

**MEMORANDUM**

**To:** Board of Regents  
**From:** Board Office  
**Subject:** Biennial Report on University Radio Stations  
**Date:** January 7, 2002

**Recommended Action:** Receive the biennial report of the Regent university radio stations.

**Executive Summary:** As an outgrowth of their educational and service missions, Regent universities operate public radio stations for the benefit of the citizens of Iowa. Within the unique environment of contemporary radio, the stations endeavor to provide programming that enriches and gives meaning to people's lives, recalls and transmits the history of people, and explores and analyzes the problems and experiences of contemporary society.

Regent university radio stations offer a wide variety of local and national programming, providing a mixture of cultural programs, news, and general information. The current report on the university radio stations focuses on FY 2000 and FY 2001, and includes projections for FY 2002.

**Radio Station Revenues** Radio stations are funded primarily from four sources: university funds<sup>1</sup>, federal support, private donations, and other income.

**University Funds** During FY 2001, university funds accounted for 47.9% of radio station revenues at the University of Iowa, 36.8% at Iowa State University, and 51.7% at the University of Northern Iowa. Between FY 2001 and FY 2002, SUI expects a decrease of 16.6% in university funding; ISU expects an increase of 1.6%; and UNI expects an increase of 2.5%<sup>2</sup>.

**Federal Support** Federal support through the Corporation for Public Broadcasting (CPB) accounted for 11.4% of SUI radio station revenues, 10.0% of ISU radio station revenues, and 13.4% of UNI radio station revenues. Between FY 2001 and FY 2002, SUI expects a decrease of 7.9% in federal support; ISU expects an increase of 46.3%; and UNI expects a decrease of 12.8%.

<sup>1</sup> This year's and future years' figures include in-kind revenue as required by the Corporation for Public Broadcasting. In-kind revenues include the fair market value of occupied space and support services, such as janitorial, business office, and mail. The direct cash appropriations for FY 2001 from the universities represent 41.9% for SUI (FY 2000), 28.6% for ISU, and 38.3% for UNI.

<sup>2</sup> Estimated figures.

**Fundraising** Fundraising accounted for 11.2% of SUI radio station revenues, 31.3% of ISU radio station revenues, and 22.9% of UNI radio station revenues. Between FY 2001 and FY 2002, SUI expects an increase of 43.3%; ISU expects an increase of 0.9%; and UNI expects a decrease of 12.9%.

**Other Funds** Other income, such as interest income, accounted for 29.5% of SUI radio station revenues, 21.9% of ISU radio station revenues, and 12.0% of UNI radio station revenues. Between FY 2001 and FY 2002, SUI expects a 100% decrease in other income (due to the transfer of the video facilities out of the department); ISU expects an increase of 10.9%; and UNI expects an increase of 30.3%.

**Regent University Radio Station Revenues Summary**

	Actual FY 2000	Actual FY 2001	Budget FY 2002
University of Iowa	\$2,006,651	\$2,230,751	\$1,483,563 <sup>3</sup>
Iowa State University	\$2,741,185	\$2,911,332	\$3,140,000
University of Northern Iowa	\$2,228,494	\$2,257,760	\$2,264,326

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**Staffing Patterns** At the University of Iowa and University of Northern Iowa, the staffing patterns remained relatively constant between FY 2000 and FY 2001. At Iowa State University, there was an increase of four staff members (+17.4%), which resulted in part from the integration of KTPR (in Fort Dodge) with WOI in 1999.

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**Background:** This biennial report presents comprehensive information and analyses regarding the operation of the university radio stations, including revenues and expenditures, locations, staffing patterns, and programming patterns for FY 2000 and FY 2001.

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**New Report Format** In order to provide a more appropriate context for the report and a closer link to the institutions' strategic plans and the Board of Regents' Statewide Plan for Public Radio Stations, the report format was augmented to include the strategic goals and accomplishments provided by each of the radio stations for the preceding two years and the radio stations' efforts to address the Statewide Plan.

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<sup>3</sup> As of July 1, 2001, all video facilities and staff were transferred to the Department of Information Technology Services. Reductions in staffing and budget between FY 2001 and FY 2002 resulted from the transfer.

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**Link to Strategic Plan:**

The report addresses the following Key Result Areas (KRAs) contained in the Board's Strategic Plan:

KRA 2.0.0.0 Provide access to educational, research, and service opportunities within the missions of the Regent institutions.

Objective 2.2.0.0 Evaluate annually and, where appropriate, make recommendations to meet relevant educational and service needs of the state.

KRA 4.0.0.0 Meet the objectives of the Board and the institutional strategic plans and provide effective stewardship of the institutions' state, federal, and private resources.

Objective 4.4.0.0 Strengthen public understanding and confidence in the Board of Regents, its governance authority, and the programs and services of the institutions under its jurisdiction by measurable indicators of legislative outcomes and public support to be annually reported to the Board.

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**Analysis:**

Description of Radio Stations

University of Iowa

The WSUI and KSUI studios are located in the Clinton Street Building at 710 South Clinton Street in Iowa City.

- KSUI (91.7MHz) broadcasts a 24-hour schedule with an effective radiated power (ERP) of 100 KW. The KSUI transmitter is located 3.5 miles north of West Branch on Downey Road. The facilities are leased from Iowa Public Television (IPTV).
- WSUI (910 KHz) broadcasts a 24-hour schedule on a special temporary authority (STA) with a daytime power of 5000 watts and nighttime power of 1250 watts. The WSUI transmitter is located on Mormon Trek Road in Iowa City. In June 1997, two of the three WSUI towers were toppled by a severe storm. Construction of a new facility south of Hills has been completed. WSUI expects to be licensed to broadcast from the new facility in December 2001.
- During FY 2000 and FY 2001, the radio stations had responsibility for programming and operating UITV, the University's cable television channel. They also had operational responsibility for a broad range of video activities, including the operation of several downlinks, the satellite uplink at the Oakdale campus, several microwave links, two ITFS transmitters, and the connection point for video to the Iowa Communications Network. In addition, they operated the campus

cable distribution system that serves as the television master antenna system for the University, delivers pay-TV to the residence halls, family housing, and various departments, and provides the two-way intra-campus distribution of teleconferences, telecourses, and University public information programming. All of the video facilities and most of the technical staff are housed in the South Lindquist Center.

