud hut to the present.
- Betty Stevens retired from an administrative position at Kansas State University. She has lived and worked at various locations in Kansas: Highland Community College, Ottawa University, Emporia, etc. She has lived in basically all of the different KPR communities throughout Kansas.
- Derek Kwan has served as the Director of the Lied Center for 3 years where he has worked closely with KPR on many projects. KPR has been an amazing collaborative partner to the Lied Center and he is appreciative of all of the work that KPR does. He is honored to be invited to serve on the Advisory Board.
- Dan Skinner, KPR and Audio-Reader's Director, has served in his current position at KPR and Audio-Reader for a little more than 1 year. He is a native Kansan, originally from Hutchinson. He has served as the Director at various public radio stations in Texas, Indiana, and Ohio.
- Vicki Randel is the Senior Vice President of First State Bank & Trust in Lawrence, Kansas. She has been a KPR listener for 34 years and is a native Lawrencian. She has served on the KPR AB for several years and is glad to support Kansas Public Radio.
- Tom Doyle is a retired businessman who was previously employed by KPR as an engineer. He shares Vickie's passion for the station and is happy to join the meeting via telephone. He was invited to serve as co-chair of the AB alongside Vickie last fall and is excited to serve in the role. Welcome to the new members!

- **General Comments**

Despite the expected/potential (state and federal) budget cuts, KPR has a bright future ahead. The AB can assist KPR's work towards that bright future by serving as an advocate for the station and helping call on major donors for support. The board discussed how to maintain a strong relationship with the university.

- Tom Doyle added that because our government-appropriated funding is gradually decreasing, we need replace it with underwriting sales and membership contributions. Our goal is to be financially independent of government funding.
- Vickie wanted the board to be aware that Derek Kwan asked to be excluded from direct fundraising activities, so as not to create a conflict (or even the appearance of a conflict) with his position at the Lied Center. Both co-chairpersons were in agreement that would be most appropriate and acceptable. Board members can serve in many different capacities.

- **Revisions to bylaws**

The KPR AB bylaws needed to be "freshened up." They hadn't been reviewed for a long time and some revisions have been made. There were no changes made that were significant to the operations of the board.

- There were some word adjustments made to increase clarity
- Board member selections
  - A sub-committee will look for potential candidates. The current sub-committee includes Sheri Hamilton, Dan Skinner, Feloniz Lovato-Winston, Vickie Randel, and Tom Doyle.
  - All sub-committee members shall agree upon potential members before meeting with them and inviting them to join the KPR AB.
- Officers
  - Previously, the language indicated that officers "served at the pleasure of the Director and Chancellor." We altered the language to say that officers "serve at the pleasure of the Director."
  - The KPR Development Director shall serve as the Secretary.
- We would like to stick strictly to the meeting schedule set forth in the bylaws. Tom Doyle pointed out that we increased the number of annual AB meetings from two to three. We thought two wasn't enough and hope that three isn't too much commitment for our members. Previously, the KPR AB met each quarter, but we felt that was too much and decreased it to semi-annual meetings. We certainly will welcome feedback from our members regarding the frequency of the meetings. Strong communication is highly encouraged amongst board members.

- David Brown suggested that we revise the language of the Mission Statement including “Northeast Kansas” since Chanute (KANQ) doesn’t exist in that region and our coverage area is larger than that. He also inquired about the role that KU plays in the selection of board members. Vickie responded that the board selects the members.
- Vickie agreed that David’s comment about the Mission language revision was a great point and everyone at the table agreed. Since it wasn’t on the agenda for today’s meeting, everyone decided that we should revisit Mission Statement revisions at a later date.
- Feloniz said that she would check on any KU regulations that may apply to the AB.
- Steve asked Derek Kwan if there was a similar clause in the Lied Center bylaws.
- Derek replied that there was no similar clause and that the Lied Center board was only advisory in nature (similar to the KPR AB).
- Randy Guyer said that, typically, mission statements include the values and goals of the organization. The KPR mission does not include any goals and could be considered meaningless. The entire mission statement needs revision. We can’t solve it today, but we should keep it in mind for future discussions. He feels that the KPR mission should include vision/goals to work towards and a way to measure their success.
- Betty Stevens added that there are distinct differences between the mission of KPR versus the mission of its advisory board.
- David Brown motioned to approve the changes to the bylaws. The motion was seconded by Randy. All in favor/none opposed.

### **Darrell Brodgon, Program Director**

- **Programming Update**

Darrell explained the confusing situation regarding KPR audience data to the new AB members - we measure two different metro areas, Kansas City and Topeka, and the methodology that Nielsen uses to measure the two areas is different. Kansas City uses Portable People Meters (PPMs) and Topeka uses diaries. They can’t be compared to each other or combined for a total audience data report. KPR received the latest audience data from the Topeka area about 36 hours ago. The audience cume is the number of people who tune into KPR at least once/week and each person is only counted once. Nielson reported that the KPR cume in Topeka for the Fall of 2016 was 51,000 people, which is roughly half of the KPR audience. That represents a significant increase from the spring “book.” In radio, that is referred to as the “Election Bump.” The Time Spent Listening (TSL) number also jumped out at Darrell. The average TSL among public radio stations is 6-7 hours/week; but the numbers for KPR in the Topeka listening area indicate a 10.6 TSL during the fall of 2016. The numbers also indicate a total suggested audience of 101,200 KPR listeners.

