



IOWA PUBLIC RADIO.

## 2007 Annual Report

*Iowa Public Radio will be valued as an essential and trusted media partner playing a significant role in the civic and cultural lives of Iowa communities.*

--IPR Vision Statement

The above vision statement arose from months of discussion, discovery and strategic planning that took place in 2006 and early 2007 between Iowa Public Radio staff, supporters, stakeholders and listeners. It sets high expectations for Iowa Public Radio, but they are expectations that naturally evolve from the important roles the individual stations have been playing in Iowa communities for decades.

As Iowa Public Radio, we've made good progress in identifying and even embracing the challenges and opportunities facing our young organization. We have more work to do, but we keep the IPR vision clearly in mind as we redirect our efforts and worldviews to support a statewide news, music and cultural media resource that truly makes a difference in the lives of Iowans.

We are happy to report our key accomplishments during FY 2007.

### **Service Goals Achieved**

- Increased weekly, network-wide listening by 20%, between Spring 06-Spring 07.
- Launched the unified, statewide IPR news and information service.
- Created a three-legged ICN network to carry content between the stations.
- Launched IPR website as key source of information for listeners.
- Completed Listening Project I involving over 2,000 Iowans.
- Received construction permits for eight new stations from the FCC.

### **Resource Goals Achieved**

- Created development/ business plan that identifies strategies to increase IPR's annual revenue from \$6.5 million to \$8 million by 2011.
- Received PTFP and Digital Conversion grants of \$291,367 from the United States government.
- Received \$2.5 million grant from the State of Iowa through the Board of Regents.

## Organizational Goals Achieved

- Conducted a strategic planning process and developed the IPR vision, mission and strategic goals.
- Recruited and hired senior team members and implemented a new management structure.
- Began integrating stations' finance, internal controls and compliance procedures into one IPR system.
- Developed the IPR compensation structures to ensure equity across stations.
- Developed a consistent hiring process that meets the standards of all three universities.
- Identified and captured operational and purchasing efficiencies.

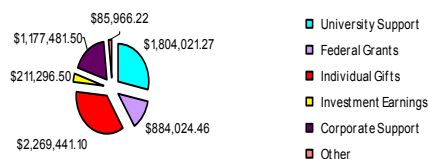
## Corporate Goals Achieved

- Finalized the management agreement between IPR, the Board of Regents and the universities.
- Received 501(c)(3) designation from the IRS.
- Committed to Iowa Principles and Practices for Charitable Nonprofit Excellence.

In conclusion, the board, executive director and senior staff of Iowa Public Radio feel certain that Iowa Public Radio is on the right track for improved service to all parts of Iowa, is on the road to greater financial stability and independence, and is positioned properly to address the lofty goals of its mission statement:

*Iowa Public Radio informs, enriches and engages Iowans through radio programming and other media. IPR enhances civic and cultural connections across the state, strengthening communities and reflecting Iowa's sense of place.*

Iowa Public Radio FY 2007 Operating Income



Iowa Public Radio FY 2007 Operating Expenses