■ On July 1, 2001, all video facilities and staff were transferred to the Department of Information Technology Services. Reductions in staffing and budget between FY 2001 and FY 2002 resulted from the transfer.

Iowa State  
University

- Iowa State University operates WOI-AM (640 KHz); WOI-FM (90.1MHz); and KTPR-FM (91.1) from studios on the ISU campus in Ames and from transmission facilities in rural Ames (AM – 5KW daytime/1 KW nighttime); near Alleman (FM – 100 KW) on Des Moines' north perimeter; and near Bradgate (KTPR – 100 KW) on IPTV's broadcast tower.
- A statehouse/government bureau is staffed and maintained in the State Capitol complex and a Des Moines broadcast center (studio and offices) is staffed and housed within the ISU Learning Connections Center in downtown Des Moines. A broadcast center operates in Fort Dodge on the campus of Iowa Central Community College.
- WOI-AM and FM and KTPR operate 24 hours per day year round.

University of  
Northern Iowa

- KUNI/KUNY/KRNI operates 24 hours per day, seven days each week. KHKE operates 20 hours per day, seven days each week, from 6:00 AM to 2:00 AM.
- KUNI-FM (90.9 MHz) broadcasts with an effective radiated power of 100,000 watts from an antenna 1,719 feet above average terrain. The tower is located between Cedar Rapids and Cedar Falls/Waterloo, northeast of Walker.
- KUNY-FM (91.5 MHz) broadcasts with an effective radiated power of 8,000 watts using an antenna atop a University owned 400-foot tower on the campus of North Iowa Area Community College in Mason City. KUNY is a satellite transmitter for KUNI, repeating all programming.
- KHKE-FM (89.5 MHz) broadcasts with an effective radiated power of 10,000 watts from a 400-foot tower approximately four miles south of Waterloo.
- KRNI-AM (1010 KHz) transmits with a daytime power of 1,000 watts and a nighttime power of approximately 20 watts. The station serves Mason City/Clear Lake and surrounding areas. KRNI is a satellite transmitter for KUNI and repeats all programming.

- The University has low wattage FM transmitters, called translators, in Dubuque, Des Moines, Davenport, Eldridge, and Mason City/Clear Lake.
  - K233AA–FM (94.5 MHz). This KUNI Quad Cities translator operates with 170 watts from a tower located in Rock Island, Illinois. The station operates with an antenna height of approximately 300 feet above ground.
  - K269EJ-FM (101.7 MHz). This KUNI Des Moines translator operates with 250 watts from a tower located in downtown Des Moines. This station operates from an antenna height of approximately 300 feet above ground.
  - K254AE-FM (98.7 MHz). This KUNI Dubuque translator operates with 92 watts from a tower owned by KATF-FM located in southwest Wisconsin. This station operates from an antenna height of approximately 400 feet above ground.
  - K271AF-FM (102.1 MHz). This KUNI translator operates with 250 watts and serves Eldridge from atop a 125-foot grain elevator.
  - K214BA-FM (90.7Mhz). This Mason City/Clear Lake translator for KHKE operates with 273 watts from atop a 240-foot tower owned by Cerro Gordo County.
- KUNI operates a stereo intercity microwave relay system allowing live broadcasting from the Cedar Rapids area. This system uses a Cedar Rapids microwave antenna site atop a Mount Mercy College building.
- KUNI and KHKE operate an intercity microwave studio to a transmitter microwave link from Cedar Falls to Mason City. This link consists of two hops. The center tower in the link is located near Greene.
- The KUNI/KHKE studios and offices at the University are located on the third floor of the Communication Arts Center. This includes three sound studios, two air control rooms and two production control rooms, an automation room, a satellite taping room, an engineering repair room, a news booth production area, and numerous administrative offices.

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## Maps

There are three maps in Appendix A showing public radio coverage in Iowa, including the service provided by the Regent university radio stations<sup>4</sup>.

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<sup>4</sup> Doug Vernier, UNI Director of Broadcasting Services, updated the maps in October 2001.

## Audience Data

The Arbitron methodology used to obtain audience estimates is designed to measure the audiences of commercial radio stations. When this process is applied to public radio stations, the estimates can vary widely from year to year. In addition, the sample group is rotated over a three to four year period causing additional variations. Demographic data in the Arbitron estimates are limited to gender and age.

The cumulative (“cume”) persons estimate measures reach, the number of different listeners attracted to the station. A large “cume” estimate will include a significant amount of fringe listening. Another measure of radio listening is called the Average Quarter Hour (AQH) audience, which is the number of persons listening in any quarter hour period. The AQH estimate tends to measure core listening; the figure is increased each time, within a given week, when a listener returns to listen to the station again.

## University of Iowa

During spring surveys in 2000 and 2001, Arbitron reported the number of different individuals listening to a station for at least five minutes during a one-week period.

- WSUI = 26,500 (FY 2000); 21,900 (FY 2001)
- KSUI = 27,500 (FY 2000); 27,900 (FY 2001)

## Iowa State University

Arbitron based audience data average over four surveys in the two years of the biennium indicate a combined and unduplicated cumulative audience for the WOI Radio Group of 74,300 persons. Due to fluctuations, such data range from a high of 81,600 to a low of 66,400. With this volatility, the trends that occur over a series of measurement periods are the most significant data. Compared to the audience data reported in the previous biennial report, WOI’s trends indicate a flat (no growth, no loss) curve.

The WOI stations have a combined AQH figure of 4,700 averaged over the two years of the biennium; the data suggest that listeners are spending more time tuned to the stations than they have in the past.

A final consideration in audience measurement is the amount of time a typical listener actually listens to a station each week.

- During the biennium, WOI-AM listeners averaged 6.8 hours per week, which represents a slight increase in time spent listening.
- The FM station’s listeners averaged 7.0 hours per week, which represents a decrease during the biennium.
- KTPR listeners averaged 6.6 hours per week of listening, which compares favorably to the figure of 5.0 hours per week before WOI assumed operational responsibility for the station.

University of Northern Iowa

The Spring 2001 Arbitron audience figures for KUNI/KUNY/KHKE indicated an unduplicated cumulative figure of 59,100 persons with an overall average quarter hour estimate of 2,900. This represents an increase of 9,700 persons (+19.6%) from the Spring 2000 Arbitron unduplicated cumulative figure of 49,400 and an increase of 700 persons (+31.8%) in the average quarter hour estimate of 2,200 from last year.