We have some special programming coming up during the week of 02/06/17. KPR will air five 1-hour episodes of "In the Dark," which is an offset of a storytelling podcast. It discusses a kidnapping in Minnesota that has been unsolved for 27 years. The episodes will air at 7pm Monday-Friday on KPR2. KPR is running heavy promotions for the series on KPR1 & KPR2. We are lucky that we have KPR2 to use for experimental programming.

- Randy asked if the audience data includes KPR2 listener information. Darrell answered that the KPR2 HD channel and Internet stream is included in the data. Nielson allows stations to measure up to 5 streams. We change the streams being monitored occasionally, but other channels have less means for measuring listeners.
- We still don't have accurate numbers for the new *Prairie Home Companion* listeners. This fall Topeka book offers our first glimpse at the audience numbers for the show. They are pretty impressive so far, but it is smart to not rely heavily on just one book.

### **J. Schafer, News Director**

With so many new KPR AB members present, J. offered to give tours of KPR after the meeting to anyone who would like to join.

- **Transition of KHI News Service to Kansas News Service (KNS @ KCUR)**

When J. started working at KPR 22 years ago, the local news broadcast on the air was always generated by the KPR News Room or pulled from the AP wire. With the increased pace of technology, KPR News isn't able to keep up with the broadcast of local stories. In the past several years, KPR has starting building collaborations with other media partners, which has typically been a story-for-story exchange. With partners such as Harvest Public Media (@ KCUR) and the Heartland Health Monitor, KPR has been able to get good local content from sources that we trust.

The Heartland Health Monitor/KHI News Service is now officially known at KNS. This is a good source of content from folks like Jim McLean and others. Initially, KHI came to KPR a couple of years ago looking for a new home. The assets included 5 staff members, who were all content-generators and ~\$500,000. At the time, KU had some reservations and did not accept the offer. So, the organization went to KCUR, where they were accepted. They are all now employees of UMKC, but are still housed in Topeka. We would've loved to have had them, but it didn't work out. You may hear some of these reporters on our airwaves or some of the KPR staff on their airwaves.

There is just too much local news for KPR to cover on its own. We aren't always focused on being the first to report the news, but we do always want to be correct with the news that we do report.

Efforts to be the first can often result in errors. KPR is still looking for more collaborative opportunities. The *Topeka Capital-Journal* has broken some big stories recently and has some great people working there.

- Betty asked if KPR has a relationship with the *Lawrence Journal-World*. J. informed her that Peter Hancock, reporter for the LJ-W, was previously the Statehouse Reporter for KPR. He still has a friendly relationship with the KPR News Room and often works with Stephen Koranda. KPR staff isn't familiar with many other reporters/personnel at the LJ-W, although the News Room is a fan of the hyper-local coverage provided by the organization.
- Betty said that she has recently gone to the LJ-W looking for Statehouse news as opposed to the TC-J.
- J. also mentioned that KPR doesn't have a devoted digital team for Internet content and that our "bread & butter" is the KPR airwaves.
- Randy asked how the numbers (of KPR listeners) are holding up. J. said that KPR is "holding its own." George Norton answered that the average cume during his time here at KPR has been ~100,000 listeners. That number basically includes the listeners in the Topeka, Kansas, and Kansas City metro areas; the other geographical areas aren't covered in that data. He also added that most commercial radio stations would "kill" for a TSL of 5 hours/week.
- Randy asked how many people will call in during the fund drive. J. answered that KPR has about 6,000 listener-members out of 100,000 listeners, but that we have a goal of increasing the member percentage to closer to 10%.
- Randy asked whose job it was to increase those numbers. Vickie answered that it is everyone's job! The KPR staff and Advisory Board all want to encourage listener contributions, but that we can't do that without quality programming.
- Sheri added that everyone can contribute in their own way: some can guest pitch on the air during the fund drive, some can offer to call and thank contributors, others can assist with major donor and underwriting meetings, etc.
- Tom & Vickie both expressed their disappointment in the loss of the opportunity with the KHI News Service. They are hopeful that the board can organize and advocate to KU officials for similar opportunities in the future.

## Dan Skinner, Executive Director

- **Budget Update**

The State of Kansas budget issues have resulted in cuts to higher education, which came to KPR in the form of a \$100,000 cut in FY17 with a high probability of another \$100,000 cut in FY18. During Dan's last meeting with Tim Caboni, Tim told Dan that he hoped to mitigate/minimize the FY18 cut and hold KPR harmless towards future vertical cuts. KPR will continue to "plan for the worst and hope for the best."

