

UNIVERSITY: STATION ALLIANCE BOARD OF DIRECTORS

September 20, 2006
Conference Call

Participating: Craig Beeby (President), Regina Dean (Vice President), Roger Sarow (Treasurer), Dave Edwards (Secretary), Caryn Mathes, and Madison Hodges (Executive Director).

President Beeby called the meeting to order at 12:05pm CDT

☐ Treasurer's Report

Mr. Sarow indicated that the organization had a current balance of \$39,700, including a payment from CPB of \$29,000, which was deposited on September 18th. Financial statements as of July 31st indicate that U:SA was running a modest surplus.

☐ CPB Grant Update

Mr. Hodges added that a revised agreement with CPB has been mailed which will trigger an additional payment of \$43,000. Reports on the project are being posted on the organization's website.

☐ Fall Meeting

A presentation on the CPB funded project will be made at the EPRM fall meeting on October 24th at 6:30pm in Atlanta. Arlen Diamond will present a summary of his work on governance and then engage the participants in a discussion of the issues.

Another presentation will be made at PRIMA's winter meeting (date/time tbd). Linda Carr will be invited to participate in that meeting.

☐ CPB CSI Changes

CPB has decided to postpone the CSI project. Greg Schnirring complemented U:SA for providing input and has invited Ms. Dean to participate in future discussions on the project. Those discussions will likely lead to a decision on whether to move forward or drop the incentive program.

☐ Arbitron PPM Discussions

Mr. Edwards indicated that CPB, the RRC and SRG are convening a meeting in Washington on October 11th to devise a mutually acceptable position and approach regarding future Arbitron pricing and contract negotiations. The meeting will include representatives from those organizations, plus PRI, PRPD, AudiGraphics, NPR, PRI and others. In the meantime, SRG has urged stations

not to sign any agreement with PPM if they are approached. PPM is being rolled out initially only in Houston and Philadelphia with a nationwide rollout extending through at least 2008.

Other Business

There was no other business

The meeting was adjourned at 12:50pm CDT.

Submitted by:
Dave Edwards