The Spring 2001 Arbitron audience estimates for KHKE indicated an unduplicated cumulative persons estimate of 5,800 with an overall average quarter hour estimate of 400. This represents an increase of 800 persons (+16.0%) from the Spring 2000 Arbitron unduplicated cumulative figure of 5,000 and an increase of 200 persons (+200.0%) in the average quarter hour estimate of 200 from last year.

The continuing reality of Iowa's aging population is evident. The largest age range in the audience was 45-64, followed closely by 35-44 and 65+.

Staffing Patterns

At the University of Iowa and University of Northern Iowa, the staffing patterns remained relatively constant between FY 2000 and FY 2001. At Iowa State University, there was an increase of four staff members (+17.4%), which resulted in part from the integration of KTPR (in Fort Dodge) with WOI in 1999.

**Staffing Summary  
Regent University Radio Stations  
(Headcount)**

	Actual FY 2000		Actual FY 2001		Budgeted FY 2002	
	Staff	Students	Staff	Students	Staff	Students
University of Iowa	22	24	21	20	17	8
Iowa State University	23	38	27	45	27	40
Univ. of Northern Iowa	23	25	23	24	24	22
Total	68	87	71	89	68	70

Outreach and Public Service

University radio stations provide opportunities for university faculty, staff, and students to participate in cultural, news, and information programs, which add to the public service and outreach efforts of the Regent universities.

Programming

The Regent university radio stations use nationally produced and distributed programming, as well as locally and regionally produced programming that features segments whose content has maximum audience appeal

**Programming at Regent University Radio Stations**  
(FY 2001)

	SUI		ISU			UNI	
	KSU	WSUI	WOI-FM	WOI-AM	KTPR-FM	KUNI/KUNY/KRNI	KHKE
News and Information	0%	89%	15%	65%	29%	38%	9%
Cultural	100%	11%	85%	35%	71%	62%	91%
Locally originated	44%	16%	57%	11%	34%	37%	28%
National sources	56%	84%	43%	89%	66%	63%	72%

**Strategic Plans:**

**Missions**

University of Iowa  
Mission

Broadcasting Services seeks to provide programming that advances the broad purposes of the University and enriches its audience with a meaningful informational and cultural program service. It provides venues for dissemination of news on research and creative endeavors, offers opportunities for intellectual discourse and interaction through its outlets, and enhances the quality of life in eastern Iowa with excellent programming that presents the University's scholarship, creativity, innovation, and diversity.

Aspiration

Broadcasting Services aspires to inform citizens of significant issues facing society, to convey diversity in its intra- and intercultural forms, past and present, and to enrich the lives of the varied University constituencies within and outside of eastern Iowa by presenting the significant and the interesting in the fields of music, the arts, and human thought in a manner appropriate to the various media outlets it operates. The department hopes to provide a standard service, continuing its tradition of efficacy and efficiency of staff and resources, and to offer educational opportunities to University students interested in mass media and communication fields.

Iowa State  
University

WOI is a public radio organization that seeks to make Iowa a better place to live through production and broadcasting of news, public affairs, arts, and entertainment radio programs. The WOI stations serve to enhance the image of Iowa State University by being a constantly available source of programs that are thorough and accurate, analytically perceptive, and culturally significant.



University of  
Northern Iowa

KHKE and KUNI, radio stations of the University of Northern Iowa, will make every effort to fulfill the traditional mandate of non-commercial public broadcasting. In the unique environment of contemporary radio, the stations will provide for the otherwise unserved tastes, needs, and interests of the general public. In doing so, the stations will present material that challenges, provokes, broadens, and educates listeners, while regarding the individual differences among people with respect. KHKE and KUNI will apply the inherent values of the aural medium in order to provide listeners with programs that enrich as they explore the problems and experiences of our society.

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Core Values/Guiding Principles

University of Iowa

Learning: Broadcasting Services is committed to ensuring that staff members remain a source of strength and quality through opportunities for growth, and that opportunities and knowledge are shared among staff members and passed along to student employees and interns. The department also believes that high quality news, information, and cultural programming provided by its media outlets reflect the University's mission and enhance the development of an informed and educated citizenry.

Community: Broadcasting Services relies on a cohesive and efficient staff of media professionals and technicians working within a rapidly changing mass media environment. Working as a team is essential to achieving the department's goals; it requires supporting, respecting, and trusting each other.

Responsibility: The department strives to make the best use of the University's human and financial resources. The department believes that in order to increase awareness, understanding, and support, it must continually listen to and respond efficiently and effectively to its many constituent audiences.

Integrity: The department is a steward of the University's reputation and, as such, firmly adheres to the highest standards of journalistic ethics and professional conduct on all levels of interaction both within the University community and with its external constituencies.

Quality: The department strives for excellence in its work at every level, ever mindful that providing quality products and services enhances the working environment within the department and the greater community at large.

Broadcasting Services strives to adhere to and promote the following fundamental principles in concert with the University's Strategic Plan:

- Maintain and enhance a culturally diverse and humane University community by offering high quality radio and television programming that reflects and responds to the intellectual and creative environment of the University community.
  - Maintain and enhance strong ties between the University's internal and external constituencies by forming partnerships with campus, community, and statewide organizations to create new programming and enhance existing programming for diverse audiences.
  - Be responsible stewards of physical facilities, equipment, and information technologies.
  - Promote responsive and fiscally sound ancillary enterprises that place renewed emphasis on development and implementation of a comprehensive marketing plan.
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### Strategic Goals

#### University of Iowa

Broadcasting Services promulgates the following in helping to accomplish the University's strategic goals:

1. Create an undergraduate experience that enables students to fulfill their intellectual, social, and career objectives.
2. Achieve premier graduate and professional programs in a significant number of areas.
3. Foster distinguished research, scholarship, and artistic creation.
4. Facilitate interdisciplinary interaction in teaching, research, and service.
5. Develop a highly productive organization that supports the mission and values of the University.

