



WPSU Board of Representatives Meeting Notes
Tuesday, November 19, 2019
Nittany Lion Inn – Faculty Staff Club

Board Members Present:

Tim Asinger
Ilona Ballreich
Kate Bennett Truitt
Carline Crevecoeur
Roland Crevecoeur
Sherry DelGrosso
Kelly Hastings
Barbara Korner
John Lacny
Vince Mannino

Gary Miller
Peggy Morgan
Jennifer Neely
Greg Petersen
John Pozza
Nancy Silvis
Sara Songer
Melinda Stearns
Donnan Stoicovy

Staff Members Present:

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

Spencer Lewis
Mindy McMahon
Cece Merkel
Chrissy Moyer
Jessica Peters
Isabel Reinert
Tom Wilson

Welcome

- Peggy Morgan called the meeting to order, welcomed the board and outlined the agenda.
 - A motion was made and seconded to approve the August 20, 2019 meeting notes as presented.
 - The motion passed unanimously.
- Nominations and Call for Chair and Vice Chair Vote
 - Peggy called for nominations for board chair – none were made
 - Peggy confirmed with Gary Miller that he would be willing to continue as vice chair of the board.
 - Peggy asked Greg Petersen if he would be willing to assume the chair position
 - Greg responded favorably
 - A motion was made and seconded that Greg Petersen will serve as chair and Gary Miller as vice chair of the board.
 - All in favor, none opposed therefore the motion passed unanimously.
- Board Recognitions
 - Carolyn Donaldson presented the following with a certificate of appreciation as they retire from the board:
 - Bobbi Korner – 6 years of service
 - Nancy Silvis – 12 years of service
 - Peggy Morgan – 12 years of service
 - Anne Sullivan – 5 years of service (not present at meeting, certificate will be mailed)

- GM Remarks - Isabel Reinert
 - Thank you for joining us, I look forward to hearing from you and what's going on in your communities
 - Video – WPSU Sizzle Reel Fall 2019
 - Emmy Awards – WPSU won 2 Emmy awards and Patty Satalia was inducted into the Silver Circle Society
 - Patty Satalia video was played
 - Min Xian recently won a 2019 Media Award
 - Recapped Good Pitch Project winners – eSports and two digital initiatives
 - Housekeeping items
 - Moved breakouts to the mornings based on feedback
 - Lunch – eat with whomever you like, we can mix board and staff
 - Tracy will be joining us after lunch
 - Committee of the whole
 - bring news and your best 3 prospects for development from your community
 - HR Updates
 - New Hires
 - Social Media Marketing – Adam Simpson
 - Development Assistant – Jen Bryan
 - Org chart updates
 - Media asset management project will be led by Cece Merkle. Marketing, events and community engagement will now report to Toni Irvin.
 - IT changes – WPSU's two IT employees will now report to Matt Chirdon in the engineering/technology group to better coordinate technology efforts.
 - There will be four open board positions after today so we are looking for your input to help fill these positions. The Executive Committee meets December 3 so please give us your thoughts and nominations by then.
 - Strategic Plan update
 - Community Connections
 - volunteer efforts
 - reaching out to early childhood educators
 - social media lead thinking group moving to stage 2 of work
 - High-impact Digital and Diverse Content
 - Digital Presence Lead Thinking Group to start in new year
 - Local FM news coverage
 - Membership Survey data will be reviewed and considered
 - Financial Fitness
 - Employees all have a financial fitness goal
 - Development – new Director of Business Support – restructuring team and messaging and planned giving emphasis
 - New tenant is on our tower
 - Creative, Collaborative Culture
 - Lunches - Day in the Life and Lunch with the GM
 - Diverse staff contributing to the digital initiative
 - Opioids and Grief presentations to numerous groups
 - What's next?
 - Focus on member's needs, media assets
 - Extending strategic plan (like university) another few years
 - Plan is giving us a lot of focus.
 - Budget update
 - \$415,000 better than last year with \$423,000 deficit planned for this year coming out of our reserves
 - We are moving in the right direction, planning in 2021/22 to come out of negative status
 - Events Update
 - Sesame Street Event, great turnout and very diverse crowd on September 21

