

Contact: Rachel Boon

IOWA PUBLIC RADIO ANNUAL REPORT AND BOARD APPOINTMENTS

Action Requested: Accept the Iowa Public Radio annual report and approve appointments to the Board of Directors.

Executive Summary: Iowa Public Radio enriches the civic and cultural life in Iowa through high quality news and cultural programming. IPR's statewide public radio network (a total of 26 stations licensed to the University of Iowa, Iowa State University, and the University of Northern Iowa) now serves 220,000 listeners/week with three programming streams: News, News/Studio One, and Classical. Over 18,000 listeners per week access its programming by website streaming, and a growing number of Iowans use IPR's website to read articles, view videos and learn about upcoming events. IPR's combined radio groups serve rural and urban Iowa, touching all of Iowa's 99 counties. (See service map that follows.) The history of public radio in Iowa is long and proud – Iowa State University and the University of Iowa each have public radio stations that are *almost a century old*, with FCC licenses that were among the first 100 radio licenses ever granted.

Iowa Public Radio manages \$11.8 M in assets (26 stations) for the universities and 14 university staff: (3 ISU, 6 UNI, 5 SUI). In addition, IPR promotes all three public universities through regular on-air announcements and helps the universities accomplish their outreach missions by regularly featuring university experts on IPR's talk shows: *Talk of Iowa* and *River to River* which air daily Monday through Friday. Iowa Public Radio made significant progress on goals highlighted in its 2017-2022 strategic plan, including growing our statewide news presence, innovating in a changing media environment, increasing our membership and developing the next generation of public radio professionals.

Through the creation of Iowa Public Radio, the Board of Regents and the Regent universities have taken regional radio groups and extended their reach, creating an award-winning statewide network. The creation of Iowa Public Radio has saved university dollars through efficiencies, created a statewide cultural resource, provided a statewide platform for university expertise on two daily talk shows, maintained professional media organizations on each campus, improved the quality of life in Iowa, and met goals of university strategic plans: sharing knowledge to make Iowa a better place, enhancing each university's statewide visibility, building community and increasing the cultural vitality of the state.

Background:

- **Creation of Iowa Public Radio.** In December 2004, the Board of Regents created Iowa Public Radio to consolidate the radio stations at the three Regent universities.
- **Incorporation of Iowa Public Radio.** In February 2006, Iowa Public Radio was incorporated under the Revised Iowa Nonprofit Corporation Act, Chapter 504 of the Iowa Code. The Articles of Incorporation of Iowa Public Radio provide that IPR is organized exclusively for charitable and educational purposes within the meaning of Section 501(c)(3) of the U.S. Internal Revenue Code of 1986 and has the primary purpose of supporting and promoting the welfare and growth of the network of public radio stations licensed to the Board of Regents and operated for the public benefit.
- **Operating Agreement.** In May 2007, the Board of Regents approved the Public Service Operating Agreement between Iowa Public Radio and the Board, with the consent of the Regent university presidents. The purpose of the Agreement is to engage Iowa Public

Radio to manage the day-to-day operations of the Radio Groups on behalf of the Board of Regents and the universities consistent with FCC requirements for licensee control; and to serve as the primary fundraising entity for the Radio Groups. The agreement was renewed in 2013 for 6 years, through June 30, 2019, and in 2019 for one year through June 30, 2020.

- **Board of Directors.** The IPR board of directors is currently comprised of 11 members, including eight community directors, and three licensee directors representing the interests of the station licensees, the University of Iowa, Iowa State University, and the University of Northern Iowa. The current board includes Marsha Ternus (Chair); Robert Downer (Vice Chair); Steve Firman (Secretary); Douglas West (Treasurer); Ambassador Mary Kramer; Zachary Mannheimer; Vickee Adams; Julie Monson; Andrew Morse (UNI); Jacy Johnson (ISU) and Jeneane Beck (SUI).
- **Senior Management.** Iowa Public Radio is overseen by a senior leadership team which includes the Executive Director, Director of Finance and Operations, Music Program Director, News/Talk Program Director, Development Director, Engineering Services Manager, and Marketing Manager. IPR manages 74 employees, including 14 university employees, 43 IPR employees and 17 student employees. 35 of its full-time university and IPR employees and all student employees work on one of the university campuses.

