

UNIVERSITY: STATION ALLIANCE BOARD OF DIRECTORS

June 16, 2006
Conference Call

Participating: Craig Beeby (President), Regina Dean (Vice President), Roger Sarow (Treasurer), Dave Edwards (Secretary), Arlen Diamond, Joan Kjaer, Caryn Mathes, John Stark, JoAnn Urofsky, and Madison Hodges (Executive Director).

President Beeby called the meeting to order at 12:02pm CDT

☐ Treasurers Report

Mr. Sarow reviewed the financial statements, which were distributed previously. While the organization is running a slight deficit, expenses are at anticipated levels.

☐ Invoice Update

Mr. Hodges reported invoices have been sent out to stations and 42 second notices have been mailed. U:SA's website includes an 'honor roll' of those stations who have paid to date. Board members are continuing their call outs to stations that have not yet renewed their membership. Mr. Hodges asked Board members to think about possible new members. He anticipated a campaign in late summer to attract new members.

☐ CPB Grant

Mr. Hodges indicated that the Charlotte focus groups were a success. A survey has now been sent to 14 participating stations, which asks 48 questions about management and fiscal issues. The quantifiable worth study is underway as well. A meeting on governance issues will still take place. A report on initial work has been sent to CPB, which should trigger a \$29,000 payment from CPB.

☐ Fall Meeting

The CPB grant includes a meeting to disseminate information to public radio stations. We are discussing having a U:SA meeting around the EPRM fall meeting in October.

By consensus, the Board agreed to invited U:SA founder Linda Carr to participate at the organization's expense.

☐ CPB CSI Changes

Mr. Stark and others expressed concern about the establishment of 'substitute boards' to comply with CPB's new CSI program. While an implementation date

for the program has been set, some CPB staff has indicated that more work will be done on the criteria before the incentive program is launched. The Board directed Mr. Hodges to contact Greg Schnirring at CPB to express concern and offer guidance.

❑ Future Board Meetings

The U:SA Board will meet on September 20th and December 13th.

❑ Other Business

Mr. Edwards said that the Arbitration Ratings Company has indicated that it will work directly with stations once new PPM data is available in each market. The Radio Research Consortium will not longer be able to negotiate a group buy for the data. Philadelphia and Houston stations are the first to be impacted. Costs for the PPM data will be much higher than stations now pay for audience data. More information will be shared with U:SA stations, as it is available.

Mr. Hodges asked Board members for suggestions on anything to add to the U:SA website.

There was a brief discussion over the impact of Local Market Agreements (LMAs) on University stations.

The meeting was adjourned at 1pm CDT.

Submitted by:
Dave Edwards