



WPSU Board of Representatives Meeting Notes
Wednesday, November 18, 2020
Via Zoom Conference

Board Members Present:

Tim Asinger
Ilona Ballreich
Kate Bennett Truitt
Steve Carpenter
Sherry DelGrosso
Amy Frank
Kelly Hastings
Jennifer Judd
John Lacny

Kevin Mead
Gary Miller
Jennifer Neely
Greg Petersen
John Pozza
Rhonda Seaton
Sara Songer
Melinda Stearns

Staff Members Present:

Don Bedell
Rob Butler
Carolyn Donaldson
Tamra Fatemi
Jeff Hughes
Tracey Huston
Toni Irvin
Spencer Lewis

Mindy McMahon
Laura Miller
Chrissy Moyer
Deyo Olorunnisola
Jessica Peters
Emily Reddy
Isabel Reinert
Cheraine Stanford
Lindsey Whissel Fenton

Guests Present:

Karen Armstrong

Peggy Lorah

Welcome

Greg Petersen called the meeting to order, welcomed the board members and reviewed the agenda.

- Approval of May meeting minutes
 - A motion was made (Jennifer Neely) to approve the August 11, 2020 meeting notes as presented.
 - The motion passed unanimously.
- The Board welcomes Dr. Steven Carpenter, Dean of the College of Arts and Architecture to join the WPSU Board. Thank you to Ilona Ballreich and Carline Crevecoeur who are coming off of the board.

GM Remarks

- We would like to propose moving all 2021 board meetings to Tuesdays. You will be given the option on the meeting survey or let Carolyn know if Tuesdays do not work with your schedule.

- We hope you had an opportunity to watch and listen to the pre-recorded programming updates sent to you last week including:
 - Winter PBS/NPR Programming with Jeff Hughes
 - Celebrating 50 years of Masterpiece
 - All Creatures Great and Small (January)
 - Elizabeth is Missing (January)
 - The Black Church, This is Our Story, This is Our Song (February)
 - Hemingway – a Ken Burns special (April)
 - WPSU Major Projects and Virtual Events with Mindy McMahon
 - PPE Video for students and faculty
 - Toward Racial Equity Roundtable series continues
 - Our Town Moshannon Valley sneak peek video (will air December 10)
 - Musical Theatre donor event video
 - Digital Initiative and Radio News/Feature Programming with Cheraine Stanford
 - Audio Dairy America Amplified in McKean County, PA
 - College of Comm students Vision 2020
 - Warren, PA focus
 - Asian Markets in State College, PA
 - Take Note: Kyra Gines On The Importance Of Fighting For Equity
 - Vote 2020 digital of lesser known races in PA
 - Multimedia and Website projects with Tom Wilson
 - <https://veterans.psu.edu/> website development and launch
 - The Science of COVID-19 CSATS site development
- Good News
 - WPSU Emmy® Awards for *WPSU: Unrivaled The Penn State Football Story* and *The Penn State Basketball Story*
 - PBS: five News Emmy Awards and 10 News & Documentary Emmy® Awards
 - PBS: 3 Imagen Awards
 - NPR: 8 Edward R. Murrow Awards
- Organizational Updates
 - People
 - Staff changes – at the request of our client we transitioned our sports production team to Penn State Athletics at the end of October. Of the ten full time employees we had doing this work we transitioned six to athletics and three of the four remaining have found full time employment with Outreach at Penn State. We are still trying to help that tenth employee find a position and tried to make this transition as smooth and as kind as possible.
 - Board changes – after 9 years on our board we will really miss Ilona and her departure leaves us with 20 active board members. The Executive Committee met last week to choose some candidates for further consideration on the board. We will ask the board member who nominated these candidates to reach out and make the initial contact with these potential members to see if they would welcome further conversation. Carolyn will be reaching out to you regarding this.
 - Elaine Brzycki, Project Development Manager, will be retiring after 15 years of outstanding results in project development, fundraising and project

management to WPSU and Penn State. We will be advertising her position but if you have any recommendations we would love to hear them.

