

Memorandum



CITY OF DALLAS

DATE June 16, 2023

TO Honorable Members of the Government Performance and Financial Management Committee: Cara Mendelsohn (Chair), Gay Donnell Willis (Vice Chair), Tennell Atkins, Adam Bazaldua, Adam McGough, Paul Ridley, Chad West

SUBJECT **Follow-up to the June 13, 2023, Government Performance and Financial Management Committee Meeting: Municipal Radio (WRR) Revenue**

As a follow up to the June 13 Government Performance and Financial Management (GPFM) committee meeting, Council Members asked about the decline in Municipal Radio (WRR) advertisement revenue.

All revenues including advertisement revenue were expected to decrease due to the transition of WRR to KERA management effective January 2023. This is an expected part of the transition. There will no longer be advertising revenues for WRR directly to the City as all revenue now goes directly to KERA. KERA's contract requires full reimbursement of the City's retained expenses related to WRR, which are projected at approximately \$500,000 going forward.

If you have any questions, please contact Anne Marie Gan, Interim Assistant Director of the Office of Arts and Culture or Janette Weedon, Director of Budget & Management Services.

A handwritten signature in blue ink that reads "Jack Ireland".

Jack Ireland
Chief Financial Officer

c: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Tammy Palomino, Interim City Attorney
Mark Swann, City Auditor
Billerae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizzor Tolbert, Deputy City Manager
Jon Fortune, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
Dr. Robert Perez, Assistant City Manager
Carl Simpson, Assistant City Manager
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors