



WPSU Board of Representatives Meeting Notes

Tuesday, May 21, 2019

The Penn Stater – Forum Room #107

Board Members Present (20):

Tim Assinger
Ilona Ballreich
Kate Bennett Truitt
Carline Crevecoeur
Roland Crevecoeur
Sherry DelGrosso
Kelly Hastings
Matilda Illuzzi
Bobbi Korner
John Lacny

Gary Miller
Peggy Morgan
Joseph Nairn
Jennifer Neely
Greg Petersen
John Pozza
Nancy Silvis
Sara Songer
Melinda Stearns
Anne Sullivan

Staff Members Present:

Rob Butler
Cassie Caldwell
Carolyn Donaldson
Tamra Fatemi
Jeff Hughes
Tracey Huston

Toni Irvin
Spencer Lewis
Mindy McMahon
Cece Merkel
Laura Miller
Chrissy Moyer

Isabel Reinert
Emily Reddy
Cheraine Stanford
Bill Wallace
Tom Wilson
Tom Yourchak

Welcome, new board members and approval of minutes by Peggy Morgan and Isabel Reinert

- Peggy Morgan called the meeting to order and did a brief overview of the agenda.
 - A motion was made and seconded to approve the February 19, 2019 meeting notes as presented.
 - The motion passed unanimously.
- Isabel Reinert had a powerpoint presentation to review activities at WPSU since our last Board meeting.
 - Welcome two new board members
 - Sherry DelGrosso
 - Kate Bennett Truitt
 - All board members present re-introduced themselves for the benefit of the new board members.
 - Mr. Rogers 50th testimony video (w/WPSU staff, watch [here](#))
 - All Board members are being asked to sign a Penn State Confidentiality Agreement for their service to the Board.

- HR Updates – congratulations to Bobbi Korner on her retirement as Dean of Arts and Architecture and to Tom Yourchak, Director of Underwriting, on his retirement June 20, 2019 following 15 years with Penn State as both a faculty and staff member.
- Strategic Plan Progress – Isabel presented an update with examples of some ideas and processes we are putting into place at WPSU (see Strategic Plan Updates attached).
 - Each employee at WPSU was asked both last year and this year to include a financial fitness goal in their annual goal setting process as well as one other goal tied to any of the other pillars (themes) mentioned in the strategic plan.
 - Financial Fitness
 - Community Connections and Engagement
 - High-impact Digital and Diverse Content
 - Creative, Collaborative Culture
- Development Activities:
 - Conn Dinner – came within \$4 of our budgeted net income before staff expenses, with 96,000 brought into the station. Thank you to all who volunteered and attended.
 - March TV pledge drive - short of \$98K goal but tried new things
 - Have acquired more local and regional content to pledge around
 - Sustainer donors (which we want) will keep overall pledges down in the future
 - April FM Pledge Drive – made goal of \$145K with 15 minutes to spare!
 - Challenge grant monies make this possible
 - Planned and Capital Giving
 - \$1m capital gift from Keiko Ross for new transmitter
 - Largest single gift to station ever
 - Replacing aging technology, internship and more local programming
 - Planned giving (estate gifts) has seen some recent activity
 - Received 5 estate gift commitments totaling \$1.842M
 - Thank you all for your efforts, volunteers, hosts, donors, attending events, etc.
- Recent and upcoming events
 - 40 upcoming events this summer!
 - Including 17 libraries in 5 counties
 - Please volunteer if you can!
 - WITF (sister station in Harrisburg) confirmed AETNA grant award (\$25,000) to host a Sesame Street event sometime before November.
- Feedback from last meeting was reviewed from our February phone meeting.
- WPSU financial review presented by Michele Demaree, Finance Manager
 - Overall loss is anticipated to be approximately \$240,698 (lower than the \$552,400 projected). A final year in review will be presented at the August board meeting.

Flash Talk Presentations (see video on Board Portal)

- Greg Petersen – I wish WPSU did...
- Gary Miller – Open Educational Resources
- Peggy Morgan – The Joys of a Working Board
- **15 minute DISCUSSION**
 - I wish WPSU did –
 - Carline – would like Gregs ppt in a list form
 - Carolyn suggests that internal staff might benefit from watching these flashtalks
 - How can board members help in our communities be the conduit to get those things done.
 - Carolyn responded that this boards help with the education grant project is a great example just how the board can help.
 - OERs
 - Penn State has a committee developed <https://oer.psu.edu/penn-state-university-working-definition-psu-oers/>
 - The speaks to the community using our platform due to their trust in public media. Having OERs avail via public broadcasting as an honest broker of information. This something we can certainly do more of. Let's be that broker of information for all. We are not buying or selling anything, how do we be that broker?
 - Relationship with libraries may have a role with this. They are recognized in community development as having a pivotal non-biased role.
- John Pozza – Brookville's Writers Block Party
- Joe Nairn – Education in Rural PA
- Sara Songer – Technology/App Development for Early Childhood Education
- Carline Crevecouer – *Pressure Makes Diamonds* memoirs

Board Chair Peggy Morgan presented Michael Delgrosso a certificate of appreciation for his 12 years of service to the WPSU Board of Representatives.

The Board members were escorted to the courtyard for photos with major donor Keiko Ross and the Emmy statue prior to lunch. Lunch was shared in The Gardens restaurant at The Penn Stater.

Board Portal Introduction and Demonstration – Tom Wilson and Carolyn Donaldson introduced the new board “portal” website found on the www.wpsu.org website at the bottom (Board Portal).

- Password is “wpsuboard”
- Note that any suggestions for tweaking this site are appreciated.
- This portal will become your one-stop shop for all things WPSU.

Committee Breakout sessions (breakout session notes attached)

- Community Outreach and Education
- Content/Program Development
- Development
- Government Relations

Committee Report outs

Community Outreach and Education

- Talking about ways we can be providing more opportunities outside of Centre County to get access to our content and resources. How to have more events in areas that are not being hit already.
- Getting creative on how to collect and then share resources. Early Learning Resource Centers, YMCAs, Libraries- where families are already going for other resources.
- Discussed the library visits for this summer and how to begin making a plan for next year's events - funding and how to visit underserved communities.
- Thinking about rural and broadband issues.
- How WPSU can bring people together who share similar passions like John Pozza's Writer's Block ideas.
- Board being more involved attending events. Can host their own events and WPSU will provide talking points.

Content/Program Development

- Reviewed the successes of our digital shorts and then talked about how we can get people in the community to help make content through partnerships with schools and community groups.
- We are in the top 5 PBS stations in terms of YouTube subscriber numbers. How do we capitalize off this audience/opportunity?
- We can create digital shorts on how to migrate from cable to streaming services, how to use Passport, etc.
- Another idea: can put out a call for 5-minute nature videos and can be put together into a half hour show.

Development

- Had their own meeting on May 3rd. Helpful for the committee to meet outside of the board meeting. Recommend other committees to do because they were able to have more in depth discussions.
- Reviewed the Keystone Society list and signed up to write thank you notes (people they personally know). Reinforces identity to the organization. Board members writing the personal messages and WPSU staff addressing the envelopes.
- Could consider doing postcards in the future.
- In the future can pass around lists to the whole board and can sign up for thank you notes.
- Talked about other businesses moving in and suggestions for the development staff

Government Relations

- Discussed 2020- what we can do for greater exposure and get more people involved
- Constitution Day Centre Fest- Sept 15th at Tussey Mountain. McCourtney Institute for Democracy partnering a table with WPSU. Important for early education. With schools not providing as much education in this area, there may be room for WPSU to provide resources/information.
- Caucus – 2nd largest Caucus in the state. They have planned meetings this summer with legislators who are not on board yet.
- Federal Funding- encourage everyone to continue to write letters and calls to your congressmen.
- Protect My Public Media- have handouts for anyone who needs them as they have conversations in their community.

Overview of Summer 2019 Radio, TV and Digital Production and Programming

Any additional Board Sharing from your community





2018–2020 Strategic Plan

MISSION

Spark discovery, enrich learning, and strengthen community through vibrant public media.

VISION

A world of wonder and opportunity, with healthy, educated, and compassionate people empowered to understand and improve their lives and the lives of others.

THEMES

Community Connections and Engagement

- ▶ Expand content and contacts for the loyal “tribe” of learners who embrace WPSU, NPR and PBS.
- ▶ Activate new audiences.
- ▶ Leverage the trusted reputation of public media.
- ▶ Refresh and renew educational services.
- ▶ Leverage and nurture the Penn State University brand and connections.

High-impact Digital and Diverse Content

- ▶ Prioritize digital-first content design.
- ▶ Enhance local and regional programming.
- ▶ Begin with the end in mind.
- ▶ Stay current with technology.

Financial Fitness

- ▶ Cultivate enthusiastic members.
- ▶ Maximize development opportunities.
- ▶ Promote sound fiscal stewardship.
- ▶ Continuously analyze production finances and efficiencies.

Creative, Collaborative Culture

- ▶ Nurture the creative spirit.
- ▶ Encourage an environment that embraces experimentation and evaluation.
- ▶ Improve internal communication.
- ▶ Foster goodwill within Penn State, Outreach and Online Education, and the community.