- Welcome Karen Armstrong, newly appointed Director of Inclusion, Equity and Diversity at Outreach. We look forward to working with Karen on WPSU's initiatives around this topic.

- PA PBS

- GMs of the seven public media stations in PA meet weekly to discuss matters of importance, share updates and strategize on what we are doing and how.
- You can sign up for their monthly newsletter at:
<https://pennsylvaniapbs.org/newsletter/>

- Strategic Plan

- Updated our plan for 2020-2025
- Mission and Vision have not changed
- Three of our four themes have not changed
 - “Content That Matters” has replaced “High Impact Digital and Diverse Content”
- Refined our Objectives and the related action items
- Key performance indicators will be benchmarked and tracked
- Please let us know if you are interested in more information or ways you can help us achieve these plans.

- Financials

- Last fiscal year end (June 30, 2020) results were presented. INCOME was greatly impacted by a \$372,000 from the CARES Act COVID-19 Relief monies. Overall actual net revenue loss was (\$106,177) versus the budgeted (\$423,729).
- This year's budget will be affected by the loss in sports production revenue. Although our conservative estimates show we project a negative net revenue (\$306,881), we are trending in the right direction when compared to past years. We are very fortunate that we do have a robust reserve account that will cover this negative balance.

- Ways to Watch and Listen

- WPSU live stream is now available on both our website and the WPSU app
- Ask Alexa to listen to WPSU FM

- Production

- Large Projects

- Speaking Grief (increased following on social media)
- Geospatial Revolution Phase 2
 - Received starter funding for Phase 2 which will release in July of next year.
- America Amplified
- Vision 2020 student reporting project
- Breaking News opt-in service
- StateImpact – topics surrounding energy in our state
- Digital Initiative – short videos weekly for Facebook, YouTube and on our website.
- Creative Services - live streaming virtual events and website development
- Community Engagement and Education –

- Learning at Home initiative with PA PBS has been increased to five hours per day. <https://wpsu.psu.edu/learningathome/>
 - Hosted webinars for educators
 - World Kitchen community engagement <https://wpsu.psu.edu/digital/worldkitchen/>
 - Monster Bash – 2-hour event online on Halloween
 - Virtual Conn Dinner and auction will be held February 6, 2021.
- Development
 - TV Fall Fundraising Drive
 - Income \$47,092
 - All Active Members: 4,298; Sustaining Members 922
 - FM Fall Fundraising Drive
 - Income \$150,705 (goal of \$145,000)
 - All Active Members: 2,349; Sustaining Members 834
 - Major & Planned Giving:
 - \$1,000,000 gift: Dr. Keiko Miwa Ross WPSU Production Studio naming
 - \$133,000 bequest: Endowment for the Future of WPSU-FM
 - \$25,000 gift: David Lawrence and Sarah Ann DeLullo, Jr. Endowment for WPSU-TV
 - Business Support
 - \$174,401 in commitments through October (34% of goal) – on target, no in-person visits
 - \$50,000 commitment: Everett Cash Mutual (Weather World)
 - \$10,000 commitment: VanZandt VA Medical Center (TV underwriting)
 - \$7,500 gift: Allied Milk Producers (Learning at Home)
 - \$5,000 additional gift: PSEA for Learning At Home (total of \$10,000 for fiscal year)
 - \$5,200 gift: NASA PA Space Grant Consortium to fund “Star Date” – increase of \$2,400
- Last Meeting Feedback
 - August 11 meeting feedback from two board members
 - Liked most: the wealth of information, updates on production, and the interaction
 - Liked least: not in person, information is too quick (post on portal)
 - See more of: more about innovated project successes in communities, follow up discussions on what board members present at the end of the agenda
 - Suggested changes: nothing, send presentations beforehand
 - Other comments/suggestions: appears to be a disconnect with academic professions particularly in the College of Education and not having more involvement with our WPSU programming. Confused about the sub committees, particularly Community Engagement (is it marketing?)
 - Recent programming feedback: wonderful, listening to more classical music during trying times, looking forward to balanced election coverage.
 - Comments on portal: not at this time, please post PowerPoint presentations
- APTS Summit Conference
 - We have three open slots if board members are interested in attending the American Public Television Summit virtual conference. The conference takes place February 22-23 virtually. For more information visit:

<https://apts.org/events/public-media-summit> or let Carolyn know you're interested.

