

Friends of Yellowstone Public Radio

Board Meeting

KEMC Studios, Billings, MT 59101/Conference Call

July 28, 2020

Board Members in attendance:

JoAnn Eder
Susan Foster
Malcolm Goodrich
Chuck Hingle
Jill Hirschi
Scott Mitchell
Anita Pagliaro
Amber Parish
Horatio Potter
Barbara Sample
Barb Shafer
Curt Starr
Ashley Warren

Ex-Officio Members in attendance:

Ken Siebert

Staff in attendance:

Maureen Brakke
Jen Cleland
Jaime Granzella

Absent:

Tami Haaland
Doxey Hatch
Terri & Les Kaercher
Mary McNally

The meeting was called to order at 5:05pm.

Secretary's Report

Two minor typos were identified in the minutes and will be corrected. Upon motion and seconded it was unanimously **RESOLVED** that the Board approves the April 28, 2020 and June 4, 2020 meeting minutes.

University Update

Ms. Brakke gave an update on the Back to Business Fall 2020 Action Plan. MSU put the plan in place to outline what health and safety protocols will be implemented this fall semester when students and faculty are welcomed back to campus. The plan was requested by the Office of the Commissioner of Higher Education and has been vetted by local and state health officers and departments. The plan was released to the campus and to the media on July 15 and it has been added to MSUB's website. Ms. Brakke offered to send a link to the plan to board members via email.

On July 23, MSUB implemented the face covering requirement for the campus. More detailed information about the face covering requirement will be released by this Friday, July 11 which will outline details of accountability and personal responsibility for campus community members and visitors.

Due to a serious medical condition, Chancellor Edelman will be stepping down this week. He sends his regards and his apologies that he had to step down. Our thoughts and prayers are with him and his family. He is moving back to Texas at the end of this week. The interim Chancellor will be Dr. Rolf Groseth, who was Chancellor 10 years ago.

Ms. Brakke apologized for not forwarding the final email from Chancellor Edelman and will do so after the meeting.

Regarding the weekly campus messages, Ms. Brakke explained that the messages from the Chancellor hadn't been weekly in some time and were coming more frequently earlier in the pandemic. Ms. Brakke will create a link to all the messages and share them with board members.

Station Update

Mr. Siebert said the staff are taking advantage of well-deserved vacation time between the COVID-19 reporting and the election cycle. The station is also getting ready to welcome new interns for the fall semester.

The station is putting together a \$75,000 development grant for the possibility of developing a five part, one-hour-each radio series on the First Amendment. The money would be put into developing the program and getting it ready for the production stage. There is an opportunity for a second round of production grants presuming the first round was successful. If the station doesn't receive the production grant, there are other grant-making organizations that could be approached for funding. The development grant deadline is August 12, and the grant would be awarded in April 2021, with the development plays completed by October 2021.

The station is also preparing for the fall fundraiser, though still much is unknown.

For example, it's unknown as to whether on-air advocates would be used as they have in the past, or if on-air responsibilities will be limited to just staff. Given what happened with the three months of the spring drive, while ultimately successful, it may be difficult to dedicate six months of the year to fundraising if the same timeline were repeated in the fall. The hope is to complete

the fundraising drive in two weeks with six to eight weeks' worth of press, and then continue to move forward.

Nominating Committe

The nominating committee has identified four individuals to join the board, three voting members and one non-voting member. The voting members include Terri & Les Kaercher, who will be joining together but will count as one vote (as allowed by our by-laws), Jill Hirschi, and Horatio Porter. The non-voting member is Tami Haaland. The new members shared details about their backgrounds with the board.