The new administration in Washington, D.C., is looking at "privatizing" federal public broadcasting funds (the Corporation for Public Broadcasting), which provided \$268,000 of KPR's budget during FY16. This federal cut has been threatened many times by many different administrations and has never happened before. We are hopeful that, in the event the federal government cuts funding towards public broadcasting, they will allow a 2-year "buffer" since the funding is based upon 2-year advanced appropriations. However, it could be cut immediately.

Dan is hoping to receive confirmation from Tim Caboni about the FY18 funds in March.

- Sheri asked J. if there was any news from the Kansas Legislature? J. said that it is too early in the session to have any specific details about upcoming budgets.
- Dan added that we were allowed a bit of a "buffer" regarding the budget cuts in FY17 and that we are looking to increase and improve our private funding towards future budgets.
- Nicole wanted to clarify that the FY17 "buffer" was basically just utilization of reserves from past years' budget surpluses and that we will still see a budget deficit in FY17. Additionally, with the budget reductions, the Non-federal Financial Support (NFFS) of KPR that the CPB uses to allocate its Community Service Grant (CSG) funds will decrease, which will result in a decrease of CPB support no matter what happens with the federal budget.
- Tom asked about potential programming discounts. Nicole answered that Darrell has negotiated some discounts and that our Total Station Revenue (TSR) is considered when programming fees are calculated. So, the reduction of TSR will likely result in a reduction of programming costs.
- Dan added that KPR set an ambitious goal for membership during FY17 and we are on track to meet that goal.
- Vickie said that she would love to continue the budget discussion, but that we need to stick to our schedule.

- **New KPR App**

Dan told everyone to be sure and download the new KPR smartphone app.

### **Feloniz Lovato-Winston, Development Director**

- **Development Update**

The KPR December mini drive and Fall Fund Drive were very successful. We ended 2016 \$100,000 ahead of 2015. We won't really know where we are until the end of June. Thanks to Sheri for securing the challenge grant from the Douglas County Community Foundation (via the Harrison family) for the mini-drive.

The spring fund drive is right around the corner, with the "Power Breakfast" on Tuesday, March 28, and full days of fundraising from Thursday, March 30 – Friday, April 8.

Vickie, Tom, and Sheri all called to thank new members and major donors during the December mini drive. They all received positive responses from the calls. Let Feloniz know if you would like to help in the spring.

- Vickie said that she really enjoyed it.
- Tom added that it doesn't take a lot of time. People were upset about the budget cuts and wanted to help. He was happy & surprised to hear how passionate the listeners were. You can find out a lot from talking to those people.
- Vickie said she found it enjoyable and educational.

The KPR Development Department has been reorganized. It now has two dedicated sales staff and George Norton supporting them. A part-time staff member has been hired to replace George. Underwriting sales are a little ahead of this time last year (\$20-30,000 ahead). We are looking for new strategies to support the sales team.

- **Upcoming Events**

See the agenda for a list of upcoming events. Let Feloniz know if you can help with any of them.

- Vickie suggested that Feloniz send out an email prior to the fund drive requesting volunteers to make thank-you calls to major and new donors.

### **Sheri Hamilton, KU Endowment Liaison**

- **Support from the KU Endowment Association**

Sheri has been looking for more ways KU Endowment can support KPR. She doesn't have anything concrete, yet, but there are several projects in the works. One particular project also involves Audio-Reader.



Sheri and Lisa Schaller, with the KU Endowment Association, are working on a case statement. They are creating a brochure that encompasses the overall purpose and mission of KPR, which can be used and given out at all presentations and solicitations.

Sheri has the ability to research information about all KU Endowment donors. She is working with Feloniz to compile a list of donors who can potentially increase their support of KPR. We would like to start asking for 3-5 year commitments, which would lessen the need to maintain the current donor base and free up time to work more on new solicitations.

Sheri is also researching the possibility of having the KU Endowment call center reach out to lapsed donors via phone. Previous lapsed donor call campaigns have been successful. KPR used ARIA previously, but KU Endowment can do it without taking a percentage of the gifts and we can use student callers.

The Douglas County Community Foundation (DCCF) works to help people direct their philanthropy. Many people give to KPR via the DCCF. KPR doesn't have relationships with similar community foundations in other communities in the broadcast area. KU Endowment does have those contacts, and Sheri is working with that department at KUEA to help KPR reach out to other community foundations.

- o Derek added that the key aspect is to get on board with the next big KU Endowment campaign, such as "Far Above."
- o Sheri said that the last time KPR was involved with a big KU Endowment campaign was with the "KU First" project. It was when KPR raised the money for its new building.

Vickie and Tom welcomed the new members, again, and thanked everyone for attending the meeting. Vickie extended an invitation to everyone to communicate with her, Tom, Dan, and Feloniz in between the meetings to "keep the conversation going."

Adjourned: 2:00p

The next Advisory Board meeting is Thursday, May 25, 2017.