VP Remarks:

- Financials – when Isabel took over as GM was the same year Tracey became VP and we had a budget deficit of \$1.1M and the next year (\$800,000), to be where it is now is quite extraordinary and the financial acumen of Isabel will help us get to our goal of break even. Tracey feels confident that we will get there if we continue to increase revenue and decrease expenses as we have for the past three years.
- College of Education – how do we build a stronger relationship? We have a new Dean and we are building a wonderful relationship with her and her colleagues, one of which has expertise in providing greater access to students in rural communities which is our viewing area. We are working with her to possibly building out a K-12 strategy lead for all of Outreach to bring all of this together.
- Thanksgiving is coming, thanks to Steven Carpenter for joining our board, thanks to Ilona for your nine years of great work and talent while representing Huntingdon and thank you, all of the board members for contributing your time and talents to our mission.
- When PBS came here and did a focus group with both the Presidents Council and WPSU it was led by Juan Sepulveda. Juan has just been named to the Biden Transition Team so we have a PBS expert and friend on the transition team.
- We have been able to serve the community, serve the educators and the university as a whole. The Secretary of Education, Noe Ortega, is now on the board of trustees and Tracey was able to discuss WPSU's role in the future of the educational portfolio of PA.
- Tracey recently presented to the Board of Trustees' Outreach Development and Community Relations subcommittee they ways in which WPSU has pushed the creative and innovative boundaries to serve university with virtual commencements, town hall meetings, focus groups, social justice round tables and bringing in evidence-based content into meaningful learning as we face COVID-19.
- I am very grateful to this team and the board for your service. We couldn't do it without you!

Convening a Conversation around Race, Diversity, Inclusivity and Equity at WPSU

- Discussion facilitated by Diversity, Equity, Inclusion facilitator – Dr. Peggy Lorah, Assistant Vice President for Student Affairs, Diversity, and Inclusion at Penn State
 - Discussion based on the attached handout “Social Identities”

Committee Break Out Sessions

- Community Outreach – Laura Miller
- Education – Toni Irvin & Tamra Fatemi
- Membership/Business Support– Rob Butler, Jessica Peters & Don Bedell
- Government Relations – Carolyn Donaldson

Committee Report Outs – see attached committee reports

Board Sharing from your community

John Pozza – Writer's Block Party established a non-profit called Watershed Books publishing and literary center. Site on Main Street in Brookville for anyone interested in writing or being

published. We sell books to help sustain the center. John is surveying within his IU to see what resources teachers are using from our Learning At Home and what their feedback is on it.

John Lacny – (to Dr. Lorah) What resources do you recommend (books, websites, etc.) should people go to who want to learn more about this issue of Diversity and Inclusion? *Stamped From The Beginning* is a powerful book by Ibram X. Kendi. *Caste* by Isabel Wilkerson is also good. Jill Lepore is a wonderful author who has published several books in the last year or two from a historical perspective. John is anxiously awaiting another Isabel Wilkerson book *The Warmth of Other Suns*. He has also enjoyed Kendi's *How To Be An Antiracist*.

Amy Frank – loved the book *Stamped* and *How To Be An Antiracist* is her next book. Looking forward to pull some more diverse local artisans here and in outlying areas.

Kelly Hastings – her community has gone to remote learning again due to staff issues with COVID-19. Cases are rising at alarming rates. Enjoyed the breakout discussion and ideas and hoping that her community has the opportunity to embrace these discussion ideas post-pandemic.