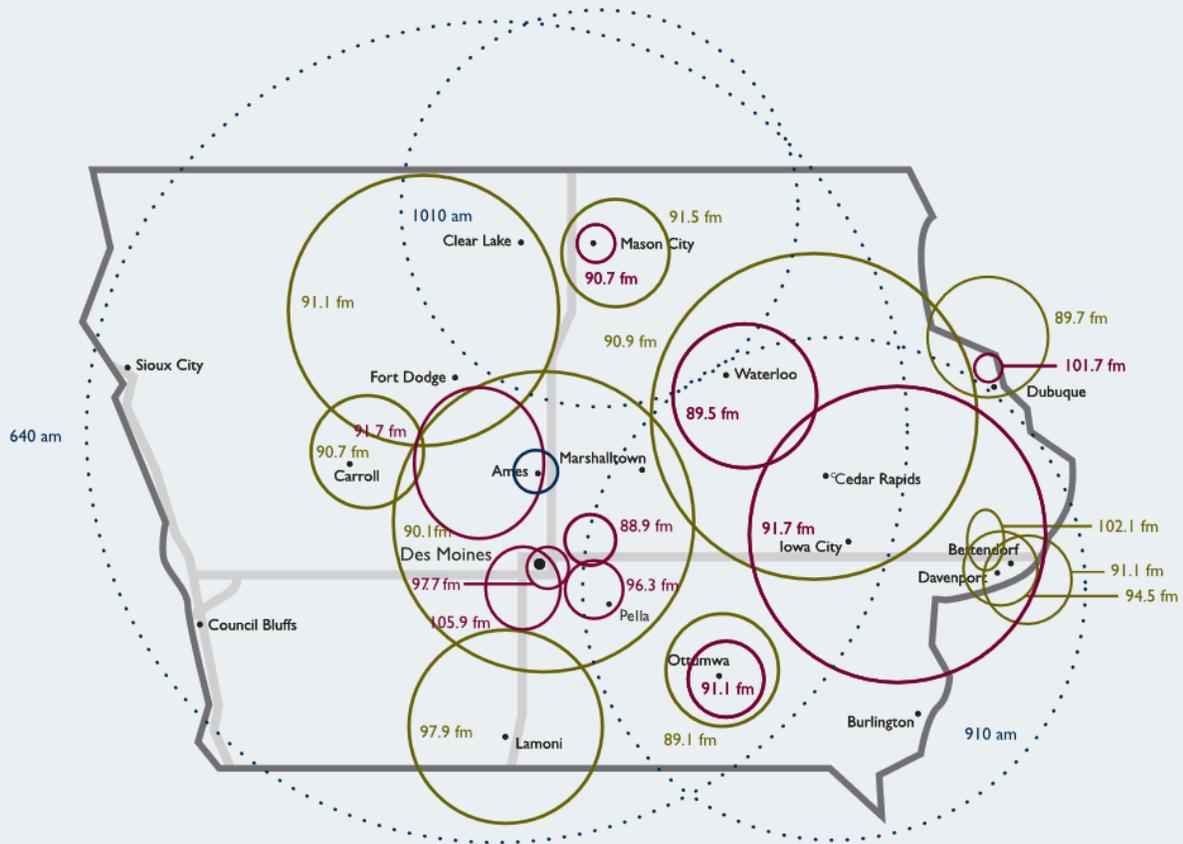
Progress Report (pre-audit FY 2019)