- October 3 – United Way Day of Caring – Halfmoon Township (check out digital short on YouTube - <https://www.youtube.com/watch?v=hh1IRiuPeGM>)
- Jazz at The Palmer – hosted 2 of 4
- Restaurant Giveback nights – earned average of \$300 per month
- Happy Valley Brewing - November
- Hoss's – December 13 – 13 area Hoss restaurants
- Pledge Drives
 - TV did not make goal
 - FM did meet goal by 4pm on Friday!
 - Thank you for supporting our drives with Challenge grants
- Conn Dinner Save the date mailed out 11/15
- Forum Luncheons
 - Penn State Faculty/Staff club started in 1996
 - Speaker then facilitators ask questions from audience
 - December 4 – Maxwell King – Life and Work of Fred Rogers
 - March 25 – Megan Devine – Expert on Grief – working with WPSU on “Speaking Grief”
- International Children’s Festival – April 4, 2020, WPSU Studio
- Feedback from last board meeting
 - 8 board responses, 4.3 out of 5
 - Like Flash Talks, off-site venue, timely, liked “I’m Your Neighbor” segment
 - Other PBS station visits might be better offsite venues
 - Shaver’s Creek is an important ally and we are cultivating that relationship
 - Committee breakouts should be in the morning
 - Facility crowded
 - Waiting for more action items for board
 - Loves when Tracey gives university high level updates
 - Would like to see plans to increase our membership numbers
 - Send board item to follow up on
 - Shorter agenda; longer agenda
 - Meeting could be themed (membership, programming, marketing)
 - Flash talks very interesting and effective
 - New Board Members - we need them so please share ideas
 - Personnel budget seems very high
 - How are pledge drives staffed? Exempt vs non-exempt
 - Staff typing or looking at phones during meetings is distracting
 - Older folks in our communities need program guides
 - We will take volunteers to deliver
 - Digital portion of our station seems to be getting stronger (Create, World, etc.)
 - The Moth Radio Hour might be brought into the spring radio schedule

Committee Breakout sessions

- Community Outreach and Education – Staff lead: Toni and Cece
- Development - Staff Lead: Rob, Don and Jessica
- Government Relations – Staff Lead: Carolyn

Committee Report out - Board members reporting out (also see notes attached)

- Greg – Government Relations
 - Suggest a volunteer do a web search of senior homes; send guide once a month for common room
 - Increased membership in public TV caucus
 - Target early childhood education caucus members to join PA PTV caucus
 - Planning visits by Greg, Carolyn, Vince and Peggy along with other board members
 - Ask next year will be \$1.5 million to state
 - Federal side – mixed bag right now but House had built an increase in public TV funding then senate pushed it down – hoping for some increase.

- APTS in late Feb in DC – by and large favorable toward public TV. Flat funding for 8 sessions now.
- Melinda – Development
 - Attended October 25 meeting with OOE Advisory Board – how to do better underwriting
 - Ask businesses what they need from underwriting? Ask questions, listen a lot, develop relationships
 - Dec. 3 Giving Tuesday – Radio and TV Internship funding
 - Underwriting term has changed to Business Support – how we can support local
 - Marketing + philanthropy = business support
 - Consider grouping smaller businesses together (by type) to give them one voice (e.g., Blair county pediatricians vs individual clinic).
 - Don is learning a lot about public media (part of the closed Facebook group that shares what they are trying out)
- Kate – Grad Assistant – C&ES
 - Continuing initiative to spread out into remote WPSU areas and talk to educators
 - Gave IU presentation about PBS and WPSU resources
 - ELRC’s in IUs – how can we find new resources to reach out to those without access?
 - Use daycares as hubs to reach facilities with mobile access only
 - Consider Senior Centers – grandparents are raising grandchildren
 - Access to digital is an issue
 - Sherry brought up wifi, broadband and accessibility
 - Research shows most patients have phones so patient portals must be mobile friendly, accessing only while on free wifi.
- Comments:
 - Gary – speaking to the website, is the business we are in broadcast tv and radio with ancillary websites or are we in the education and public media providers sector? Rethinking the website is critical.
 - Greg – we will have WPSU streaming on our main web page SOON.
 - Vince – as tech team makes tv more mobile, google analytics will pick it up and give it to the people.

State of WPSU

- Marketing/Events
 - Toni
 - Sesame Street September 21;
 - Sponsors – Aetna and Mount Nittany Medical Center
 - 1250 attendees per Aetna
 - 33 community volunteers, 20 staff members
 - 10 stations, 5 neighborhood 'heroes' - construction, police, fire, post office, health RV
 - Ukulele Kollektive
 - 538 books distributed
 - Cookie Monster - 5 visits + staff visit
 - January events:
 - Screening of Sanditon at State Theatre
 - January 12 – 1st hour of 6-part mini-series.
 - January 2020 Library visits – State College, Bellefonte and Mifflin Counties
 - Tamra
 - [Conn Dinner](#) weekend February 7 & 8, 2020.
 - Let us know if you want to attend Saturday morning cooking demo at station.
 - Carolyn
 - Auction asks, thanks to those who can help contribute to “experiential packages”
 - Deadline for auction items to be confirmed is December 15
 - [Shop Amazon](#) via our WPSU website
 - Melinda – we (auction committee) feel the experiential packages brought us more dollars than physical auction items. Obtaining a package in your area is a win/win

because you all live in such great areas, we can bring people to you and it's our duty as board members to aid this auction initiative.