#### Iowa State University

To support Iowa State University's aspiration to become the nation's premier land-grant university, WOI has developed the following strategic goals:

1. Develop and implement initiatives for WOI signal/service expansion efforts to achieve additional media outlets for WOI programming services.
2. Assess current programming formats, develop and implement plans for growth in audience listening.
3. Achieve additional growth or maintain station donor-based revenues.

4. Define and implement staffing improvements in the WOI personnel structure.
5. Develop and implement a capital improvement plan.
6. Continue the development of an aggressive program of station outreach activities.

University of  
Northern Iowa

To achieve its mission, Broadcasting Services has developed the following strategic goals:

1. Identify, acquire, produce, and broadcast programs of the highest quality that expose listeners to a wide variety of cultural and social opportunities.
2. Adapt to changing technologies to assure that the listener receives the highest quality signal possible.
3. Reach an audience of considerable size and demographics.
4. Promote listenership through collateral activities.
5. Support the Arts and Humanities.
6. Develop funding mechanisms to be used for advancement of all strategic goals.

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Accomplishment of Strategic Goals During Biennium

University of Iowa  
Goal #1

*Create an undergraduate experience that enables students to fulfill their intellectual, social, and career objectives.*

Objective 1. Broadcasting Services will support the training and professional development of students through employment opportunities and the establishment of internships in conjunction with the School of Journalism and Mass Communication, the Department of Communication Studies, and other undergraduate programs in communication-related fields. The internships are expected to provide students with a solid educational experience and, eventually, will be offered for credit.

- Established on-going student internship programs with academic units.
- Developed job description and position for an internship supervisor within the WSUI News Department.
- Developed evaluation tools in conjunction with academic units to ensure standards and quality for the work experience of student interns.

Goal #2 *Achieve premier graduate and professional programs in a significant number of areas.*

Goal #3 *Foster distinguished research, scholarship, and artistic creation.*

Objective 1. Broadcasting Services will acquire and produce high quality programming that extends the cultural and intellectual resources and activities of the University.

- Continued affiliation with National Public Radio (NPR) and Public Radio International (PRI).
- Continued cooperation with WOI-AM for coverage of state government, legislative issues, and other statewide events of interest and import to the University and eastern Iowa communities.
- Developed a weekly, two-hour program for KSUI that features performances by local, national, and international performers who will perform locally, along with discussions on the arts and humanities with notable area experts.
- Created a one-hour weekend news magazine program for WSUI and KSUI that would provide a digest of news events and issues from the previous week, along with context, commentaries, and historical pieces from the radio archives. (under development)
- Created a weekday news and public affairs call-in program for WSUI. The program serves as a forum for discussion of local, national, and international events of interest to eastern Iowa and utilizes local experts, especially University faculty and staff, in discussions of timely themes and topics with input from the listening audience.
- Incorporated periodic coverage of health news and University medical research into the news and public affairs call-in program.
- Provided coverage of women's and minor sports events on UITV, including expanded coverage of coaches' news conferences.
- Broadened KSUI's music offerings on weekend evenings with locally produced jazz program.

Objective 2. Broadcasting Services will reinforce awareness of diversity and global interdependence by providing foreign language television news and entertainment programming, and by continuing its partnership with the Office of International Education, incorporating content that presents the experiences of international students and faculty and informs the community of varied opportunities for partnerships, work, teaching, research, and study abroad into locally-produced features and the AM and FM programs described above.

- Continued affiliation with SCOLA, a non-profit educational organization whose mission is to help the people of the world learn about each other and their cultures, languages, and ideologies.

- Continued affiliation with international student organizations that serve as sources for films, cultural, and entertainment television programming from various countries.
- Produced news and feature modules for WSUI that highlight University people, research, trends, issues, events, and creative endeavors that have international connections and/or significance.
- Produced news and feature modules for WSUI that reflect the diversity that characterizes the University community.

Objective 3. Broadcasting Services will support instruction and research in broadcasting and other communications technologies for students, staff, and faculty.

- Developed, operated, and maintained high quality and cost-effective audio-visual systems for off-campus delivery of educational, informational, and instructional programming.
- Developed, operated, and maintained high quality cost-effective intra-campus distribution system for general education and instructional video programming.
- Stayed abreast of technical issues and trends in telecommunications and broadcasting through subscriptions to professional journals, attendance at professional conferences, and by providing opportunities for on-going professional training and education to the technical staff.
- Provided the IRIS reading service for the blind and visually impaired.

Objective 4. Broadcasting Services will continue to provide high quality programming from divergent sources that complement the resources and activities of the University.

- Continued “Live from Prairie Lights” on WSUI, a program that showcases the literary work of local, national, and international writers.

#### Goal #4

*Facilitate interdisciplinary interaction in teaching, research, and service.*

Objective 1. Broadcasting Services will continue to develop and broadcast university-focused radio and television programs that serve as catalysts and forums for interdisciplinary discussion and convergence.

- Heightened visibility of University intellectual and creative endeavors in the arts, humanities, and sciences by producing news and feature modules that can be incorporated into time slots available daily during NPR’s Morning Edition with shortened versions available for broadcast on KSUI at optional intervals during the day.

- Developed a weekly talk show in partnership with University Relations for UITV that highlights timely topics, newsworthy research, recitals, exhibits, and faculty publications, along with a rundown of upcoming events sponsored by the Iowa Center for the Arts and/or the International Center.
- Developed a monthly call-in program with President Mary Sue Coleman for UITV to extend the opportunity to see, hear, and talk with the president about University issues and initiatives to the greater community.
- Developed news and public affairs programming for UITV in conjunction with WSUI that included videotaping and rebroadcasting of WSUI's weekday call-in program.
- Worked with Hancher and the School of Music to secure rights, produce, and broadcast recitals and artistic performance on UITV.
- Provided coverage on UITV of University public events, such as lectures, Museum of Art openings and exhibits, UIHC's Iowa Art, tours of UI's historic campus markers, architecture, and new facilities.
- Recorded and produced select University public lectures and events for broadcast on WSUI's program, Speaker's Corner.

Goal #5

*Develop a highly productive organization that supports the mission and values of the University.*

Objective 1. Broadcasting Services will create strong relationships with community groups and organizations to further the cooperation of these groups with the University.

- Sponsored a membership outreach performance of Dvorak music and the Iowa City premier of a movie based on the composer's life.
- Developed an on-going partnership with Hancher and Humanities Iowa.

