

Start time: 12:11p

**Kansas Public Radio
Advisory Board Meeting
September 15, 2016
MINUTES**

Advisory Board Attendees: Tom Doyle, Vickie Randel, Dr. Richard and Barbara Meidinger, Dr. Brock Kretsinger, and Sheri Hamilton, KU Endowment/KPR Liaison.

KPR Attendees: Dan Skinner, Steve Kincaid, Nicole Banman, Laura Lorson (standing in for J. Schafer), Darrell Brogdon, Feloniz Lovato-Winston.

Vickie Randel, Advisory Board Co-Chair

- The board co-chairs welcomed everyone and called the meeting to order. Laura Lorson was invited to begin with the first agenda item.

Laura Lorson, Assistant News Director

- **Laura Lorson promoted to Assistant News Director**

Dan Skinner announced to the attendees that Laura was recently promoted to Assistant News Director of KPR.

Laura is filling in for J. at the meeting, as he is taking time off to visit family out of town. He was hesitant to miss the meeting, but Laura assured him it would be fine and that she could represent him and the News Department.

- **2016 KAB Awards**

KPR fared well in this year's annual state competition. We received the award for 2016 Station of the Year for mid-level markets. KPR has received this award multiple times and it is a clear indicator of the quality of the staff – *all* of the on-air announcers have to be excellent and *all* of the content produced has to be outstanding. Laura thanked the Advisory Board for its contributions towards KPR receiving this award so many times.

- **#KS2016; News Media Outlet Collaboration**

KPR is involved in a collaboration effort, along with other media outlets such as the KHI News Service and KCUR, to cover as much of the 2016 election news as possible. The goal of the effort is to try and cover as much of the election issues as our listeners want to hear without duplicating the coverage. All of the contributors are sharing content with each other, which allows for more issues to be covered and broadcast via all of the media sources. The

collaboration is using the hashtag #KS2016 on all social media posts to allow the public to easily search for stories online within Facebook and Twitter and have online conversations discussing the various election topics.

Tom Doyle said he is pleased with the content created thus far by the collaborative effort. He enjoyed the similarly collaborative coverage of President Barack Obama's visit to the KU campus.

Laura told the group that the coverage will include Kansas politics as well as the U.S. presidential race. KPR wants to best serve its audience and cover the issues that the listeners want to hear.

Darrell Brodgon, Program Director

- **Spring Audience Data**

The meeting packet includes a handout with the KPR 2016 Spring Topeka audience data; which is measured in a completely different way than that of the Kansas City audience. The Topeka data does not include any major changes, so it is a "good book" for KPR. Based on the average quarter hour (AQH), KPR is the #1 station in the Topeka metro area among listeners who are 35+.

- **Program Changes**

When KPR learned of its \$100,000 budget cut for fiscal year 2017 (FY17), Darrell called most of the networks from whom KPR purchases programming to negotiate discounts for the current year. They were all happy to help us out. Darrell was able to secure ~\$30,000 in savings of programming expenses. NPR will cease production of the *Best of Car Talk* shows in September 2017. They will continue to offer traditional repeats of the series, thereafter. In an effort to reduce programming expenses, KPR was planning to cut *Car Talk* completely up until about 45 minutes ago when we received some news that we can't discuss at this time. However, we are now considering keeping the show at a reduced price.

Dan Skinner informed the group that the regular cost for the show is \$23,000 but that KPR was offered a 50% discount for the current year. We anticipate a drastically reduced price – under \$10,000 - for fiscal year 2018 (FY18). We are still crunching the numbers, so it is not confirmed, but KPR would like to retain *Car Talk* if it is feasible within the reduced budget. We intend to maintain the same level of programming as much as possible.

Chris Thile, the new host of *Prairie Home Companion*, will only host thirteen shows and, then, the network will air reruns of Garrison Keillor shows. The audience numbers will be examined

and, then, a decision will be made regarding a second season. New episodes of *Prairie Home Companion* will have no trace of Garrison Keillor - Chris Thile will have a whole new show.

Dan Skinner, Executive Director

- **Budget Cuts**

Everyone has heard the news about the budget cuts to KU and, consequently, to KPR. We are also well aware of the struggles the State of Kansas continues to face. Tim Caboni told Dan to consider the reduction a “phased-in” \$200,000 cut, so we can plan for a similar cut next year. During fiscal year 2016 (FY16), KU funding represented ~23% of the KPR budget. KPR plans to address the cuts with a combination of expense reduction and increased fundraising. KPR wants to become less dependent upon University funding, so we are trying to have a positive view of the cuts.