Strategic Plan Progress

- **Community Connections and Engagement**

- Membership survey
- National committee membership
- Volunteer lead thinking group
- PBS Brand Refresh grant

- **High Impact and Diverse Content**

- Digital stories
- Podcasting efforts

- Education Innovation Planning grant
- Business Development Specialist and Community Engagement Manager

- Strategic plan for FM
- Multiplatform efforts

Strategic Plan Progress

- **Financial Fitness**

- Development
- Production
- Staff Assistants
- IT
- Broadcast

- **Creative, Collaborative Culture**

- Volunteering at station events
- Working towards diversity in production
- New activities

- Finance
- Marketing
- Grants
- Radio
- Project Management
- Breaking silos
- Cross staff participation

Development Activities

- Conn Dinner final figures
- March TV Pledge drive
- April FM Pledge Drive
- Planned and Capital Giving

Recent Events



Upcoming Activities

- Seventeen Library visits
 - Centre, Blair, McKean, Clearfield, Warren
 - May 29 Jet visits Altoona and Bellwood Libraries
 - June and July Buddy visits libraries
- Jet visits Altoona Curve on June 2
- Three PBS KIDS Screening Sundays in June and July
- WPSU KIDS's Day at DelGrosso's Park June 22
- People Choice Festival July 13

Feedback from Last Meeting

- Rate effectiveness of this meeting
- What did you like most about the meeting?
- What did you like least about the meeting?
- What would you like to learn about or see more of during future meetings?
- What do you suggest we change for future meetings?

Community and Education Services – May 21, 2019 Board Meeting Breakout Session Notes

Attendees: John Pozza, Joe Nairn, Jennifer Neely, Laura Miller, Tamra Fatemi, Cece Merkel

Cece Merkel began by welcoming everyone and asked if the board members on this committee would be willing to work with our staff on events and screenings. She said she would also like to talk about the CPB Planning Innovation Grant.

John Pozza – brought up Sesame Workshop and the work they are doing in communities. Laura responded that we do know about the website and are already talking with them about further partnering.

Cece mentioned more about the resources on the Sesame Workshop website. John said there is a program where they will come into a community and teach various stakeholders to work with the children in the community, particularly working in underprivileged communities. What is the financial outlay involved? Are there grant possibilities? John will be interviewing someone from Sesame Workshop next week and will make the connection to WPSU.

Innovation Planning Grant: Graduate Student Kate Berardi will continue working with us next year and she will be visiting communities in our coverage area. We will work out a strategy for her to do this. “Boots on the ground” in the communities.

Laura talked about using various avenues for reaching parents. We could partner with ELRCs or libraries, or other organizations, as well as PTOs, and teacher in-services. There are already joint programs with ELRCs in conjunction with libraries. There are Little Libraries in laundromats, food pantries, SNAP/WIC offices, pediatricians’ offices, etc. ELRCs are already partnering with SNAP/WIC offices. “Public media is trusted.”

Cece asked about any questions or thoughts on the Lightning Talks.

The MOTH program about storytelling was mentioned. Jennifer talked about Anne Whitney, a professor at Penn State who works on storytelling. She is in the College of Ed.

Joe Nairn and Jennifer Neely also brought up the rural broadband issue. Joe mentioned Potter/Clinton/? tri-county program that is working to bring in broadband to the rural areas. Dept. of Ag (USDA) has been a proactive force in getting broadband into rural areas. Jennifer mentioned the work in developing countries and how they are all on smart phones and are more connected than people in rural counties in Pennsylvania. Joe mentioned how developing countries such as India got connected faster than communities in the U.S. in many cases because they did not already have a “wired” infrastructure.

Do we qualify for USDA grants? Kate may be knowledgeable about this. Joe talked about a study in California that asked how much money people have to spend on technology access. The average was \$12, which is not enough. Going beyond Centre County, is there a model for

board involvement to get various information out to other counties? Board members are willing to do these things. Joe mentioned that a private donor in Warren is interested in supporting programs for children and teens in libraries. The Megle Foundation in Brockway might be willing to support library visits.

The cost of library visits and YMCA visits, etc. was discussed. Laura explained that WPSU has a stockpile of books this year that we are using to supplement the funds that were offered by donors for this summer's library visits. Tamra Fatemi explained that the actual cost of the library visits is in the thousands, not the hundreds.

Cece mentioned that she would bring more information to the next meeting.

Laura asked if we would like to meet more frequently since we only get a few minutes at these meetings, with the possibility of Zoom meetings. Everyone agreed that meeting more frequently would be a good idea.

