

# Memorandum



CITY OF DALLAS

DATE January 13, 2012

TO Members of the Arts, Culture & Libraries Committee: Ann Margolin (Chair), Delia Jasso (Vice Chair), Jerry Allen, Tennell Atkins, Vonciel Jones Hill

SUBJECT January 25, 2012 Agenda Item  
Compensation Agreement for the General Manager of WRR Municipal Radio

On January 25, 2012, there will be a Council agenda item to authorize a compensation agreement for the new General Manager of WRR Municipal Radio for the period February 2012 – January 2017. The new general manager, Sarah B. Colmark is a trained pianist and radio executive who brings to the station a combination of in-depth classical music knowledge and commercial radio background. A press release announcing her appointment is attached.

WRR 101.1 FM is a city-owned radio station that operates under an FCC commercial radio license. As an “enterprise fund,” the station’s revenues (acquired through advertising and sponsorship sales) are used to cover its operating expenses. In keeping with radio industry practices, the station in the past has compensated its general manager with salary and civilian benefits plus a commission based on the station’s revenues.

The compensation agreement includes a base salary, all benefits accruable to civilian employees, and an annual incentive amount tied to the station’s performance regarding revenues. The main difference of this agreement from prior agreements is that the incentive amount is pre-established in the contract with specific benchmarks of operating revenue.

Key terms of the agreement regarding the annual incentive include:

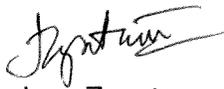
- The General Manager must meet the budget benchmarks of revenue and expenditures per the approved annual budget.
- WRR fiscal year revenues must exceed expenses calculated using Generally Accepted Accounting Principles (GAAP).
- If WRR revenues are not keeping pace with annual approved budget, reduction in expenses will require the approval of the Office of Cultural Affairs director and may not be made solely to trigger the incentive payment.
- The incentive payment is calculated based on the station’s operating revenues net of bad debt expense for the fiscal year; the calculation of the fiscal year’s operating revenues will exclude all non-operating revenues, transfers and contributions, including: (1) interest earnings from WRR funds; (2) any non-cash trade; and (3) gains/losses from the sale of assets.

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- Incentive compensation will only be provided when annual net revenues exceed \$2.3 million. The annual incentive will be based on a set scale in the agreement, with fixed amounts that range from 0.20 to 1.11% of the net revenues. Higher net revenues yield higher amounts of incentive compensation.

This agreement will be in place for a five-year period, after which time the terms will be reviewed to ensure that the compensation plan continues to support the station's financial performance and that it remains competitive with the commercial radio industry.

The Office of Cultural Affairs is pleased with the opportunity to bring this recommendation for your approval. If you have any questions or need further information, please contact Maria Muñoz-Blanco at (214) 670-3687 or e-mail at maria.munozblanco@dallascityhall.com.



Joey Zapata  
Assistant City Manager

cc: Honorable Mayor and Members of the City Council  
Mary K. Suhm, City Manager  
Rosa A. Rios, Acting City Secretary  
Thomas P. Perkins, Jr., City Attorney  
Craig D. Kinton, City Auditor  
C. Victor Lander, Administrative Judge  
Stephanie Cooper, Assistant to the City Manager  
Frank Libro, Public Information Officer

A.C. Gonzalez, First Assistant City Manager  
Ryan S. Evans, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Maria Muñoz-Blanco, Director of Cultural Affairs

**For Immediate Release**

January 13, 2012

Maria Munoz-Blanco  
Director of Cultural Affairs  
(214) 670-3687

**New General Manager Appointed to  
Lead WRR 101.1 FM Classical Radio**

*Office of Cultural Affairs Announces Appointment of Sarah B. Colmark*

**DALLAS, January 13, 2012** – The City of Dallas Office of Cultural Affairs is pleased to announce the appointment of **Sarah B. Colmark** as the new General Manager of WRR 101.1 FM, North Texas' classical music station. A trained pianist and radio executive, Ms Colmark brings to the station a combination of in-depth classical music knowledge and commercial radio background.

Ms Colmark was station manager of Classical KHFM-FM (95.5 and 102.9 FM) in the Albuquerque / Santa Fe region. The station is owned by American General Media and, like WRR, operates as a heritage classical music station. Leading KHFM since 2008, Ms Colmark increased ratings by 50% and lowered the median age of the classical listener in the community by using an upbeat, positive and interactive broadcast style. During her tenure, KHFM completed several technology upgrades including conversion of the station's heritage music library to mp3s and updating the on-air system and web stream capability. Ms Colmark is a graduate of the Cincinnati Conservatory of Music, where she obtained her bachelor of music *magna cum laude* in piano performance, and of the Conservatoire Nationale de Region Perpignan de Musique et Theatre in France, where she obtained the Prix d'Or in piano performance.

"We are delighted to welcome Sarah to WRR 101.1 FM," notes Maria Munoz-Blanco, Director of the City of Dallas Office of Cultural Affairs, the parent organization of WRR. "Sarah's creativity propelled growth at KHFM and we look forward to tapping into her innovative ideas and expertise to expand the audience at WRR and make sure that our city's classical music station continues to be recognized as a truly unique treasure for Dallas and North Texas."

"WRR is a radio station with a great track record of bringing classical music to the community of Dallas and North Texas," notes Ms. Colmark. "I am excited to build upon the community's vision of a radio station that works to promote the arts, reaches a broad audience with quality classical programming, and connects with the business and arts communities. I look forward to working with the Friends of WRR and the Office of Cultural Affairs to ensure the continued success of classical radio in the community of Dallas and North Texas."

Colmark joins WRR 101.1 FM as the station begins its 91<sup>st</sup> year of service to the Dallas and North Texas community. Ms Colmark was recruited for the position

following a national search conducted with the support of Livingston & Associates, a national executive search firm known for its expertise in public and classical radio.

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### **About WRR 101.1 FM Classical Radio**

WRR 101.1 FM is a division of the City of Dallas Office of Cultural Affairs. The station is an integral component of the city's commitment to providing access to arts opportunities to all its citizens.

Licensed on August 5, 1921, WRR is Texas' first commercial radio station and the second oldest in the United States. WRR FM has maintained its classical format since 1948. Broadcasting 24 hours a day from historic Fair Park in Dallas, WRR's 100,000-watt signal can be received throughout North Texas. The station "streams" its terrestrial broadcast signal on the Internet at [www.wrr101.com](http://www.wrr101.com) and via the *Classical 101 WRR Radio* mobile app.

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