- **FY2016 Budget**

Due to unexpectedly high membership contributions and several position vacancies, KPR ended FY16 solidly “in the black.” The goal for FY17 is to break even.

Tom Doyle and Richard Meidinger asked if there was any chance of KU returning the funds to the KPR budget in the future. Nicole Banman answered, “No.” KU relies upon the fact that KPR can raise its own money, which means that they will likely continue to wean KPR off of University cash support. Attendees continued with a discussion about the budget. Vickie Randel asked about the FY16 KU-allocated funds to KPR (see Organizational Funding handouts in the meeting packet). During FY16, KPR received \$490,480 from KU - which represents 24.9% of that year’s budget. Vickie also questioned the difference between the underwriting vendors (state vs. KU Endowment Association). Nicole explained that some of KPR’s underwriting clients are other KU departments and other state agencies. Those payments are deposited into KPR’s account that is administered by KU, instead of the account administered by KU Endowment, because they are public funds and should remain in a publicly-administered account. Tom Doyle pointed out the limited ability for potential growth if KPR continues to budget for “break-even” years.

- **New KPR App**

The current KPR app is very basic. We revised the FY17 budget and removed some other promotional items so that we could include funds for a new KPR app that will be more interactive with the users. It will allow KPR to post banner ads for underwriting clients as well as our YouTube content. There are many other interesting features such as the ability to provide multiple streams, a built-in alarm clock feature, audio-buffering (allowing for the

audio to be paused), and the ability to pull content directly from the KPR website. There are about 3,000 users of the current app.

Vickie Randel, Advisory Board Co-Chair

- **Board Resignations**

Dr. Roy & Bev Menninger resigned from the board before the last meeting and, since then, we have received two more resignations. David Porterfield relinquished his board duties due to business and personal obligations. Lisa Hallberg resigned from the board, but would like to help with other responsibilities as she is able. She does not feel her strengths lie in fundraising duties and we would like the Advisory Board to be more active in that area.

- **Position Statement for KPR Advisory Board**

Tom Doyle & Vickie Randel have been talking with Dan Skinner and Feloniz Lovato-Winston for many months about changes within the KPR Advisory Board. We developed a new position statement that includes increased responsibilities for members of the Advisory Board (included in packet). We aren't necessarily asking for members to increase their financial support, but to be more actively engaged with KPR staff and donors. Some members may prefer different duties than others. We would definitely like the board members to be more active in reaching out to the communities we serve and in recruiting new board members.

- **KPR Advisory Board Meetings**

We would also like to increase the number of annual board meetings as well as communications amongst the members. The KPR Advisory Board will begin meeting three times each year as called for in the Bylaws, and KPR staff and the co-chairs will be sending out more email messages – likely one/month or more when necessary.

Dr. Kretsinger asked if there are any new prospects for the KPR Advisory Board. Vickie answered that we haven't gotten that far, yet, but that we are thinking about approaching KU affiliates and KPR donors. Ideally, the board will have representation from all of the communities served by KPR transmitters and translators. Sheri Hamilton added that the board used to include two members from Manhattan, Kansas, but it no longer has any representation from that area. She has some ideas of people to approach in Manhattan.

Vickie Randel mentioned that there has never really been a list of qualifications required for the board – just the ability to come to the meetings. We intend to change that. Going forward, board members may be asked to make “Thank You” calls to major donors, as we have occasionally done in the past. Previously, some members expressed an inability to make those calls. Sheri Hamilton told the attendees how KPR on-air staff has made “Thank You” calls and

on-air announcements to donors who contribute \$500+ on an annual basis. It was a “nice touch” and really made good impressions with our donors. She also suggested that Advisory Board members become more involved with regional outreach, such as staffing literature tables at various KPR-sponsored events. Board members likely know members of the KPR communities with whom we don’t have contact and could promote KPR to them and/or put us in touch with them.

Vickie Randel informed the attendees that the board will be pursuing new responsibilities for the board members and we are looking for new ways of personal engagement and cultivating relationships. Some members could attend events; others could make phone calls, etc. Sheri Hamilton added that KPR should not just focus on new donors, but to also look to current donors to increase their support.

