

**MINUTES OF THE BOARD OF  
WISCONSIN PUBLIC RADIO ASSOCIATION BOARD MEETING  
HELD ON  
Thursday, September 20 and Friday, September 21, 2018**

The WPRA Board of Directors Meeting was called to order at 12:31pm in Room 203 of The Fluno Center, Madison on Thursday, September 20, 2018.

In attendance at the meeting were: Ron Dunlap, Niles Berman, Larry Graham, Mary Peterson, Nick Abts, Michael Cisler, Tim Coburn, Mike Crane, Dean Dietrich, Barbara Gilmore, Pat Heim, Anne Katz, Amy Kocha, Pete Lundberg, Jeff Muse, Fran Rauscher, Kathie Schneider, Michael Sigman, Paul Sturgul, Susan Tikalsky

Others in attendance: Mike Arnold, Bridgit Bowden, Connie Beam, Marta Bechtol, Jason Butler, Ellen Clark, Katie Cyrus, Paul Damberg, John Gaddo, Sarah Janes Ugoretz, Dean Kallenbach, Kate LaRocque, Staci McNatt, Lisa Nalbandian, Noah Ovshinsky, Gene Purcell, Heather Reese, Rick Reyer, Willa Schlecht, Matt Schoeffler, Britny Williams, Cynthia Woodland

Members excused: Katrina Keller

WELCOME. Welcome was given by Board Chair Ron Dunlap.

PUBLIC COMMENT PERIOD. No members of the public made comments.

CONSENT AGENDA:

**Motion** to approve consent agenda as presented.

- a. Moved: Dietrich; Second: Lundberg
- b. No discussion.
- c. Motion approved.

BOARD CHAIR'S REPORT. Dunlap welcomed Pat Heim to the WPRA Board of Directors and announced Committee assignments. Dunlap and the Board congratulated Dietrich on his receipt of the Wisconsin Law Foundation's Charles L. Goldberg Distinguished Service Award.

DIRECTOR'S REPORT. Crane reminded Board members to complete their Conflict of Interest Form. Gene Purcell is now the Director of Wisconsin Public Media, and Marta Bechtol is serving as the interim Executive Director of the Educational Communications Board. Significant progress has been made on the Constituent Relationship Management (CRM) process, and there have been some exciting programming changes at WPR. Pledge drive starts on Friday!

BOARD LIAISON'S REPORT. LaRocque spoke about her work over the last four months and her goals moving forward, emphasizing a shared role as storytellers and the value in highlighting the work of the WPR staff.

ACTION ITEMS:

**Motion** to approve Investment Policy Checklist.

- a. Moved: Dietrich; Second: Graham

- b. Discussion: The IPS checklist demonstrates compliance by Johnson Bank. Dietrich inquired whether a new money market provider had been selected, and Schlecht said this will be taken up by the Finance Committee in October.
- c. Motion approved.

**Motion** to ratify the Affiliation Agreement as presented.

- a. Moved: Dietrich; Second: Graham
- b. Discussion: Dietrich commented that this process takes place annually and the Board is essentially ratifying the signatures that have been recorded on the Agreement.
- c. Motion approved.

**Motion** to approve 2018 Board Corporate Resolution as modified.

- a. Moved: Dietrich; Second: Graham
- b. No discussion.
- c. Motion approved.

REVIEW OF FY18 PRELIMINARY RESULTS. Schlecht reported on favorable results for the year, highlighting that overall unrestricted favorable margin was \$445k and calling attention to expenses falling in line. Audit fieldwork has gone smoothly and Schlecht does not anticipate any adjustments.

REVIEW AND ACCEPTANCE OF JULY FY19 FINANCIAL STATEMENTS. Schlecht highlighted the receipt of a large, unexpected organizational gift and a large IRA gift. Revenue goal for FY19 is slightly higher than previous years but is understood to reflect more realistic (i.e. less conservative) estimates.