Content Development - May 21, 2019 Board Meeting Breakout Session Notes

Attendees: Cheraine, Mindy, Jeff, Sarah, Jeff, Illona, Kate

Updates:

- Digital Initiative/Digital Shorts
 - Stories that we can't normally cover because it doesn't fit into our regular programming- like events, additional election information, etc.
 - Using a lot of resources we already have (e.g. people already planning to go to events, work being done for other programming, etc).
 - Gets put on our social media pages (YouTube, Facebook, Twitter and Instagram), newsletter, on website, additional paid advertisements
 - Cheraine is going to be focusing on YouTube audience- we are in the top 5 of subscribers out of all PBS stations.
 - A couple of our top viewed videos include: How to prepare for a marathon, Mr. Rogers, alpacas, birdwatching, behind the scenes videos
 - Image is more compelling than words
 - When people send ideas for stories and content, we can turn it into digital media story. Helps us test out the story ideas and show examples to others.
 - Interns help create stories, can be partnering with high school students
- Production Updates
 - We do not get feedback on our programming- we don't receive metrics so rely on antidotal feedback.
 - Michael Delgrosso (travels around the country and listens to a lot of different stations), Jeff, Kris Allen, Greg Petersen and Greg Miller have been in conversation about potential changes. As a result, 1A program has recently been added to our schedule and discussing BBC Outlook being removed.
 - Illona feels she gets the same programming on her morning commute and evening commute (5-7 and 7-9 repeat)
 - Challenges with knowing what is available and how to watch/listen:
 - Additional HD radio services aren't well known.
 - PBS starting a streaming service in partnership with local stations so you can get a live stream (through a provider like Hulu)
 - Can make a digital short video on what are your options when you cut cable (and link it to membership – now that you are saving money on cable, become a member!)

Governmental Relations – May 21, 2019 Board Meeting

Breakout Session Notes

Attendees: Gary Miller, Matilda Illuzzi, Peggy Morgan, Carolyn Donaldson

- 1) Primary Coverage: Digital Shorts – putting these on Facebook, Instagram, web pages; getting more non-traditional exposure.
 - a. Vote 19 – focusing on special elections; Anne Danahy reported from Montoursville – picked up by NPR
 - b. Fall – will focus on contested races
- 2) Constitution Day Centre Fest – going back to this September 16th; moved to Tussey Mountain (bigger venue)
 - a. Carolyn: WPSU will share table with McCourtney Institute; they provide podcast content and we provide technology; we cross-promote the site
 - b. Peggy: recent groundswell to increase participation in politics for younger generation; need to partner with University to do something on campus; could recreate this on campus
 - c. Gary: it would be good to know what McCourtney Institute plans to do on campus
 - d. Matilda: asked why do kids have to wait to college to get information that should be taught in school; Gary noted that Gov't for Democracy could do short educational videos
 - e. Carolyn: demonstrated the infographics which were created earlier; we plan to reintroduce these tools
 - f. Peggy: we should look for grants; Annenberg; Sandra Day O'Connor created a civics grant,
 - g. Gary: we need to be thinking about Fall of 2020; use current tools for 2019. For 2020, we can do what the schools aren't doing. Need to increase exposure to the tools that are available.
 - h. Add a tool at the top of our website with direct links to this site; Carolyn noted that we use social media to guide people to our Vote 19 site but we could add something to our website.
 - i. Peggy: put out teaser now with link to infographics.
 - j. Gary: create an entry point and can get word out to schools and to grants; need something physical to show that we have content and delivery system in place.
- 3) PA PTV Caucus
 - a. Carolyn provided list of status of list of contacts and who is assigned to each representative.

- b. The following representatives have joined the Caucus: Frank Burns, Scott Conklin, James Gregory, Rich Irvin, James Rigby, Louis Schmitt, Jesse Topper, Jake Corman, Joseph Scarnati, Judith Ward
- c. Packet includes updated talking points; updated Caucus list
- d. Reviewed letters to send post conversation (yes or maybe) to confirm their joining of Caucus or considering it; if maybe – forward name to Carolyn for follow-up
- e. Currently second largest caucus behind education; hoping to get 30 more (currently at 120); goal is 150 – when we get to that level, we will be largest caucus in Pennsylvania

4) Federal Funding (CPB)

- a. New bill looks positive and provides \$495 million for CPB in FY 2022, requested increase of \$50 million is first increase in CPB funding in 10 years
- b. Carolyn inviting John Joyce to get him to Altoona Curve game (bring granddaughter); Peggy thinks there is hope that he may come on board

5) Protect My Public Media

- a. Stay engaged.

6) Other Business

- a. Invitations to library visits and events– perfect photo opportunities
- b. Gary suggested we asked representatives to say a few words at event
- c. Sesame Street in My Communities – we get \$25,000; obligated to have 1-2 events with PBS characters; create minimum of 3 local videos featuring VIPs in community
 - i. Carolyn hoping that some of these elected officials can be the VIPs; provides exposure on air and online for their support