



WPSU Board of Representatives Meeting Notes

Tuesday, August 20, 2019

Shaver's Creek Environmental Center, 3400 Discovery Rd, Petersburg, 16669

Board Members Present:

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

Kevin Mead
Gary Miller
Peggy Morgan
Jennifer Neely
Greg Petersen
Nancy Silvis
Sara Songer
Melinda Stearns

Staff Members Present:

Don Bedell
Kate Berardi
Rob Butler
Carolyn Donaldson
Tamra Fatemi
Lindsey Fenton
Jeff Hughes
Tracey Huston
Toni Irvin

Spencer Lewis
Mindy McMahon
Laura Miller
Chrissy Moyer
Jessica Peters
Isabel Reinert
Cheraine Stanford
Tom Wilson

Welcome, agenda overview 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 May 21, 2019 meeting notes as presented.
 - The motion passed unanimously.
- Overview of Meeting Agenda - Peggy Morgan
- GM Remarks - Isabel Reinert
 - Apollo 11 50th video clip
 - PowerPoint update from the GM was presented:
 - Five Emmy nominations, awards gala 9/28
 - HR updates
 - New Hires
 - Introduced Don Bedell, Director of Business Support team.
 - 3 sports producers – Allen Goldate (men's basketball), Michael Loftus (football), Justin Donnelly (full time videographer/editor)

- Now fully staffed in sports production
- Open Positions
 - Staff Assistant in Development
 - Social Media Strategist
- Upcoming board vacancies
 - Anne Sullivan resignation
 - Peggy Morgan's term ends this fall
 - Will need to elect a new Chair
 - Will need nominations and hold vote at our next meeting.
 - Hoping Gary will remain willing to serve as Vice Chair
 - Nancy Silvis's term ends this fall
 - Ideally would like to find new board candidates with arts/music background perhaps from our south western TV coverage area or a recent student.
- Strategic Plan Updates
 - Community Engagement
 - 17 library visits
 - Restaurant giveback nights
 - Membership Survey results
 - High-impact digital and diverse content
 - Digital short initiative continues to be a low budget way for telling stories
 - Staying current with technology has allowed us to re-allocate two broadcast operators to new positions.
 - Financial Fitness
 - Restaurant giveback nights
 - Decreased number of desk phones
 - Everyone is in Development
 - Creative, Collaborative Culture
 - Monthly lunch with the GM
 - Topic Talks
 - Day in the Life series
- Recent Events
 - 17 Library Visits
 - 2 PBS character visits/book giveaways at Altoona Curve game
 - 3 PBS Kids Screenings
 - Delgrosso's WPSU Kids' Day
 - People's Choice Festival
 - Volunteer Open House
 - Restaurant Giveback events
 - Everyday Science at Schlow Centre Region Library
- Upcoming Activities
 - Ken Burns Country Music at Grange Fair tonight
 - Harrison's Wine Grill Giveback nights - 9/9-9/15
 - Business Development Open House – 9/10
 - Constitution Day at Tussey Mountain – 9/15
 - Sesame Street 50 Years and Counting – 9/21

- End of Year Financial results – Isabel presented the fiscal year end results to the board.
 - Finished the year with a \$838,881 deficit
 - Covered this amount from our reserves
 - Implementing measures to decrease deficit in future years (hiring Don Bedell, tenants on our towers, reallocating staff, etc.)
 - Confident we will be able to reach a break-even position again within the next few years.
- Feedback from last meeting
 - Board rated May meeting 4.13 out of 5
- Development activities
 - Estate Gifts
 - Recently received two estate gifts that we didn't even know were coming and another five totaling \$1,842,000.
- Thank you to all of our board members that help with our efforts (pledge phones, on-air hosts, various committees) THANK YOU!!!

Flash Talk Presentations

- Matilda Illuzzi - Libraries
- Nancy Silvis – Successful Events Best Practices – outline on board portal
- Melinda Stearns – [Chair, Center for the Performing Arts Community Advisory Council](#).
Upcoming season information on board portal

State of WPSU

- Marketing – update slides attached
 - Events
 - Country Music Screening at Grange Fair
 - Sesame Street Event – 9/21 10-4
 - Staffing Update
 - Hiring Digital Media Marketing position
 - Research
 - Focus groups starting next week to tackle:
 - WPSU Impact
 - Engagement Optimization
 - Regional Activity Hubs – dividing service area to increase efficiency
 - Reuse activities across hubs
 - Strive for at least one activity per region per fiscal year
 - Hub Connections
 - Libraries, YMCA, hospitals, Penn State Campuses, etc.
- Development – update slides attached
 - Total raised in FY19 \$2,639,222
 - Membership numbers
 - TV 3,924
 - FM 2,695
 - Sustainers
 - TV 21%
 - FM 25%
 - Donors by zip codes
 - Upcoming On-Air Drives

- TV 8/31 – 9/8 with a \$68,000 goal
 - FM 10/12-18 with a \$145,000 goal
 - Keystone Society
 - 106 donors
 - Planned Gifts
- Update on Strategic Plan
- CONTENT CORNER
 - Staff overview of Fall 2019 Radio, TV and Digital Production and Programming; see portal for clips
 - NAGC clip, Great Performances, Molly of Denali, I'm Your Neighbor Wayne (Woodstock), DelGrosso Day final.
 - The Grief Initiative presented by Lindsey Fenton
 - See portal for slideshow and video clips

Committee Breakout sessions

- Community Outreach and Education – notes in board portal
- Development - notes in board portal
- Government Relations – notes in board portal

Committee Report out - Board members reported summaries of their breakout session.