**Motion** to accept the July FY19 Financials.

- a. Moved: Sturgul; Second: Coburn
- b. No discussion.
- c. Motion approved.

REVENUE REPORT UPDATE. Schlecht commented that the Board did not receive August financial statements, as the Finance Committee has received an update but has not yet met to review them. By December, there will be a more clear understanding of the year's progress.

CONSTITUENT RELATIONSHIP MANAGEMENT (CRM) UPDATE. Crane highlighted the crucial role the new CRM will play in allowing WPR to better know and interact with members. Earlier this year, the WPRA committed to a collaborative purchase with Friends of WPT, and the selection of a final vendor is nearing. Making this joint purchase will have many benefits, including providing a single interface for the Audience Services team and opportunities for cross-training. Upcoming phases, including Conversion and Implementation, will take place over the next 12 months.

CAPITAL UPDATE. A multi-year facility modernization update is now underway in Vilas Hall, with initial support from a capital contribution from UW-Madison. Madison's Radio Control Center (ROC) and studios will be renovated, and updates are slated for the La Crosse studio as well, which serves as Madison's primary broadcasting backup.

WPR TRANSITION AND WISCONSIN PUBLIC MEDIA UPDATE. Reese updated the Board on various aspects of the transition process. During fiscal year 2019, while WPR is officially part of the UW-

Madison system, Extension continues to manage all financial aspects, contracting, and human resources for WPR. Wisconsin Public Media has appointed a project manager to guide WPR's transition over the next year and beyond.

**POLICY REVIEW SUB-COMMITTEE UPDATE.** Berman spoke about the Sub-committee's work to produce a new, all-inclusive Board book of updated policies, an appendix, and a cover page to improve accessibility. Please share comments or questions with Berman, Crane, and/or LaRocque. The Sub-committee's goal is to provide the Board with a written report in November, followed by requesting action in January.

**BOARD EVALUATION SPREADSHEET REVIEW.** Dunlap reviewed that this document arose from discussions surrounding how to further develop Board accountability. Unless the Governance Committee is reviewing the spreadsheet for the purposes of member reelection, the spreadsheet remains blinded. While there is a new document to reflect activities for each fiscal year, the document overall remains open to refinement and improvement.

**AUDIENCE BY THE NUMBERS.** Arnold spoke about WPR's audience and how it has developed over time. He considered questions such as: Who listens to WPR? Is WPR growing? How has WPR's audience changed? What should we expect moving forward?

**ADJOURNMENT.** By unanimous consent, Thursday's portion of the WPR Board meeting adjourned at 3:41pm.

The WPR Board of Directors Meeting was called to order at 8:34am in Room 203 of The Fluno Center, Madison on Friday, September 21, 2018.

**STUDIO REBUILD.** Williams spoke about the work that is now underway to take WPR digital, which includes working with DoIT Technology Center on the UW-Madison campus. Planning for this endeavor involved forward thinking and anticipation of future needs. The end result, which will include new studios that are ADA-compliant, will bolster security and improve efficiencies. Phase one of the project is expected to conclude in May, with the second phase slated to begin in the next fiscal year. The overall project is expected to conclude by 2025.

**POLITICAL NEWS AND AFFAIRS COVERAGE.** Ovshinsky and Bowden spoke about WPR's Beyond the Ballot, an initiative that aims to record and then allow voters' interests to inform and drive election coverage. The project team has traveled throughout the state and has gathered feedback from a demographically diverse group of almost 400. Ovshinsky and Bowden also discussed WPR's fellowship programs and highlighted the direct ways in which Development activities support fellowships. Fellows make real contributions to WPR and receive invaluable training. Bowden highlighted her own experience as a fellow and shared how the training and support she received during that time set her up for success in her current role as a full-time WPR reporter.

**ADJOURNMENT.** By unanimous consent, the WPR Board meeting adjourned at 10:47am.