- **IPR's fundraising increased.** Overall, private support to IPR increased 6% in FY 2019 to \$6.59 M from \$6.2 M in FY 2018. Membership revenue increased by \$210,000, major gift and grant revenue by \$111,500 and corporate sponsorship by \$57,000. A sustainer program, which allows members to pay for their memberships monthly by credit card or EFT, has created an on-going source of revenue and continues to grow. Sponsorships from the business and non-profit communities in the state have continued to support IPR, providing \$1.7 M in revenue in FY 2018. In FY 2019, 75% of IPR's revenue was from fundraising, with the remainder from Iowa's public universities, the Corporation for Public Broadcasting and the State of Iowa.
- **IPR's News team was recognized for excellence.** Iowa Public Radio won 10 awards this year for outstanding reporting. The talk show team won two awards from Public Radio News Directors Incorporated: First place for an interview of a victim of human trafficking on *River to River*, and second place for a *Talk of Iowa Show* "Mollie Tibbets: A Runner Who Never Came Home". IPR journalists also won 3 awards from the Midwest Broadcast Journalists Association and 4 from the Iowa Broadcast News Association. In addition, the IPR News team has become a respected partner with NPR in national news coverage. IPR is one of about a dozen stations participating in a state legislative and political reporting partnership and IPR is also partnering with the NPR Politics Podcast to interview presidential hopefuls as they campaign in Iowa. IPR's Clay Masters and Kate Payne have been joined by NPR's Tamara Keith, Asma Khalid or other politics podcast contributors to do the interviews, giving IPR and IPR reporters a national platform for their work.
- **IPR expanded its news presence statewide.** In FY 2019, IPR added a reporter in Western Iowa, increasing its presence in and coverage of the western side of the state, and a Health Reporter, allowing it to deepen coverage of health issues in Iowa. As other news room staffs around Iowa decrease, Iowa Public Radio has continued to grow its news team, serving Iowans with statewide news – both over the air and on-line. IPR's two

daily hour-long talk shows, *Talk of Iowa* and *River to River*, provide platforms for civil discourse on cultural activities in Iowa and issues facing the state and nation.

- **IPR's Classical and Studio One services brought the best in Iowa performances to a broad listening audience**, building community and increasing the cultural vitality of the state. Together, IPR aired hundreds of hours of music heard live in Iowa, and provided a platform for emerging Iowa artists. IPR is an important player in Iowa's music scene and an essential partner for organizations like the Des Moines Symphony, Des Moines Music Coalition, and Waterloo-Cedar Falls Symphony. Partnerships with the Des Moines Social Club and the 80/35 and Hinterland Music Festivals have provided opportunities for IPR to share live music from local artists and connect with a younger, passionate audience.
- **IPR embraced new technology, with a focus on engaging younger audiences:** In FY 2019, IPR built a digital team and secured support from the Corporation for Public Broadcasting (CPB) to accelerate its ability to embrace new technology in our storytelling and to support media consumption patterns of younger audiences. **IPR was one of just 17 public media stations nationwide chosen to be a part of CPB's Digital Culture Accelerator.** The launch of *Caucus Land*, IPR's podcast on the caucuses, was its first project with the support of the accelerator, and there are two more projects in the pipeline. *Caucus Land* has national reach, bringing Iowa to a national audience, and creating a model for future projects for Iowa and national audiences.
- **IPR extended the reach of each of the Regent universities, through IPR talk shows, exposure on its Classical music service, and regular announcement on IPR stations. *Talk of Iowa* and *River to River* included over 300 appearances of Regent university experts in FY 2019.** That is an average of nearly 6 university guests/week. Guests ranged from physicists to political scientists, horticulture experts to economists and doctors. In addition, university faculty and music performance groups were featured dozens of times on IPR's classical music service. **Regular announcements promoting each university's support of Iowa Public Radio ran over 3300 times in FY 2019** on IPR stations. These announcements position each university as a statewide resource for award-winning news and cultural programming and civil dialogue about issues facing the state.
- **IPR added a new translator station in Iowa City.** This new station (95.3FM) improves service to Iowa City, bringing News/Studio One programming from 90.9FM in Cedar Falls to Iowa City residents who had trouble receiving News/Studio One on 90.9FM.
- **IPR furthered its commitment to developing the next generation of public radio professionals.** IPR provided learning and work opportunities for university students in our Music, News, Talk Show and Broadcast Operations departments and on all three university campuses. In FY 2019, IPR employed 41 students over the course of the fiscal year. Positions included reporter, on-air host, music library assistant, assistant producer and broadcast operations technician.
- **IPR made the case for \$1.2M** to the state legislature for urgent technology replacement needs on university-owned station assets at WOI-FM and KSUI-FM. These two stations are IPR's largest News/Studio One and Classical stations, respectively. Unfortunately, IPR was not successful in securing support for these projects.

STATEWIDE IOWA PUBLIC RADIO SERVICE



○ NEWS

○ NEWS & STUDIO ONE

○ CLASSICAL

Iowa Public Radio Board Appointments

The IPR Board of Directors is currently comprised of 11 members, including eight community directors, representing the interests of the community, and three licensee directors representing the interests of the station licensees. In October 2018, IPR approved a by-law change allowing for an increase in community board members from eight to a maximum of 15. The current community member appointees are Vickee Jordan Adams, Robert Downer, Steve Firman, Mary Kramer, Zachary Mannheimer, Julie Monson, Marsha Ternus and Douglas West.