Sara Songer – some virtual event ideas: recently, the Center of Geriatric Nursing Excellence thru the College of Nursing worked with the chef who teaches the culinary program at State High to create an OLLI pop up event on how to cook for the holidays. CGNE partners with GIN Geriatric Information Network and these groups have an already established network of interested audiences for programs that WPSU should consider tapping in to. Loved that we did ethnic cooking and feels that our efforts must be to make each individual say “that’s my public media station and that’s where I go for information and events”.

Gary Miller – not much to report.

Steven Carpenter – thanks for being such a welcoming group. Enjoyed today’s conversations and the key topic discussions. Hope to strengthen the relations with the College of Arts and Architecture. If you see a book on my bookshelf that you would like to borrow, just let me know.

Jen Judd – Omni Bedford Springs is full to capacity every weekend. Love that we are incorporating more food events into our virtual line up. Southern Alleghenies Museum of Art in Bedford opened both a local (regional) female artists collection and an all-female gallery collection. Come a visit (and you may recognize one of the local artisans)!

Jennifer Neely – some exciting things in Blair County are the new Altoona High School where form meets function. Jen is hearing positive feedback about WPSU's programming such as her in-laws, who always have PBS tuned into documentaries, other shows providing historical context to current events and the ways that contributes to the knowledge base in the community. Her daughter loves PBS programming and is constantly sharing what she is learning from them. Thinks NPR radio hosts should moderate all political debates in the future because they know how to interview people and how to push for real answers keep people to their talking points!

Tim Asinger – met recently with Rob, Don and Jessica (Business Development) to discuss some local opportunities for philanthropy and support of WPSU. Tim also gave them some names for

future board candidates. Programming thoughts – the broader the programming the more folks we attract. Univ of Pitt Bradford is having conversations and discussing initiatives regarding the Town to Gown concept. Socializing the students in the community via internships and volunteerism. Perhaps we do some sort of recognition program for companies and non-profits providing volunteer opportunities. This would encourage other companies to do so and perhaps members of the community would also volunteer. This concept might also help WPSU, more engagement and more socializing could help the cause.

Sherry DelGrosso – would love a tour of the new school in Altoona, especially the STEM aspect of learning. Opened free outdoor COVID testing at the Convention Center. Schools are in different forms of virtual and in-person. Please mask, wash your hands and remain socially distant over the holidays.

Kate Bennett Truitt – Kate Bennett Truitt noted how lonely many seniors are during the pandemic, acknowledging what she sees at Foxdale and the Village. She suggested providing a WPSU schedule to senior shut-ins through the Meals on Wheels distribution and/or at Senior facilities.

Melinda Stearns – In the last few weeks, her “community” has focused on the Performing Arts Center. We are hiring the new Executive Director at Eisenhower Auditorium and we have amazing candidates. We hope that in the future, we can expand WPSU's relationship with the Center. The Center's council is focusing on advocacy, social media and diversity and inclusion. We hope our Center will hold discussions much like ours today and open them to the public. The more we discuss diversity, the better we can serve our community.

Kevin Mead – could not unmute but relayed to Carolyn that all is well in Warren.

Greg Petersen – Charlie Brown holiday specials will air on PBS exclusively (a one time only showing).

Meeting Closing and Adjournment

- A motion was made (John Lacny) and seconded (Gary Miller) to adjourn the meeting.
 - The motion passed unanimously.

Next meeting

- Tuesday, February 16, 2021 via Zoom – 9am to noon

SOCIAL IDENTITIES, PRIVILEGE, AND OPPRESSION

Social Identity/System Of Oppression	Privilege Status	Oppression Status
Race	White	Person of Color
Disability/Ableism	Able-bodied	Physical, Cognitive, Mental Health
Gender/Sexism	Men, Cisgender	Women, Trans, Nonbinary, Genderqueer
Sexual Orientation	Heterosexual	LGBTQ+, Polyamorous, Asexual
Religion	Christian	Muslim, Jewish, Hindu, Buddhist
Social Class	Middle Class, Upper Class	Working Class, Poor
Age	Young, Middle-aged Adults	Children, Adolescents, Older Adults

**from Singh (2019), The Racial Healing Handbook*

Notes from the Development Committee break-out session on 11/18/20

The focus of our conversation was how we can best network and engage with diverse communities in our fundraising efforts. We began by sharing the work that Jessica and Michele have done to recruit new pledge hosts for FM and TV from underrepresented communities. It was also noted we've made a change to the pledge form to include the title Mx.