Committee of the Whole

- **Bring and share 1 event/concern/issue from your community to share.**
- **“Problem to Solve”** - Board members (within the Atlantic BB system) were asked to advocate on behalf of WPSU with regard to current issue of Atlantic Broadband not carrying our Create channel which features how-to programming 24 hours a day, seven days a week. A draft letter and bullet points were provided. Several Board members indicated they were in this system and would send letters.

Next meeting: Tuesday, November 19, 2019

Marketing

- EVENTS
- TONIGHT: Country Music screening at Centre Co Grange Fair
- [Connoisseur's Dinner Chef and Auction Item](#)
 - Chef Alessandro Manfredini
 - Auction items from each county
- Sesame Street 50th Anniversary: 50 Years and Counting
 - Saturday September 21, 10 am to 4 pm
- STAFFING
 - Social Media Manager search
- RESEARCH
 - Focus groups starting next week

Community Engagement Strategy

WPSU Impact

- TV 24 counties plus portions of 4
- FM 13 counties
- How to reach a large geographically dispersed territory beyond the media?

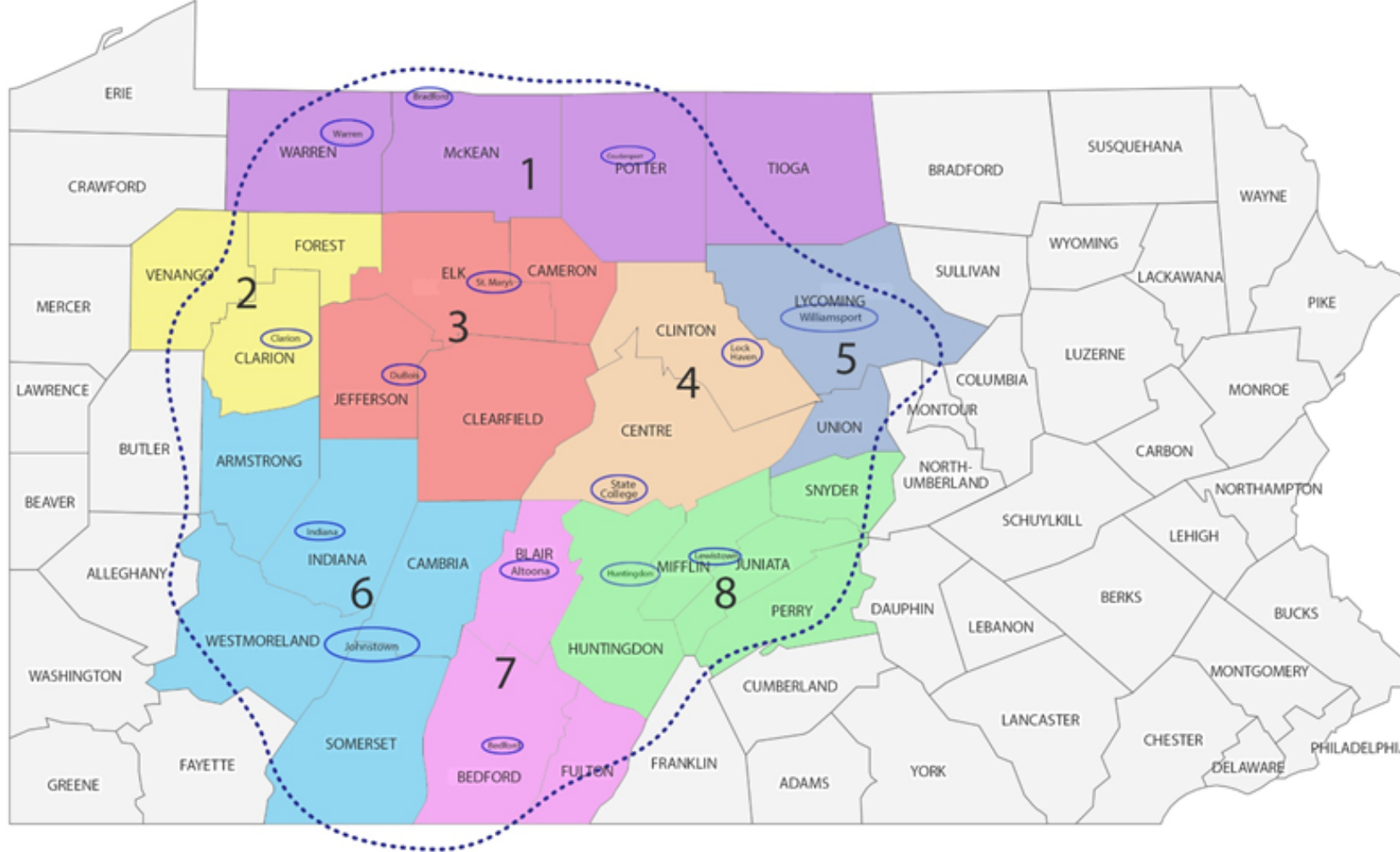
Strategy 1: Engagement Optimization

- •Segment WPSU service area into regions and community activity hubs.
- •Focus attention and efforts across WPSU units by quarter and region.
- •Optimize WPSU resources.
- •Build a base of community advocates who can support WPSU coordination and delivery of community engagement.
- •Open doors for membership and business support.

Regional Activity Hubs

- Divide the TV/FM service area into regions
 - Based on major roadway access and travel time
- One to two activity hub locations per region
 - Population density centers, service access point, WPSU Board of Reps proximity
- Increase efficiency by creating and reusing activities across hubs.
- Strive for at least one activity per region during fiscal year
 - i.e. Quarter 1 Warren library visit, Quarter 2 Huntingdon PBS screening, Quarter 3 St Marys digital initiative, Quarter 4 DuBois Community Da

Regional Activity Hubs



Region 1: Warren, McKean, Potter Tioga
Activity Hubs: Warren, Bradford, Coudersport

Region 2: Venango, Clarion, Forest
Activity Hub: Clarion

Region 3: Elk, Cameron, Jefferson, Clearfield
Activity Hub: DuBois, St Marys

Region 4: Centre, Clinton
Activity Hubs: State College, Lock Haven

Region 5: Lycoming, Union