IPR requests re-appointment of Mary Kramer and Vickee Jordan Adams to an additional three year term. In addition, we propose adding 4 new community board members, effective Oct. 1: Katherine Byers, Lijun Chadima, Nora Everett, and Warren Madden. Bios for the new potential community board members follow.

BOARD NAME	RATIONALE	LAST APPOINTED REPRESENTATIVE	END OF TERM	PROPOSED REPRESENTATIVE	NEW/CONTINUED TERM
Iowa Public Radio	BOR Policy § 4.12		N/A	Katherine Byers	9/30/22
			N/A	Lijun Chadima	9/30/22
			N/A	Nora Everett	9/30/22
			N/A	Warren Madden	9/30/22
		Vickee Jordan Adams	9/30/19	Vickee Jordan Adams	9/30/22
		Mary Kramer	9/30/19	Mary Kramer	9/30/22
		Douglas West	9/30/21	Douglas West	9/30/21
		Steve Firman	9/30/21	Steve Firman	9/30/21
		Robert Downer	9/30/21	Robert Downer	9/30/21
		Zachary Mannheimer	9/30/21	Zachary Mannheimer	9/30/21
		Marsha Ternus	9/30/21	Marsha Ternus	9/30/21
		Julie Monson	9/30/20	Julie Monson	9/30/20
		John McCarroll	Open	Jacy Johnson	Open
		Jeneane Beck	Open	Jeneane Beck	Open
Andrew Morse	Open	Andrew Morse	Open		

Katherine Byers

Katie Byers is a former attorney turned entrepreneur who is an avid music lover and frequent attendee at many local shows and festivals. Five years ago, Katie began hosting a monthly concert series in her home, 5150 Music House Concerts, to benefit local and touring musicians. She quickly discovered that she had found her passion in life and decided to create a way to get *more* people across the country hosting house concerts to support independent musicians.

Katie is the Founder & CEO of HomeDitty, a web based software built specifically for house concert hosts that launched into Beta testing in February 2017. To date, more than 300 house concerts have been booked through HomeDitty across the country. Katie also provides live music consulting, band sourcing and concert promotion services.



Katie’s hometown is Waverly, Iowa where she was active in her school’s orchestra and chamber choir. After graduating from high school in 1989, Katie moved to Iowa City where she earned her Bachelor of Arts from The University of Iowa in French and The Certificate in International Business and her Juris Doctor from The University of Iowa College of Law. She was admitted to the Iowa Bar in June 1996 and practiced law for six years.

Katie received the David Hurd Community Supporter of the Year award from the Des Moines Music Coalition in 2017 in recognition for her dedication to coordinating local house concerts and for helping create house venues across the country. Katie has also been honored as a Keynote Speaker and Official Showcase Judge at the Folk Alliance Regional Midwest Conference 2018, Americans for the Arts webinar presenter, Speaker at Spin 66 Innovation Conference, \$5,000 winner at TS Bank’s REV pitch competition and a presenter at many other events. Katie resides in Des Moines, Iowa with her husband, Jay and their two daughters, Sophie and Charlotte.

Lijun Chadima

Lijun Chadima is known for her passion for Cedar Rapids and her commitment to family and friends. She loves the arts and promoting cross-cultural understanding.

Ms. Chadima arrived in Cedar Rapids in 1986, then moved away in 1989 due to her husband, David Chadima’s, job assignment. In 1999, after spending 10 years with her husband in Asia, Lijun and her husband along with their newborn baby daughter, Elizabeth, returned to Cedar Rapids – the city where her husband grew up and called home. Since then, Lijun has served a number of non-profit boards as member, founding member or officer, including Cedar Rapids West Rotary Club, Rotary District 5970 Foundation Global Scholarship Committee, Rotary Paul Harris Society, Cedar Rapids Chamber of Commerce (Cedar Rapids Metro Economic Alliance), Czech



Village New Bohemia Main Street District, South Side Investment Board, NewBo City Market, SPT, Junior League of Cedar Rapids, Cedar Rapids Montessori School, George Washington High School PTA, Advisory Board to Asian Pop-up Cinema -- a Chicago-based Asian Film Festival, and the Cedar Rapids Czech Bohemia Design Review Technical Advisory Committee. Lijun is currently a Commissioner on the Cedar Rapids Czech Village New Bohemia Self-Supported Municipal Improvement District Commission.