Objective 2. The department will implement an aggressive marketing and development plan.

- Developed opportunities for corporate underwriting of programming on WSUI and KSUI.
- Redesigned the department's logos, web site, and program guide.
- Increased listener support through on-air fundraising.
- Developed new "partners" program to encourage large donations.
- Increased listener support and enhance audience development through sponsorship of special fundraising events on and off campus.

Objective 3. The department will review, modify, and modernize administrative processes and information technologies with the goal of removing unnecessary barriers to progress.

- Staff members participated in a comprehensive system of individual performance assessment designed to provide on-going feedback with the goal of fostering greater personal investment, cohesiveness, and productivity.
- Staff members participated in writing, revising, and updating their individual job descriptions to reflect organizational changes designed to create synergies among staff resources, capabilities, and functions.

Iowa State University  
Goal #1

*Develop and implement initiatives for WOI signal/service expansion efforts to achieve additional media outlets for WOI programming services.*

- Completed transfer of license and assets of public radio station KTPR formerly operated by Iowa Central Community College in Fort Dodge.
- Identified frequency, submitted necessary applications, acquired necessary funding, and began construction of new FM repeater station in Carroll area.
- Maintained and updated pending, but competitively blocked, FCC applications for repeater stations in Perry, Ottumwa, and Oskaloosa.
- Monitored and participated in opportunities to develop cooperative partnership with public school radio licensees in Des Moines that could lead toward improved public service on Des Moines non-commercial FM radio channels. No substantive achievements were made.
- Established web-based audio streams for selected WOI services.

Goal #2

*Assess current programming formats, develop and implement plans for growth in audience listening.*

- Pursued analytical and interpretive perspectives on research data for station formatting and programming.
- Developed and implemented programming improvement plan resulting in audience growth in selected dayparts as evidence by Arbitron ratings data.
- During 1999-2000, WOI received more than 30 awards, including Overall Excellence from the Iowa Associated Press and Gold Medal from CASE Mid-American District VI for improvement in financial support program.
- During 2000-2001, WOI received a Communicators Award of Excellence for "Vietnam: A 25<sup>th</sup> Anniversary Anthology." The Vietnam piece won top national honors for "news series" in small market radio from the Radio/TV News Directors' Association; this was WOI's first national award in this prestigious competition.

- Goal #3 *Achieve additional growth or maintain station donor-based revenues.*
- Achieved all time year-end record total in fundraising efforts including membership, underwriting, special grants, major gifts, and planned giving in FY 2000, and fell slightly below that level for FY 2001. First major planned gift commitment received (\$250,000).

- Goal #4 *Define and implement staffing improvements in the WOI personnel structure.*
- Reconfigured engineering department to achieve improved workflow, staff skills, and efficiencies.
  - Identified and hired appropriate personnel for vacancies occurring in FY 2000 and FY 2001.
  - Assisted staff in identifying professional development opportunities and arranged necessary resources for selected individuals to participate in them.

- Goal #5 *Develop and implement a capital improvement plan.*
- Acquired and installed appropriate broadcast and office equipment to fulfill targets of studio and office upgrade plan.
  - Developed studio/office facility located in new ISU Learning Connections Center in downtown Des Moines.

- Goal #6 *Continue the development of an aggressive program of station outreach activities.*
- Maintained and enhanced, where appropriate, a schedule of station outreach efforts, including State Fair, live musical performances, and public affairs events on location.

University of  
Northern Iowa  
Goals #1 & #5

*Identify, acquire, produce, and broadcast programs of the highest quality that expose listeners to a wide variety of cultural and social opportunities.*

*Support the Arts and Humanities.*

- In response to the directives of the mission statement and the goals of the strategic plan and the needs of its constituencies, the department has carefully evolved a programming schedule and structure that fulfill the stations' mandates, serves the communities covered, and provides a unique and valuable service. In any given reporting period, drastic changes are seldom made to the basic programming schedule. The relative proportions of cultural programming and news programming are maintained. The department will continue to "fine-tune" programming operations so that they become more effective.



- During FY 2000 and FY 2001, the stations continued to broadcast the most highly-regarded national news programs available on radio, and focused local efforts in news to augment these excellent programs with Iowa-oriented stories, features, and special programs.
- KUNI/KUNY/KRNI continued to be one of the few news outlets in the state with a full-time reporter located year round in the statehouse because this provides a significant advantage over other news organizations. The Des Moines bureau chief is well respected by the state's leaders and regularly appears on Iowa Public Television's "Iowa Press" program.
- During FY 2000, KUNI/KUNY/KRNI's News Departments hosted forums with the candidates in Iowa's 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> Congressional Districts.
- During FY 2000 and FY 2001, listeners continued to have an opportunity to talk with their elected officials. The stations hosted call-in programs with Governor Vilsack, U. S. Senators Harkin and Grassley and U. S. Congressmen Nussle and Boswell. The number of calls, faxes, and e-mails received for each program continue to grow.
- In FY 2000, the news department of public radio KUNI/KUNY/KRNI earned more than a dozen state and regional awards.
  - First place awards were received by "In-Depth/Series Reporting" and "Farm/Agribusiness Reporting."
  - KUNI/KUNY/KRNI's six-month series "Iowa's Remarkable Young Musicians" won two honors from the Northwest Broadcast News Association, which covers a six-state Midwestern region.
- In FY 2001, fifteen additional awards were earned.
  - The news director received an award of merit for best newscast from the Northwest Broadcast News Association.
  - KUNI/KUNY/KRNI's news department received eight statewide awards from the Iowa Associated Press (AP) and six from the Iowa Broadcast News Association (IBNA).
  - A staff member from KUNI/KUNY/KRNI received a fellowship from the National Press Foundation. She was the only Iowan and one of only 15 representatives chosen nationwide for the fellowship.
  - The AP's Student Excellence 1<sup>st</sup> place award went to a UNI graduating senior and 2<sup>nd</sup> place went to a UNI junior who also received a \$500 Grant Price Scholarship from the IBNA.