Comments/suggestions offered by Committee members:

seek to carry our expanded diversity of on-air hosts through to social media and live events

network with diverse colleagues within Outreach and Online Education to expand our networks

we were asked if Don and his team ever get push-back or objections about our efforts to bring more diverse voices on the air within this region that is not very diverse. Don shared that we do occasionally get called "too liberal." We agreed we need to develop answers to those objections that make sense and ensure that our staff are familiar with them.

it was suggested that PBS Kids programming is an opportunity for businesses to support WPSU if they feel our news programming is too liberal

someone from the stations could follow up with diverse interviewees (from Take Note, eg) to expand our networks

community calendar was mentioned as an opportunity to promote local/regional activities of potential interest to diverse audiences

there is a huge disinformation environment that helps the label of "too liberal" to gain traction - recommended "Network Propaganda" - free on Kindle

submitted by Rob Butler

Education Subcommittee

November 18, 2020

- John started the discussion with a question about classifications – what is working class and how that is defined? By type of labor?
 - People can identify with a group they were previously affiliated with. Ex – grew up poor
- Kate B. shared an example of a conversation with her grandmother.
- Kate T. noted that education is key.
- Kelly H. mentioned that we should be educating the educators. It's difficult to relearn history and we should be prepared for push back.
- Peggy noted that it's often a matter of who holds the power and that power allows them the privilege to decide what to share about history; to have a narrow view of history. Ex. Civil Rights movement
- Tamra referenced the book "Lies my Teachers Told Me." PBS is often considered liberal by some areas.
- Karen – when we speak in terms of 'us' and 'them', it limits opportunities. "Othering" people. If you couple that with education, it's hard to get ahead.
- Peggy – we need to do this work with understanding, respect and humility. Use terms like, "I used to think that way and then I learned this... and now I feel this way."
- Tamra noted that we often think we are in a bubble of acceptance at the university but it's not really true.
- Toni asked about ideas to educate teachers or provide professional development opportunities.
 - John noted that we should add information to our Educators portal on the website.
 - Karen mentioned that scripts for Sesame Street are developed at Harvard. Could we reach out to see if any of these experts could come here to teach these principles? Train the trainer approach.
 - John mentioned the resources at the Fred Rogers Center.
 - Cheraine noted that PBS Learning Media is an untapped resource. We should be doing more in this space.
 - John is surveying his IU to determine what resources they are using and what they would like to see more of.
 - Tamra noted that we are struggling to get the word out to teachers. We would love to increase participation at our events and webinars.

Government Relations Committee – DEI Actionable Steps

November 18, 2020

Greg Petersen, Gary Miller, Carolyn Donaldson

1. Conduct an inventory of state and federal elected officials in the WPSU service area to identify committees and leadership positions these elected officials are serving on; research and create a plan for engagement with elected officials utilizing these connections to federal and local public media programming need.
2. Identify any “Champions of Public Media and WPSU” that exist surrounding possible DEI programming and community engagement initiatives.
3. STATE – Engage with departments and agencies to identify what they see as issues and accompanying programs that may exist or are planned - correlate these to WPSU Strategic Plan in the goal of focusing on being a bigger part of the “global economy” in order for the communities WPSU serves to become better informed through programming and local content identifying the economic and cultural bridges that may exist and breaking down some of the barriers through education and engagement with national and local programming ideas.
4. FEDERAL – With the new Administration in place in 2021, what new opportunities may exist for new programming and funding opportunities surrounding DEI initiatives internally at WPSU and externally with the communities that WPSU serves.