

**WPSU Board of Representatives Meeting Notes**

**Tuesday, February 18, 2020**

**324 Outreach Building or via Zoom Conference**

**Board Members Present:**

Tim Asinger

Kate Bennett Truitt

Carline Crevecoeur

Kelly Hastings

Matilda Illuzzi

John Lacny

Kevin Mead

Gary Miller

Jennifer Neely

Greg Petersen

Rhonda Seaton

Sara Songer

Melinda Stearns

Donnan Stoicovy

**Staff Members Present:**

Don Bedell

Rob Butler

Carolyn Donaldson

Jeff Hughes

Tracey Huston

Toni Irvin

Mindy McMahon

Cece Merkel

Chrissy Moyer

Jessica Peters

Isabel Reinert

Cheraine Stanford

**Welcome**

Greg Petersen called the meeting to order, welcomed the board, introduced prospective new members Jennifer Judd (present at today’s meeting) and Amy Frank (not present) and outlined the agenda.

* Approval of November meeting minutes
	+ A motion was made (Melinda) and seconded (Sara) to approve the November 19, 2019 meeting notes as presented.
	+ The motion passed unanimously.
* Approval of New Emeritus Members
	+ A motion was made (Sara) and seconded (Gary) to approve Peggy Morgan and Nancy Silvis be deemed Emeritus Board Members
	+ The motion passed unanimously.
* GM Remarks - Isabel Reinert
	+ 28th Annual Conn Dinner results from February 7-8. Tuscan themed weekend had 40 attending the Friday night VIP Cooking Class, 75 attending Saturday mornings cooking demo and 296 attending the dinner on Saturday night. Best auction results to date, wonderful feedback and attendance at all three events.
		- 10 board members in attendance, thank you.
	+ HR Updates
		- No new full-time staff members to introduce
		- 14 spring interns in sports, radio news, video production and underwriting
		- We work hard to create and implement a robust curriculum to offer students an engaging experience in order to develop them for their future.
		- Due to generous donors on Giving Tuesday we now have five paid internships this spring.
		- We have three graduate assistants this semester in the education, digital initiative and radio reporting teams. Students add energy to our workplace, offer new perspectives and we just love having them. They are a great connection to the University.
	+ Strategic Plan Refresh in process to align with the University’s Plan
		- We want to extend our 2018 plan through to 2025 to align with the Outreach and overall University Strategic Plan. We are making good progress on our current plan and its four themes.
		- We invite this board to come to a special all staff meeting on Monday, March 30 from 1-3pm to give their insight to this process.
		- Senior leaders from each of the pillar themes will be giving updates from their area and will be proposing some modifications to the plan to take us through the next five years. We will break out into smaller groups then come back together to recap.
		- Board requested links to WPSU’s current plan (see Board Portal), Outreach’s plan the University’s plan ([click here](https://www.outreach.psu.edu/about/strategic-initiatives/)) and suggest a paragraph from the GM prior to the meeting outlining what the goal of the meeting is, what you expect the outcome to be and what you hope the board can bring to it as well.
		- Look into remote attendance for board members
	+ Work we are doing to expand our presence outside of Centre County
		- Started last summer with Laura Miller (Marketing) breaking out our listening and viewing area into 8 geographic hubs for marketing activities and events purposes
		- Since then our radio and business support teams have also outlined geographic areas for each team member to concentrate on. As each team member becomes an expert in their areas, with your help, these teams will be sharing information with each other and also shared outwardly with our audience to remind them of our presence in their respective communities. This will better connect us with our communities.
		- We need your help, if you are having an event in your area, let us know. You can be an advocate at these events to help us build relationships with the local residents and businesses as well.
	+ Feedback from last board meeting survey (November 2019)
		- 3 board responses, rated 5 out of 5
			* Liked most – producer updates, moving subcommittee meetings to the morning, agenda was effective, flash talk presentations and staff presentations
			* Liked least – breakout session didn’t cover full agenda
			* Learn more about – behind the scenes of upcoming events, like to hear more from the staff
			* Change suggestions – continue as is, breakout session need clear objectives
			* Flash talks – interesting, enjoyable, ended meetings on upbeat note.
			* How we interrelate with Outreach – we are one of the three pillars of Outreach (WPSU, PACE, Nittany AI Alliance). We all work to promote the outreach efforts of the University with Tracey Huston as our VP.
			* Programming Feedback – how can we be relevant in the future?
				+ Hope to discuss this further at strategic planning process
	+ Delaying our financial updates to the May meeting when we are closer to the fiscal year end.
* Committee Reassignments
	+ Currently have three standing committees: Content Development, Development, and Community Engagement
	+ Will send you a Doodle Poll and give you a chance to indicate your top choice and your second choice
	+ Need to strike a balance on these committees
	+ Question: To what extent are the committees aligned with the strategic plan? Recommend that they are clearly defined and tie in with the plan as a whole.
* Board Portal Navigation Demonstration – one stop shop for board members
	+ To get there, go to wpsu.org
	+ Scroll down to “Board Portal” at the bottom menu
	+ Login password: welovewpsupennstate
	+ Menu on right, recent news on left
	+ Check here often
		- In the Board Toolkit you will find our Strategic Plan, maps, bylaws, etc.
	+ Goal is to eliminate paper, minimize e-mails
	+ Suggestions are welcome to Carolyn, Isabel or Chrissy