- In FY 2000, a joint project titled “Voices of Humanities Iowa” was begun with Humanities Iowa. On Sunday mornings, the executive director reads from research done by Iowa’s leading scholars on issues of culture and history. During FY 2001, another collaboration with Humanities Iowa was begun to expose listeners to a variety of Iowa poets. Broadcasting Services is also producing a new series, “Life in Iowa,” which explores Iowans’ interesting jobs, unusual products, and changing times.
- During FY 2000 and FY 2001, the UNI stations continued to be a showcase for Iowa arts by broadcasting daily performances recorded on location or by broadcasting live performances.
- Local performance productions included “Down on the Corner,” a weekly showcase for local and regional contemporary groups; “Live From Studio One,” a live program with a studio audience to showcase the talents of Midwest artists each week; “Midwest Orchestras,” featuring performances by the Waterloo-Cedar Falls Symphony Orchestra; and “The Mississippi Valley Blue Festival,” an annual live broadcast and regular monthly series featuring performances recorded during the annual festival in the Quad Cities. KHKE presented live coverage of such annual events as the Cedar Basin Jazz Festival, the College Hill Arts Festival, and other local events of interest. Performances from the UNI School of Music were featured in a regular weekly concert series and in special live broadcasts.
- The stations also continued to produce daily and weekly features and interviews that focused on the activities of such community arts organizations as the Waterloo Community Playhouse, the College Hill Arts Festival, the Cedar Falls Community Theatre, the UNI School of Music, Theatre UNI, the UNI Artists Series, the Luther College Artists Series, the Wartburg College Artists Series, Hancher Auditorium, and Stephens Auditorium. KHKE regularly presented discussions of Theatre UNI productions on “Critic’s Roundtable.” The stations also provided a daily calendar of the arts on air and on the stations’ web site.

Goal #2

*Adapt to changing technologies to assure that the listener receives the highest quality signal possible.*

- To correct the problem of ice accumulation on KUNI’s transmitting antenna, Broadcasting Services has installed isolation equipment in Dubuque and replaced the RF amplifier in Des Moines with a newer model that automatically adjusts its output power with respect to antenna conditions.
- KUNI’s translator station in Davenport had new equipment installed in Spring 2001, replacing antiquated equipment that was prone to failure.
- In Spring 2001, the transmitter remote control system was upgraded to a newer, PC controlled system.

- A matching grant from the Public Telecommunications Facilities Program will replace old analog air chain equipment with newer, state-of-the-art digital equipment that will result in superior audio quality and increased signal handling flexibility.
- The grant also provided an opportunity to update the hard drive-based audio storage and retrieval system for improved audio fidelity, provision for increased capacity, improved operational flexibility, parts availability, and manufacturer support. Because most of the time-shifted programming is kept on that system, the upgrade will be of the department's most significant improvements.
- The grant will provide an opportunity to replace the old analog microwave link equipment and FM exciter with newer digital equipment, resulting in an all-digital air chain.
- During 1999 and 2000, most of KUNI's down time resulted from AC power failures. Since November 2000, KUNI's transmitters have been connected to KCRG's backup generator, which has improved the station's reliability.
- KHKE has enjoyed high reliability because of several factors – installation of a new 100% solid state transmitter; installation of a new feeder line by the electric service provider near the transmitter site; and ability to perform maintenance work during schedule off-air time periods.
- To improve the fading of microwave links to the transmitter site that contributed to KUNY's down time, the station sought FCC approval to increase the power used for microwave links and re-oriented the microwave antennas to a new polarization that should withstand fading.
- Because KRNI uses the same microwave links as KUNY, fading has also affected its reliability. The station also suffered from frequent transmitter failures. In Spring 2000, a 100% solid-state transmitter was added, resulting in improved station reliability.

Goal #3

*Reach an audience of considerable size and demographics.*

- The Spring 2000 Arbitron audience estimates for KUNI/KUNY/KRNI indicated an unduplicated cumulative figure of 49,400 persons, with an overall average quarter hour estimate of 2,200 persons. The KHKE unduplicated cumulative persons estimate is 5,000, with an overall average quarter hour estimate of 200.
- The Spring 2001 Arbitron audience estimates for KUNI/KUNY/KRNI indicated an unduplicated cumulative figure of 59,100 persons, with an overall average quarter hour estimate of 2,900 persons. The KHKE unduplicated cumulative persons estimate is 5,800, with an overall average quarter hour estimate of 400.

- The largest age range in the audience is 45-54, followed closely by 35-44 and 65+. Broadcasting Services will continue to seek ways to serve this increasingly significant segment of its audience. The department will also continue to serve the other segments of the audience through programs like the weekly series "Iowa's Remarkable Young Musicians." Programming must be developed to focus on the rural areas of Iowa as well as on the concerns and needs of Iowa's aging population. Relevant nationally syndicated programming that addresses these issues will also be added to the schedule.
- The Spring 2000 data confirmed a three-year trend of uneven performance on Friday, Saturday, and Sunday evenings after 10:00 pm. Additional programming was added to the late-night Friday schedule in FY 2001 that will have a greater appeal to weekend listeners. Stronger nationally syndicated blues programming was added to the Saturday evening schedule. The Sunday evening programming structure was changed to match the weekday evening schedule. Recent research into how listeners use radio indicates that Sunday evening listening patterns parallel weekday evening patterns.
- The other area of concern was for Saturday mornings, immediately following "Car Talk." After three years of negative audience data, the department concluded that classical music should not be running after "Car Talk." In FY 2001, the Saturday morning schedule after "Car Talk" was changed to "Wait, Wait...Don't Tell Me," a weekly quiz program for adults and "West Coast Live," a weekly celebration of the arts including live interviews and performances. Audience data will continue to be monitored to gauge the success of these changes. Preliminary indicators, including listener comments and responses during on-air fundraising campaigns, have been very positive.
- During the coming year, the department will continue to develop strategies directed at achieving the goals in its strategic plan. Retention of staff will also remain a top priority. Staff meetings and evaluations will continue to be used to provide opportunities for skill building and growth, and positive reinforcement for good work.

Goal #4

*Promote listenership through collateral activities. Implement outreach, publicity, and promotion projects in an effort to raise the stations' profile.*

- Calculated the number of different outreach, publicity, and promotion activities the stations were involved in during a one-year period and determined their effectiveness.
- Surveyed listeners and non-listeners to calculate an awareness quotient.
- Reviewed outreach, publicity, and promotional activities in comparison to changes in audience data.