As a co-owner of Thorland Company with her husband, Lijun has worked tirelessly to restore the historic Cherry Building after the flood of 2008 as the place "Where Creativity Works!" Lijun has been the driving force of revitalization of the Bohemian Commercial Historic District, Czech Village/New Bohemia Cultural District and the Czech Village New Bohemia Main Street District since 1999.

Ms. Chadima received the Governor's Volunteer Award in 2008, the Women of Achievement in Service to Others and Community award from Waypoint Services in 2013. Lijun was one of the honorees of 2014 Ovation: A Tribute to Iowa Women and Girls.

Nora Everett

Nora Everett grew up in Des Moines and graduated from Iowa State University in 1981, where she competed on the Women's Swimming and Diving team as a diver and earned Phi Beta Kappa honors. She received her law degree from Willam & Mary Law School and practiced law in Washington D.C. until returning to Iowa in 1989 with her husband, Dave, to raise their kids closer to family.



Ms. Everett worked for over twenty-five years for Principal Financial Group, retiring in 2019. As a lawyer, she led merger and acquisition and litigation teams working across the United States. In 2008, Ms. Everett became President of Principal Funds and in 2010 was promoted to CEO and Board Chair of Principal Funds. She led the development and growth of Principal's mutual fund business, more than doubling in size and earning Barron's Top Three Fund Family award in 2011. In 2015, Ms. Everett was promoted to President of Principal's U.S. retirement businesses, including retirement plan services, annuities, banking and broker-dealer businesses—serving over 40,000 businesses and 6 million individual customers.

Ms. Everett served on Principal's global asset management and international retirement boards in Europe and Asia. Over her career, she championed talent development and diversity efforts at Principal, including co-founding Principal's Women's Network for Leaders and co-chairing Principal's Diversity Council.

Ms. Everett serves as chair of the United Way of Central Iowa board and audit chair for the Community Foundation of Greater Des Moines board. In 2018, she received the Tocqueville Society Award, presented as United Way of Central Iowa's highest honor in recognition of leadership and service to Iowans through United Way.

Warren Madden



Warren R. Madden was appointed Vice President for Business and Finance of Iowa State University in 1984 and in 2012 became the Senior Vice President for Business and Finance. During more than 50 years he served Iowa State as senior vice president, vice president, treasurer, associate vice president, assistant vice president, and contracts and grants officer, retiring in 2016.

In this capacity, he was responsible for a wide range of programs involving business and fiscal affairs of the university and was heavily involved in the administration and presentation of fiscal and business issues to the university community, state and national government, community groups and individuals.

As Senior Vice President for Business and Finance, he was responsible for the university's accounting, investments, payroll, facilities planning and management, purchasing, public safety, environmental health and safety, risk management, and university museum operations as well as the Iowa State Center and Reiman Gardens. He served on the boards of a number of affiliated university organizations. During this period the university's enrollment more than doubled, and the budget has increased to over 1.4 billion dollars, the campus grew to more than 14 million square feet of space and 11,500 acres of land under university oversight. He served as the principal negotiator and administrator of the Ames Laboratory Department of Energy contract with the university.

He holds a B.S. degree in engineering from Iowa State University and an MBA from the University of Chicago. From 1961 to 1966 he was with Minnesota Mining and Manufacturing (3M) Company in a number of engineering and management positions.

Madden has also been active in a number of community and service organizations, including the Ames United Way, City of Ames Utility Board, Ames Economic Development Commission, and Ames Transit Board and is also Past-President of the Ames Chamber of Commerce.

In July 1993 he was the recipient of the National Association of College and University Business Officer's highest honor, the Distinguished Business Officer's Award. In April 2009 he received Iowa State University's Order of the Knoll Faculty/Staff Award, recognition given to an individual with a philanthropic spirit and who has brought distinction to the university through professional and personal achievements. In October 2012 he was awarded the Alumni Medal which is the premier award for the long loyal service to the university through alumni related activities. He was named the Ames Citizen of the Year in 2013.