**Committee of the Whole Presentation**

* Jeff Hughes - Selected Video and Audio clips (links in on board portal) including the following:
	+ TV
		- American Masters – Miles Davis
		- Midsomer Murders
		- Secret Life of Farm Animals
		- World on Fire
	+ Radio (schedule on wpsu.org/radio)
		- Replacing Car Talk with new programs
			* New Yorker Radio Hour
			* The Moth Radio Hour
			* Rick Steves Weekend
			* It’s Been a Minute
	+ Looking for programming feedback
		- We don’t get ratings so we ask for your feedback
		- Comment: No longer have Nightly Business Report but like what you have put in its slot (Sara).
			* Jeff - we no longer have Nightly Business Report, it was taken out of production, so we were forced to.
		- Comment: Original programming on FM (Democracy Works) is wonderful (John Pozza)
* Cheraine - Digital Shorts on portal
	+ Every Day is Caturday at Centre County Library
		- Anne did a radio short on the science of cat videos
	+ Watershed Journal – board pitched idea by John Pozza, recorded in Brookville.
		- Please continue to share stories in your communities
	+ Health Minute
		- Starts today, funded for a year by board member Carline and her husband.
	+ Two Statewide initiatives
		- State Impact - Climate Science (WITF)
			* Using local researchers to deliver expertise
		- Embedded election coverage
			* Radio reporters go into smaller communities and talk about issues (McKean County was selected as we don’t get there often and census numbers in that county are so different from the larger cities already in the spotlight)
			* Conversations with locals to understand issues
			* There will also be coverage in larger cities by other PA stations
			* Hope to get a grant to work with students on election coverage
	+ With regard to strategic plan goal of building a collaborate culture
		- Bill Simmering, founder of NPR, wrote NPR mission statement
			* Gives presentations to local NPR stations for no cost
			* Will be training with WPSU staff via Skype to give us ideas
				+ Comment: You might want to record it. Cheraine - his schedule is very open so we can wait, see how it goes and reschedule more training later.
	+ One of the radio team’s contribution to the Speaking Grief initiative is interviews with a local to WPSU family throughout the course of a year and how they are dealing with their grief. This interview by Kris Allen was done over the holidays and she will revisit them throughout the year.
	+ Encourage board feedback on anything.
	+ Comment - Can you add locally produced shorts on WPSU app? Cheraine – yes.
	+ WPSU app is under review to see if it is worth the cost, may bring it in house
		- Checking with PSU to see if we can get on their PSU Go App
	+ Suggest that Democracy Works be marketed to educational groups to let them know it’s out there as a tool for their work
		- Grief spots have the same potential
		- Jenn at Grier School would love to share with her staff
		- Tracey’s brother in law is Technology Director for the Intermediate Unit (IUs) here but also statewide for all of the Technology Directors and is willing to distribute our content. Also looking at equity in technology in the learning environment.
		- Correlation to statewide standards helps teachers know they should use this tool.
* Mindy -
	+ Official trailer for Speaking Grief is on Board Portal. National distribution is likely.
		- Premiere event is April 25 at 3 Dots Down, State College
		- Check website for further information
	+ Creative Services, Energy 2100 initiative launching soon
	+ Schreyer Legacy Video
	+ LifeLink feature – program connections between College of Ed and SCASD
	+ Men’s basketball team feature – Children’s book by Lamar Steven (player) and our producers were part of the content of the book. All illustrations done by special Olympians.
	+ Good Pitch winner this year were multimedia producers and their E-Sports Gaming and Rocket League championship will be filmed here at WPSU.
	+ The Investment will be taped on March 28 and need a live studio audience needed, airs in May. Teams came from 3 different campuses with 45 teams this year (20 more than last year).
	+ Our Town Hollidaysburg interview filming on March 28
		- Will get you dates of town meetings ASAP
	+ “Why We Dance: The story of THON” airs Thursday
		- WPSU does live production for College of Comm for big events (reveal, etc.)
		- Tune in Sunday at 4pm for Thon reveal of total raised.
	+ Tracey added that WPSU production hosted the Faculty Senate on Outreach
		- Outlined what we can do and gave them a tour
		- This might lead us to an invitation to present to the entire Faculty Senate.