Goal #6

*Develop funding mechanisms to be used for advancement of all strategic goals.*

- Listener support provided through the Friends of KUNI/KHKE was \$649,721 in FY 2001. This was an increase of 2.4% from the prior year. This increase was achieved despite losses in realized and unrealized investment income.
- Special events gross income for FY 2001 was \$82,798. These special events included “An Evening in Celebration of Wine and Tulips,” a fall and spring Blues Blowout, and a Blues Cruise in the Quad Cities. Special fall and winter trips to Minneapolis to *A Prairie Home Companion* and an opera trip to Des Moines also occurred. These special events not only generate income for the stations but they also provide high visibility. This continued public exposure offsets the need for large expenditures by the station on advertising and other marketing expenses. They also build good will on behalf of the stations with the general public.
- Investment returns were substantially lower in FY 2001 due to the overall downturn in both money and stock markets. The realized and unrealized investment gains provide yearly income to the stations and help to grow Friends’ capital reserves.
- Underwriting and corporate support totaled \$212,678, an increase of \$6,520 from the prior year. This continued growth in corporate support was attributed to an upsurge in renewals by current underwriters and the addition of several new underwriters. The creation of a special planned giving website for KUNI/KHKE that focuses on planned giving opportunities available to individuals who want to support public radio.
- KUNI continues to make progress on its capital campaign, “Reaching to the Future.” The campaign started with a \$50,000 matching grant from the R. J. McElroy Foundation. To date, \$133,293 of matching funds have been collected. The capital campaign will continue in FY 2002, with construction expected to begin in Fall 2002.
- KUNI published its fourth book, “Politics is Murder” during FY 2000. The book features 16 Iowa authors writing each chapter sequentially, and has generated substantial income and public awareness for the stations. During the past four years, total income from books published by KUNI has grossed more than \$80,000. Through these books, KUNI is perceived as adding further value to its community service.

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Efforts to Implement the Board of Regents Statewide Plan for Public  
Radio Stations

Collaborative Efforts

University of Iowa

- The SUI stations will continue cooperation with WOI-AM for coverage of state government, legislative issues, and other statewide events of interest and import to the University and eastern Iowa communities.

Iowa State  
University

- The WOI stations continue to engage in limited program sharing arrangements with WSUI/KSUI and KUNI/KHKE, as well as KWIW in Sioux City, KCCK in Cedar Rapids, WVIK in Rock Island, and WIUM in Macomb, Illinois. Music, news, and information programs were exchanged with the University of Iowa, "Concert on the Green" with the Des Moines Symphony, "Live from Prairie Lights Bookstore" in Iowa City, "The Book Club," and the continuing series of legislative and state capital reports from its State Capital Bureau. UNI also participated in the "Concert on the Green" in FY 2000. The other stations mentioned access the State Capital news service.
- WOI's general manager serves as Iowa's "advocate" representative for the newly formed University Station Alliance, a group of public radio station leaders and college/university presidents, to improve relationships between university licensees and their stations. Advocates provide communication links between the organization and a state's public radio stations.

University of  
Northern Iowa

- UNI collaborates with the SUI and ISU radio stations for administrative coordination rather than for program sharing because UNI's coverage area partially overlaps both WOI's and WSUI/KSUI's coverage.
- KUNI collaborated with Iowa Public Television (IPTV) to simulcast numerous programs during FY 2000 and FY 2001. The UNI stations promote IPTV's programs on the air, while IPTV promotes KUNI's schedule. The UNI stations collaborate with Humanities Iowa for the development and broadcast of programs dealing with the humanities in Iowa. Collaboration has also occurred with the Iowa Department of Human Services, the Executive Branch, Senators Grassley's and Harkin's offices, Congressmen Boswell's and Nussle's offices, and the Iowa Department of Education.
- Other organizations with which KUNI collaborates include the Iowa Radio Information Service (Reading for the Blind), Radio Iowa, the Iowa Environmental Council, the Mississippi Valley Blues Society, the Cedar Falls/Sturgis Falls Committee, Iowa Writers, the Cedar Rapids Symphony, the Dubuque Symphony, the Waterloo/Cedar Falls Symphony, and the Friends of KHKE/KUNI.

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Pending Applications<sup>5</sup>

- As of June 30, 2001, ISU had four pending Federal Communications Commission (FCC) applications for repeater FM stations, including Ottumwa, Perry, Oskaloosa, and Carroll.
  - UNI has eight pending FCC applications for Ottumwa (2), Bettendorf, Dubuque, Fairfield, Marion, Mitchellville, and Oskaloosa.
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Plans for Expansion or Contraction of Operations

Iowa State University

In addition to the pending applications noted earlier, WOI's efforts have involved the following:

- After extensive negotiations with Western Iowa Tech Community College, WOI withdrew its application in Lake Okoboji and Western Iowa withdrew its application in Carroll. The Carroll project has been awarded federal construction funding.
- After efforts to obtain a license transfer for KIWR-FM from Iowa Western Community College, in Council Bluffs, were not successful, WOI, together with KUNI and WSUI/KSUI, prevailed in stopping the sale of KIWR-FM and in enabling further discussion to preserve its frequency.

University of Northern Iowa

The University has identified the following plans:

- KUNI is currently raising capital funds for a building expansion. The expansion will provide office and work space for producers, enlarge the library storage capacity, and add a computer room to house the station's computer servers.
- KUNI has received a federal matching grant of \$78,084 from the Public Telecommunication Facilities Program for a studio equipment upgrade that includes new audio control boards for the master and production control rooms, new audio delivery workstations, software and server, and new studio for a transmitter microwave relay system.
- UNI's application to the FCC to construct a new FM transmitter in Mitchellville should be granted in 2002. To date, all mutually exclusive FCC applications for the Mitchellville channel have been resolved in favor of UNI.

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<sup>5</sup> Appendix B includes a list of the pending applications for ISU and UNI.

### Student Participation

#### University of Iowa

- Broadcasting Services supports the training and professional development of students through employment opportunities and internships in conjunction with the School of Journalism and Mass Communication, the Department of Communication Studies, and other undergraduate programs in communication-related fields. Internships provide students with a solid educational experience and, eventually, will be offered for credit.