Dr. Meidinger asked how many Advisory Board members we would like to have in total? Vickie answered that in her opinion we would like an uneven number, and no more than nine. Dr. Kretsinger suggested that the board develop a strategy for recruiting new members. When he first joined the KPR Advisory Board, he created a local group of KPR listeners/supporters in Emporia to provide support to him as well as feedback. Now many of those supporters have moved closer to Lawrence. Vickie answered that the co-chairs just wanted to make the announcement at the meeting today, but that they plan to develop a strategy soon.

- **Proposed Changes to By-laws**

Feloniz Lovato-Winston told the group that she had sent out a list of proposed changes to the KPR Advisory Board by-laws. Sheri Hamilton made some additional changes since the email went out last week. See the by-laws with tracked changes in the meeting packet. Vickie Randel motioned to accept the changes to the changes to the by-laws, and was seconded by Tom Doyle. The board voted unanimously to approve changes to the by-laws.

Tom Doyle shared his opinion that it is excellent to have a designated KU Endowment representative attending the KPR Advisory Board meetings. Sheri Hamilton is perfect for the position, considering her 19 years of experience working at KPR. Sheri expressed how happy she is to still be involved with KPR and working towards the growth and security of the organization. She is also actively working with the Audio-Reader Development staff to try and make up for some of the current year’s major budget cuts.

Sheri Hamilton informed the group that KU Endowment is in the process of making a KPR case statement brochure, which will be used for major donor “asks.” It will be similar to the recently completed “Far Above” campaign brochure that was used for a big \$1.6B campaign

benefiting all of KU. The brochures will provide information about KPR and promote all of the services and content that it provides.

Feloniz Lovato-Winston, Development Director

- **Membership & Fund Drive Update**

The 2016 KPR Fall Fund Drive begins with “Super Tuesday” on 09/20/16 and will run from 09/23-09/30/16 thereafter. KPR synced its fall fund drive with that of KCUR this year, so it is earlier than past fall drives. With the early start, the KU budget cuts will still be “fresh” in the minds of our listeners. KPR will attempt to walk the fine line between pushing positive messages about our quality programming and conveying the urgency of the budget situation, which is considerably more negative. The quality of programming KPR produces is always increasing and we want to remind our listeners that the budget cuts are not due to a decrease/lack of quality. We will promote the awards KPR has recently won, such as the KAB “Station of the Year,” and the *JazzWeek* magazine “Station of the Year” award. The election coverage KPR has been broadcasting is also very popular.

Due to the early start of the fall campaign, the starting pools of membership pledges and challenge grants are smaller than previous fall drives. KPR has \$70,000 in starting pledges and a challenge pool of \$14,262. The KPR Membership Director, Joanna Fewins, created a goal for KPR to reach 1,000 new and upgrading membership pledges during the fall drive. We also plan to promote the new functionality on the KPR website to add sustainer memberships. KPR hopes to significantly grow its sustainer membership numbers.

- **Underwriting Update**

KPR has a new Underwriting Sales Representative, Kendra Kuhlman. She previously worked at Garry Gribbles Running Sports in Downtown Lawrence. Feloniz attended the Lawrence Chamber event, “Taste of Lawrence,” with Kendra and Kendra knew a lot of the people in attendance. Kendra has secured three new clients for KPR, so far.

KPR will not fill the position left vacant after Phil Wilke’s resignation. Joanna Fewins and Feloniz Lovato-Winston have taken over the fund drive and media duties thus far. We plan to hire a part-time traffic position to replace George Norton after he retires from KPR.

Sheri Hamilton

- **Planned Gift Announcement**

Sheri was pleased to announce the addition of Dr. Richard & Barbara Meidinger to the KPR “Dick Wright Legacy Society.” This group includes those who plan to include KPR in their

estate plans. Tom Doyle joined the group several years ago. Janet Campbell is also included in this group of major donors.

Sometimes donors make these types of arrangements without notifying KPR and we only find out after they have passed and the estate is being settled. KPR never knows when these gifts will be received, but they are very important to the future of the organization.

- **Data Comparison Between KPR & KU Endowment**

KPR keeps meticulous data on its donors and the amounts given, but there is no way for KPR to know if/how much they support other KU departments. KU Endowment has a much larger information base for donors. If we compare the KPR donor data to that of KU Endowment, we could locate current donors who may have the ability to substantially increase their support to KPR. We are considering approaching donors with five-year commitment agreements with the ability to allocate the funds among regular membership and challenge grants.

Adjourned: 1:57p

The next Advisory Board meeting is January 26, 2017.