**Staff Reports**

* Volunteer Update with Volgistics – Toni Irvin
	+ Toni reviewed the history of the Volunteer Lead Thinking Group and what its outcomes where:
		- Volgistics Software
		- New Volunteer tab on our website
		- 215 current staff and volunteers registered at this time
			* Logged over 3,000 hours of volunteer time last year but we know we are missing some hours
		- Holding monthly orientation sessions
		- Volunteer Connect e-newsletter
		- New Volunteer space near radio, refreshment station, FM pledge phones are now there during drive
		- 60+ volunteers used for this Conn Dinner event
	+ We are pleased with how this system has been working out, feel this is a better communication tool and gives us a better handle on what volunteers can do to help us with our mission.
	+ All board members encouraged to sign up and log volunteer hours you serve with WPSU.
	+ Greg – Educate volunteers on how to log in anywhere – you can do so on any pc with the URL or even cell phone but must use desktop version
	+ It would be nice to be able to log in your own hours for radio DJ’s etc.
* Community Outreach and Education
	+ 2020 Connoisseur’s Dinner and Auction Preliminary Results – Toni Irvin
		- Sold out VIP Cooking Class, 75 at demo, 296 at dinner (capacity 340)
		- Auction raised over $64,000 which is a record high
			* Thanks to auction committee and board help with paddle push, etc.
	+ As Don stated we will be doing quarterly visits to WPSU Service Area utilizing HUB Approach
		- We have a meeting this week to synch the hub map, support territories, etc.
		- Process is moving forward
		- We will add the three maps to portal
* Development – Rob Butler, Jessica Peters, Don Bedell – PBS Newshour Crowdfunding Initiative
	+ Rob - with new leadership in membership and business support, currently there is a lot of analysis of our processes to help identify efficiencies.
	+ Jessica - News Hour Challenge – let’s try to start off strong with pre pledge activities
		- Trying to get $5,000 pre-pledge and if we do, we cap it with $2,500 and we don’t interrupt the program during the last seven minutes of the program for two weeks straight
		- Success of crowd funding campaigns lies with viral communication
		- We are asking this board to spread the word via your Facebook posts, social media, etc. using wpsu.org/newshourchallenge link, etc.
			* Share with your book clubs, social circles, etc.!
		- Suggestion: we tell them the real cost of the show and exactly what they get (7.5 minutes of fundraising free News Hour for two weeks) if we are successful.
	+ Don
		- Team continues to gel and grow, about ready to make an offer to a candidate for the new (third) business support rep position in our office.
		- Ended Conn Dinner with $44,000 in business sponsorships.
		- Halfway toward our $15,000 goal in underwriting support for The Investment.
		- $8,000 in sponsors so far for April’s International Children’s Festival (our first time doing this festival).
		- Recent wins – new FM underwriting by First Affiliated Insurance, TV underwriting by Alto Markets in Altoona
		- At over $300,000 in commitments of support for the year.
		- As we add third support rep and consider our territory maps, we are splitting our 24-county region into four distinct territories (Don, Mike, Sarah and new rep).
			* Plan to meet with local folks in our territories (chambers, downtown partnership, major employers, foundations, local officials)
			* Sarah – Northwest (pink on map)
			* Mike – South (yellow on map)
			* New Rep – Northeast (blue on map)