#### Iowa State University

- Students gain a valuable experience in the professional environment of WOI radio. They operate the AM control room 24 hours a day and the satellite uplink system overnight and weekends. They prepare tapes for broadcast, perform news research, work in the music library, and assist in the membership department. Some students participate in the recording and broadcasting of concerts and remote events.

#### University of Northern Iowa

- Upper level students from the Electronic Media Division of the Department of Communication Studies regularly are placed as interns at the stations. The stations also employ approximately 25 university students to serve as on-air announcers, operate control boards and recording equipment, help produce remote music broadcasts, and assist with administrative operations. The amount of responsibility that students assume provides them with invaluable practical experience.
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### Faculty Participation

#### University of Iowa

- Broadcasting Services continues to develop and broadcast university-focused radio and television programs that serve as catalysts and forums for interdisciplinary discussion and convergence.
- Weekly talk shows in partnership with University Relations for UITV highlight timely topics, newsworthy research, recitals, exhibits, and faculty publications.
- By producing news and feature modules that can be incorporated into available time slots during NPR's "Morning Edition," with shortened versions for broadcast on KSUI during the day, Broadcasting Services can heighten visibility of University intellectual and creative endeavors in the arts, humanities, and sciences.

#### Iowa State University

- ISU faculty and staff are involved in the daily call-in program, *Talk of Iowa*, broadcast on the AM service. Each week, the program features a number of regular guests who field questions on horticulture, computers, politics, pop culture, health and family matters, home engineering, pets and wildlife, and the hospitality industry.



- A number of ISU staff voice commentaries in the *Iowa Voices* series, which are broadcast on both the AM and FM services.
  - WOI-AM's *Mid Day* program is co-hosted by an ISU Extension Market News specialist. The program features agricultural news and information often through special guests from various university departments. Throughout the day, ISU's Extension Service provides on-going reports and analysis of agricultural developments and market news announced by a combination of staff and students.
  - WOI-FM airs a two-hour weekly program called *University Concert*, which features musical performances by ISU faculty and students, as well as by other Iowa institutions, including the University of Iowa and Drake University. On occasion, portions of these performances are broadcast during the regular classical music programming to highlight extraordinary efforts or unique offerings from the repertoire.
- University of Northern Iowa
- Faculty members and professional staff regularly participate in interviews, reports, commentaries, and analyses of news events. Members of the stations' professional staff regularly teach courses in the Electronic Media Division of the Department of Communication Studies.
  - Local production includes the weekly "UNI School of Music" program, produced in cooperation with the University's School of Music, and featuring faculty and student ensemble performances; and "Critic's Roundtable," a continuing series that offers critical discussions by faculty members of productions of Theatre UNI. Some UNI faculty members also perform during the locally produced broadcasts of the Waterloo-Cedar Falls Symphony Orchestra.
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#### Major Issues Facing Radio Stations

University of Iowa

- Staying current with rapid changes in telecommunications technology and broadcast re-regulation.
- Advancing fundraising efforts by developing membership groups and increasing local underwriting support for programming.
- Enhancing visibility of the department's varied services and serving as resource for the region.
- Facility and space problems resulting from increased opportunities for student interns and increased local production.
- Increasing and intensifying competition for educational funding and philanthropic dollars.
- Rising operating and programming costs in the face of decreased federal funding.

Iowa State  
University

- Public radio stations will need to develop additional listener-sensitive financial support in order to assure viability. Continually rising operating costs, the need for upgrading and replacing worn out, obsolete equipment, and new ventures in increased audience service all require new revenues.
- The public radio stations licensed to the Regent universities may need to provide leadership and support to Iowa's other public stations that do not enjoy similar population bases or institutional support. WOI continues to position itself to provide this leadership and support for stations located in the western portion of the state should it be necessary.
- There is a need to more fully assess if audience growth is possible and strategies needed to accomplish significant growth. A much more directed analysis of audience data is being planned for FY 2003.
- With significant technical changes on the horizon for America's media choices, the role of traditional broadcast outlets will come under increased scrutiny. A non-commercial broadcast license is granted to an institution or other non-profit organization to provide a meaningful public service to the region's populace. The role of a public radio station in a community and its relationship to its university licensee should be examined in light of shared educational missions but very different focuses in terms of enabling each entity to reach its fullest potential.

University of  
Northern Iowa

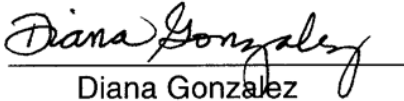
- Due to state revenue shortfalls, KUNI's funding from UNI has been reduced. Extra days of on-air fundraising have been added in an attempt to replace some of the lost funding. Currently, no major program vehicle, such as NPR news or the local *Live from Studio One* program, has been lost due to the reduced revenues; however, further budget cuts and/or reduced donor support may result in major program reductions. Elimination of major cost programs, such as NPR news, will result in an audience departure not suitable for raising revenue.
- If the Board of Regents Statewide Plan for Public Radio Stations is accomplished, UNI will operate 4-8 more radio transmitters across portions of Iowa where the public is not served or is underserved by public radio. Considering the current state economic circumstances, the effort to build and operate these stations will be phenomenal. The University may not be financially capable of carrying out the entire plan as originally articulated. UNI has applied for federal grants for these proposed transmitters, but it is likely that only a few of the transmitters will be funded.
- In January 2000, KUNI obtained a long-term renewal of its lease of the KCRG tower. This resolved the potential of non-renewal that would have forced the University to remove the KUNI transmitting antenna from the tower.

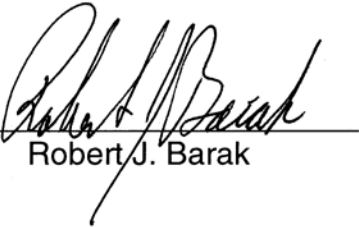
- In the near future, the entire broadcast radio industry will change to In-Band-On-Channel (IBOC) digital broadcasting. This transition will be similar to the change television stations are experiencing as they convert from analog television to the new high definition standard. The conversion for radio will require replacement of costly transmitters and antennas, estimated at \$75,000-\$100,000 per transmitter.

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Summary

The Regent Universities' radio stations are operating in a healthy environment, as evidenced by their audited financial statements, and are committed to serving the needs of Iowans through their strategic goals and the Board of Regents Statewide Plan for Public Radio Stations.

  
Diana Gonzalez

Approved:   
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