- Development/Membership
 - Rob
 - Development unit has underperformed in past but we have now hired the best people (Jessica and Don) and we are already trending for the better.
 - Don
 - Now in fourth month with team, transitioning from term “Underwriting” to “Business Support”
 - Adding another team member to the business support reps team
 - Went to Corporate Support Initiative Training at PBS last month
 - Learned : marketing + philanthropy = business support
 - Successes:
 - \$14,400 from Rahal for radio and PBS kids
 - \$17,000 from Geisinger within last month thru June for radio
 - \$16,000 from McQuaide Blasko law offices for 2020 Conn Dinner
 - Close to \$40,000 sponsorship goal for conn dinner (at \$38k now)
 - We will bring on 3rd person to seek out potential business supporters in the outlying areas (board can help us)
 - Centre Care proposal - review
 - Trying to focus on 5 figure donations and up to support WPSU
 - Looking at WPSU not as a State College entity but a central and northern PA entity. 90% support from Centre County. We need to change that.
 - Heading out into your areas to visit
 - Joining Blair County Chamber of Commerce
 - Jessica
 - File size is growing, since August numbers have increase by a couple of hundreds which is good! Active and pending November renewal members as of 11-18-19:
 - TV – 4,031 (21% monthly donors)
 - FM – 2,380 (29% monthly donors)
 - FY20 Direct Mail Campaigns
 - New Strategy to tighten criteria for additional gift and lapsed donor lists to target most likely donors
 - Focused Direct Mail Campaigns have been successful
 - Upcoming theme – Exploring our Culture – Food & Family
 - Using “Buck Slips” (Inserts) in mailers such as Ducks in a Row (had 27 cards returned in year 3 which is great). We have had an uptick in estate gifts at WPSU.
 - Keystone Society – talking with those who have made gifts, those who have not and those who are CLOSE to being KS members.
 - On Air Drive updates
 - FM Fall – met and exceed goal, thanks to board challenges!
 - Spring drive is April 4-10, 2020
 - TV Goal \$75,000
 - Drive is scheduled November 29 – December 15
 - Giving Tuesday is December 3

Remarks from Tracey Huston, VP. Outreach

- My role was the focus of Isabel’s “Lunch with the GM” last week. Her staff asked “What do you think is going well” and I responded we have the strongest board we ever had. Your commitment to our mission is appreciated. Your input is so valuable!
- Excited to view Mr. Rogers’s neighborhood premiere this Thursday; interviews with Mrs. Rogers are heartwarming.
- What’s happening in other parts of Outreach:
 - Had a development goal of \$32 million, extending campaign another year.
 - New goal is \$37 million.

- On pace to achieve our goal, presently at 67% of goal met.
- Feedback shows we are not good at thanking people
 - Appointed a stewardship leader in our area to improve stewardship process.
 - Outreach receives 20,000 donations/year, 17,000 of those are for WPSU.
- Outreach has a significant presence in Pittsburgh and Philadelphia
 - Allegheny County - faculty and student projects in sustainability, high school projects, some of which Melinda helped us get started.
 - With regard to Opioid project: Social Science Research Institute and Consortium to Combat Substance abuse to package and distribute knowledge (\$400,000 grant from Hillman Foundation in Pittsburgh). Hope more academic units will take advantage of this new outpost to house researchers in this space.
- In Philadelphia Center, our lease is up so we will be transitioning to the Navy Yard to save \$90,000 annually.
- Funded 11 projects since 2016 in these areas. “This is a win-win in that it aids our faculty’s research and it benefits the city and students.”
- Outreach Appreciation Night was a success
 - Specific to WPSU:
 - Barbara Doran – PSU Board Trustee– covered women’s sport for Daily Collegian. The four VPs had lunch with Barbara who is a big public tv and radio fan. She asked how many household we touch in PA. FYI, we are in about 1/3 of all PA households in PA.
- Welcome to Don Bedell, Tracey has gotten calls in favor of his work so far! We are very grateful for his arrival.
- Excited about opportunity to work with faculty projects (Nursing, Earth and Mineral Science, OLLI, Center for Healthy Aging). Working with A&A, Social Sciences Institute (Drawdown conference) are relationships we are building with our academic community to gain meaningful and impactful work thru WPSU.
- Tracey would like to bring what is possible in public media to the Engaged Scholarship Consortium later this year. We may be reaching out to this board for insight on this presentation.
- Conn Dinner is always exciting (and yummy) - Please come!
- Thank you for your service to Penn State and WPSU! Our work with the community, like Sesame Street event have far reaching impacts. We couldn’t do this without you.

Content Corner

- Mindy
 - Opioids Stigma radio clip (Provost Nick Jones project)
 - Tom Wilson – Opioids Website project walk thru (video of on-campus resources)
 - WWII Veteran Martin Grieco Digital Short
 - Whiteout Experience
 - PSU football loss to Minnesota on November 9
 - Veteran’s Day – Noah Young Surprise Reunion at November 16 football game
 - REACH project video
- Jeff
 - Min Xian – Centre Film Festival - Philipsburg
 - Anne Danahy – hardwood industry effects of trade war
 - Sesame Street – Carline and Michael video
 - DelGrosso video
 - Our Town Jersey Shore – This is our 102st episode and this successful series was due to the ideas of our own Greg Petersen
 - American Experience
 - McCarthy video
 - Paradise fire video – This Old House
 - Comments on great programming –
 - Kate Bennett – Drawdown Conference segment
 - Greg Petersen – Country Music series on PBS was very well done.
 - Bobbi Korner – Country Music was very special, she had her uncle watch it and they rebounded and discussed each night. Made for a special connection.
 - Peggy Morgan – Broadway series on PBS

- John Lacny – 42nd street
- Carolyn Donaldson – Marty Steward was at State Theatre and autographed a guitar for the Conn Dinner
- Jen Neely – Morning Edition coverage has been exceptional, PBR is leading the way.
- Jeff – we are running the impeachment hearings all this week.

Flash Talk Presentations

- Kelly Hastings- Facts about Early Literacy
- Vince Mannino – Lewistown Updates and Career in News Photography
- Ilona Ballreich - Sustainability
- DISCUSSION
 - Gary – to Ilona, are your goals far enough along to begin focusing on stories from beginning to end? Ilona, we are trying to find out what's the next iteration. We are thinking of how we can partner with WPSU. Wonderful way to share with smaller communities what they can do to help. Ilona, compost facility that turned into muck each rainstorm. PSU students studied the problem, gave solutions. Turned into a \$400,000 grant to help with their issues. We build the capacity to make better decisions.

Committee of the Whole

- Bring and share 1 event/concern/issue from your community to share.
- "Problem to Solve"
 - August's Recap/Updates – Atlantic Broadband request to add Create TV – no movement on this yet
 - New Query/Discussion - Board members are asked to bring your ideas of the top 3 underwriting prospects from your community.
- Nancy Silvis – Diabetes, Rutters, The Village, Laurel Eye Clinic.
- Sherry DelGrosso – Conn Dinner package working on holistic package, not just massage but all aspects of wellness.
- Ilona – Will follow up with experience package.
- Sara – working with board nominations, working on Conn Dinner auction items. Content idea – A Repair shop idea?
- Kelly – has a friend who drives for Susquehanna Transit Bus Company. She won an award and bought food for Community hunger program. First Quality connection. Auction items are different in Clinton County - United Way corners the market.
- Greg – looking at Seven Mountains for experiential package. Underwriting, Cinteer Powdered Metals -Clearfield County
- Peggy – Cedar Rose Estates (senior residences), Whirley Industries is a yes, Orchard Brands, Targeted Pet Treats, Hospital Cancer Center, General Hospital. Shultz car dealership. PA Council of the Arts and Govt Relations will continue to be a focus for me.
- Gary – Zip codes where most donors come from top four out of five are from Centre County. Maybe do some pledge drive night from live remotes from libraries, feature local people, do I'm Your Neighbor segments while there. Prospect Harrison's, Robert M Sides (Country Music).
- Kate – working on Conn Dinner auction items. New board members, consider under 45. Teachers involved in AV clubs.
- Vince – Weis Markets – Proposed donating a dollar at check-out program; Revival Kitchen best food in PA - they attract the age and entrepreneurs type people we are needing on our board. Shy Bear Brewery/Rich Coast – auction item for Conn Dinner. First Quality is largest employer in Mifflin County. Standard Steel purchased by Japanese firm and are booming.
- Melinda (Member of Conn Dinner auction committee) Allegiant Air, gave Carolyn names of two folks who might be good board members. Arts and Culture Group part of Meet Up. Give them a tour of WPSU. 436 people who have signed up for this group. Coming to a lot of events at Eisenhower.
- John L – Dr. Doan Penn State Laureate Program, Forum speaker in February. Intersection of art with everything else. Anxiety and depression outlet – encouraged board to attend
- Tim left early, Bobbi, Donnan, Jen Neely – get their input later

- Carline – Passport as a gift, very complicated procedure – request to simplify
- John P- Multiple Auction items will be turned in to Carolyn. BWP Bats for MLB and Little League.
 - Will do commemorative bat for Conn Dinner.