Budget

On behalf of the Finance Committee, Mr. Siebert presented the draft budget to the board. The goal of FY 2021 is to survive FY 2021. The potential revenue gained from our fundraising endeavors is largely flat from last year. Last year, we were looking to raise \$925,000. When all the numbers are in for FY 2020, we will have just reached \$1M. The \$1M fundraising goal will be maintained moving forward. Underwriting obviously, took a big hit during the last quarter of the year and it is still somewhat soft. There are some healthcare agencies interested in getting the word out about telemedicine and appointment compliance so that is helping the underwriting budget, though expectations have been lowered. Most other budget categories are expected to be consistent with budgets from the last couple of years.

Regarding the stimulus bill that is currently under debate, there is \$175M in that bill for the Corporation for Public Broadcasting. The sense is that they would do what they did last time, which was to create metrics and then get stations an allocation from the \$175M. YPR received \$112,000 at the height of the coronavirus pandemic through the first CARES ACT. It's possible, though we're not budgeting for it, that YPR will receive additional stabilization funds from the Corporation for Public Broadcasting.

Regarding staff, there is a hiring freeze in effect as discussed in our last board meeting. The freeze was lifted in order to hire the Report for America reporters. We do not anticipate hiring anyone in FY 2021. We'll look to at least replace the Program Director position in the next fiscal year or two.

A significant change from last year will be in the fundraising and development budget. This will be the first year with that all development costs will be rolled into our use of Contributor Development Partners (CDP) for things like acquisitions, renewals etc. Part of the marketing plan provided by CDP also includes a major donor strategy.

The Associated Press contract has expired and needs to be renewed while accounting for the 11 transmitter we now have, which reflects a cost increase to approximately \$25,000.

For operations and engineering costs, we've allocated \$60,000 for special projects this year. One of the things that we missed in the last fiscal year was the opportunity to obtain a translator for the Billings area that would allow us to put YPR 2, or the Classical Station that we have on the air, in Billings using the translator. We also have some costs that will be associated with our

West Yellowstone Translator. With fundraising for the translator unlikely before the translator is secured, the item has been budgeted for with the hope of engaging in additional fundraising once we're on the air in West Yellowstone.

We've been told by NPR, American Public Media, and the Public Radio Exchange that all programming fees will remain flat for FY 21.

The station is requesting \$100,000 to be budgeted from the board directed funds. In previous years the station budgeted for that money and haven't had to use it. We hope that's going to be the case, but especially given the uncertainty of where we're at, the request has been made.

Upon motion and seconded it was unanimously **RESOLVED** that the Board approves the FY 2021 Budget.

Development Committee

Ms. Parish shared that the committee hasn't been active due to several factors, first, with the station manager resigning, and second, with the global pandemic. Ms. Sample requested that board members contact her to let her know if they're interested in participating on the committee.

Old Business

An update on the lawsuit: On behalf of the Executive Committee, Mark Parker had a conversation with Kelly Petersen, MSU legal counsel, and forwarded the communication to the Executive Committee. Ms. Petersen also emailed Ms. Brakke and Mr. Seibert saying the Public Service Commission's lawyer said any/all documents related to the records request would be made available. It's still unclear whether MSUB has been formally withdrawn from the lawsuit. To clarify, YPR is a department of MSU and if the University withdraws YPR will have to acquiesce.

An update on Director and officer liability insurance: Ms. Eder said we have one insurance quote though; we can't get a second quote until the Form 990 has been posted. The quote that we do have is based on the previous year's 990 and gives an idea of all the things that would be covered. Mr. Goodrich indicated that the 990 has been filed as of an email he received this afternoon. It's a work in progress and has not been forgotten.

New Business

Upon motion and seconded it was unanimously **RESOLVED** that the Board approves the recommendation of the nomination committee, with Barbara Sample as President, Scott Mitchell as Vice President, Ashley Warren as Secretary, and Malcolm Goodrich as Treasurer.

Upon motion and seconded it was unanimously **RESOLVED** that the Board approves the new directors Terri & Les Kaercher as one voting member, Horatio Potter as a voting member, Jill Hirschi as a voting member, and Tami Haaland as a non-voting member.

Meeting adjourned at 5:40pm