Activity Hub: Williamsport

Region 6: Armstrong, Indiana, Cambria,
Westmoreland, Somerset
Activity Hub: Johnstown

Region 7: Blair, Bedford, Fulton
Activity Hubs: Altoona, Bedford

Region 8: Huntingdon, Mifflin, Juniata, Perry, Snyder
activity Hubs: Huntingdon, Lewistown

Quarterly Activity Examples

- •PBS quarterly themes
- •Family Learning Events
- •Screenings
- •StoryCorps
- •Membership Fundraising
- •Online Geotargeted Contests/Competitions

Activity Hub Connections

- Library
- YMCA
- Early Learning Resource Center
- Intermediate Unit
- Community College
- Penn State Campus
- Newspaper
- Chamber of Commerce
- Arts Facility
- Healthcare/Hospital

- Happenings in their community
- Resource for collaboration discovery
- Provide facility/venue
- Local logistical presence
- Marketing and distribution
- Subject Matter Experts
- Materials/handouts distribution center

WPSU Development Update

WPSU Development

- Overall Numbers
- Total Raised in FY19: \$2,639,222
 - TV Membership: \$443,433
 - TV Underwriting: \$190,300
 - FM Membership: \$387,126
 - FM Underwriting: \$190,013
 - Production Underwriting: \$428,350
 - Other: \$1,000,000

WPSU Membership

- Membership File Size (8/13/19)
 - TV: 3,924 (active, pending August renewal, and recently lapsed)
 - FM: 2,695 (active, pending August renewal, and recently lapsed)
- Sustainers (as of FYE 19):
 - TV: 21% of file
 - FM: 25% of file

	Credit Card	EFT	Payroll Deduction	Installment	TOTALS
TV	351	164	76	246	837
FM	172	76	240	180	668

WPSU Membership

- Donors By Zip Codes (FY19):

TV Top Zip Codes:

1. 16801/State College: 510 donors
2. 16803/State College: 309 donors
3. 16827/Boalsburg: 174 donors ** *Our Town Boalsburg 12/2018*
4. 16823/Bellefonte: 163 donors
5. 16915/Coudersport: 123 donors ** *Our Town Coudersport 9/2018*

FM Top Zip Codes:

1. 16801/State College: 554 donors
2. 16803/State College: 374 donors
3. 16823/Bellefonte: 127 donors
4. 16870/Port Matilda: 97 donors
5. 16827/Boalsburg: 95 donors

WPSU Membership

- Upcoming On-Air Drives:
 - TV:
 - August 31-September 8 ***Our Town Bald Eagle Valley 9/12*
 - Live Nights: 9/1, 9/5, 9/7, 9/12
 - \$68,000 goal
 - FM:
 - October 12-18
 - Pre-pledge begins first week of October
 - \$145,000 goal

WPSU Major and Planned Gifts

- Keystone Society:
 - 106 donors qualified in calendar year 2018
- Planned Gifts: