

**MYRON B. THOMPSON ACADEMY
GOVERNING BOARD MEETING AGENDA**

**April 12, 2018 - 5:00 P.M.
Myron B. Thompson Academy
1040 Richards St.**

- I. CALL TO ORDER**
- II. APPROVAL OF MINUTES**
 - A. Minutes – March 2018
- II. PARENT AND PUBLIC COMMENT**
- III. OLD BUSINESS**
- IV. NEW BUSINESS**
 - A. Monthly Financial Report **Action Item**
 - B. Registration Update
 - C. Personnel Update
 - D. Hawaii Public Radio Proposal (Sandy) *see below*
- V. OTHER BUSINESS**
 - Principal's Report (oral)
- VII. ADJOURNMENT**
- VIII. EXECUTIVE SESSION**

HAWAII PUBLIC RADIO PROPOSAL

What sets Hawaii Public Radio apart from traditional advertising venues is the underwriting message. Underwriting provides you, the sponsor, with the “Halo” effect. “NPR listeners believe associated companies are responsible, stable, professional, credible and socially conscious. They also believe they are good stewards, kindred spirits, community-focused and smart-marketers.” HPR delivers this “Halo” effect via two distinct programming streams, HPR-1: Timely news and information, & contemporary music (jazz, blues and world) and entertainment, and HPR-2: Your home for classical music and other timeless explorations.

HPR is currently at an all-time high audience of 199,300 per week (source: Nielsen/Arbitron). More important is who is listening! Public radio listeners are highly educated professionals and business decision makers with disposable income who travel, dine out and actively participate in arts and cultural activities. The HPR audience are among Hawaii’s most affluent and well-educated and are unusually loyal listeners, tuning in for significantly longer periods of time than commercial radio listeners. Some important public radio audience research for you to consider.

Your voice mail mentioned that you would like to consider the Total Reach program. Below you will find a 2-year option that utilizes our best rate (which is lower than the figure that you quoted in your message. You secure the best rate if you commit to running a minimum of 52 announcements per year, for two years. However, you can run these spots in a condensed period – meaning between now and June 22, when the enrollment period ends. This would give you approximately 4 – 5 announcements per week.

Proposed Start: 4-2-18 Renewal 3-29-20 (two year agreement / best rate / rate protected / this is an agreement not a contract)

TOTAL REACH: Mix of HPR-1 and HPR-2: 5A-Midnight daily

Mix of Premium News such as ***Morning Edition, All Things***

Considered and ***Marketplace***, weekend destination programs such as ***Wait,***

Wait...Don’t Tell Me!, Sunday Brunch, TED Radio Hour and shows throughout the week in public affairs, talk and music

1X per week = 52 announcements per year

Total: \$3,068 per year/ amortized monthly @\$255.67 Billable net 30. 10% bonus schedule if the yearly amount is paid upon receipt of invoice (5 additional announcements)