

**Board of Directors Meeting  
April 11, 2019**

**Meeting called to order: \_\_\_5:40 pm\_\_\_\_\_ pm by Jeff Fountain**

**In attendance:**  John Allison,  Marlo Faulkner,  Jeff Fountain,  Dan Fratini,  
 Helle Jorgensen,  Max Mendez,  Linda Mielke,  Jen Westra

**Staff:** Cary Boyce, Kathy Sackett, Doug Nadvornick, Jerry Olson, Beth Severn-Johnson

**Approval of January 17, 2019 Minutes:** All in Favor: \_\_ALL\_\_

**Staff reports: See Attached**

**Please review, contact Cary with questions.**

**OLD BUSINESS:**

- **Budget:**
- Points about the financial P&L, by line no.:
- (P. 1)
- 509: Our capital campaign contributions continue to dwindle as they are paid off. With one exception, these should be completed this summer.
- 510: We had a windfall estate gift of \$65K or so last year, which is reflected in the 2018 number. The 2019 number is a return to normal, plus a bit.
- 520: Corporate support is up \$11K, returning toward normal after the national slump. Let's hope it continues.
- 542: The decline in special events, reflects an appearance by Paula Poundstone last year. We have her again this fall.
- 551 and 552: Our total station revenue is down a bit YoY, and this directly impacts our CPB CSG (Community Service Grant). The loss of Linda compensates with savings in staff costs, and we continue to reorganize as time and revenue allow. By the end of the year, my hope is to save about \$30K/year.
- 602: This reduction in salary expenses reflects the loss of Linda Stowe.
- 610: Benefits cost increased with the acquisition of Group Health by Kaiser Permanente. This will increase another 2% keeping the same plans in place, mostly due to everyone aging another year as we have an age-tiered policy.  
(p.2)
- 710: Programming Fees—mostly American Public Media, negotiations resulted in a \$20,000 reduction in fees.
- Conclusion: Overall, we are holding steady, and our aim is to increase the endowment and some in operating. If successful, this reserve is something we can point to in the next audit report under the new federally mandated chapter that talks about this, and an area where we have not historically been strong.

**Programming:**

Inland Journal is now a podcast, and we have taken steps to wade more heavily into digital platforms. Take a look at Chris Maccini's report on some of the new initiatives we are trying. We are beginning a new "Refugee Stories" Podcast and this will spill over into on-air with features on the news and in

Inland Journal. Story Corps is coming, and we will partner on developing Military stories. We are taking steps to grow our audience, something I'll talk about in the new Capital Campaign in a moment.

### **CAB:**

The April 2 meeting consisted of discussion around new digital initiatives. Don Hamilton is being extremely helpful in recommended new equipment to help us grow these platforms. We have launched the new Inland Journal Podcast, and we are working to launch the Refugee Stories podcast as well. Both of these will contribute to our on air content as well. The discussion of exchanging content between KPBX and KSFC arose--An interesting idea that might deserve some consideration later.

### **NEW BUSINESS:**

**Capital Campaign!** We plan to launch publicly next year, and our equipment upgrade will be in the neighborhood of \$700,000, plus other digital expansion and production equipment. Murdock is key, and prefers to invest in "transformational" projects. With this in mind, we will look for synergy in adding audience growth and serving underserved audiences into the mix. This will involve:

- More diverse audiences:
  - More relevant programs
  - News and key issues
  - Building out our board, CAB, and staff accordingly for more representation and input
  - Refugee Stories (to begin)
- Younger audience:
  - Podcasts
  - Live webcasts and archives on-demand
  - More relevant programs
  - Be where the audience is
    - NPR One
    - Podcasts, etc.
- Military audience:
  - More relevant stories
  - Focused direction for news coverage
  - Story Corps!, partnerships with NWPB
- Rural audience
  - Equipment upgrades in those areas, including HD to bring KSFC and KPZ to more areas.
  - News and Issues coverage
  - Farming and Ag coverage

Historically, public radio has not been strong in these areas, and this continues according to recent research.

### **OTHER:**

The Linda Stowe Memorial event was really lovely, and very well attended. Thanks to the staff and everyone who helped.

Meeting adjourned: \_\_\_\_\_6:30pm\_\_\_\_\_

Next BOD meeting: \_July 18\_\_