			* Don – Southwest (purple on map) and Blair along with Mike
			* Centre County shared by all reps
			* We will be reaching out to board members for advice, guidance and assistance with who we should be talking to in their territories.
		- Our intern is in her final semester at Penn State, involved in WKPS (student station) and filling the Zimmerman internship (paid). She will assist with research, help prospect, and aid in our iPad technology initiative to help us better prepare to hit the streets.
		- Joined Blair County Chamber
			* Went to annual awards breakfast and made contacts
			* Our Town Hollidaysburg is opening the door to businesses in this region
		- Hosting a chamber after hours next Thursday, February 27 for CBICC
			* Tours of WPSU
			* Showcase all we do for this community
			* Feel free to register thru CBICC if you would like to attend
		- Our current emphasis is to streamline our processes so everybody who is involved in the work flow chart is looking for efficiencies.
			* Consulting with an analysis and planning consultant to help us streamline processes to make us easy to do business with
* Government Relations – Carolyn Donaldson
	+ APTS Summit Preview – Greg, Peggy, Isabel and Carolyn will attend
		- Held in DC with many other stations around the country
		- Two days of leadership meetings
		- Will recap at May board meeting
		- Visit elected officials on the Hill regarding funding
	+ Funding history – Greg
		- Not uncommon for President to zero out public television funding for upcoming budget cycle.
		- Last year’s $22 million increase is highest in 10 years and we won’t see it for another two years (we have good bipartisan support)
		- APTS is now asking for $50 million for next budget cycle and additional funding for infrastructure (transmitters, cameras, etc.). Hoping to get at least $20 million more to help stations replace equipment. We are still way behind from being flat for 10 years.
		- Elected officials in our area will be at these meetings and give us a chance to show them what we have been doing.
		- Focus on education, public safety and civic leadership nationally.
		- Trying to reach every state senator in our listening and viewing area
			* Scarnati will not be running again, he was instrumental in getting the increase last budget cycle
		- Government Relations Sub-committee will meet when Carolyn and Greg return from Washington to get focused on State level funding
		- Lobbyist recommends a one-sheeter with our Democracy Works, Our Towns, Safety Alerts, etc. so that is what we are taking to them.
		- Carolyn will bring computer with clips if they want to watch them.
		- Suggestion: It would be great if each congressman had a DVD of their Our Town could send back to their constituency for their buy in (even if it’s just a link to the show).
		- State level folks will be invited to our International Children’s Festival
	+ PA PTV Caucus Recruitment – Directive to reach all PA legislators in our footprint by April 2020

**Next Meeting is May 20 at WPSU**

**Motion to adjourn (Kevin), Gary second, motion carries.**

Upcoming WPSU Events

* Thursday, Feb. 27 – CBICC Business After Hours at WPSU Studios
* Thursday, Feb. 27 – Jazz at the Palmer – Penn State Student Ensemble
* Wednesday, March 25 – Paint Night WSPU FM fundraiser at Champs, Atherton Street, State College
* Saturday, April 4 – International Children’s Festival, WPSU Studios
* Saturday, April 25 – “Speaking Grief” Premiere Screenings, 3 Dots Downtown, State College <https://speakinggrief.org/>