



**WPSU Board of Representatives Meeting Notes**  
**Tuesday, February 16, 2021**  
**Via Zoom Conference**

**Board Members Present:**

Kate Bennett Truitt  
Steve Carpenter  
Sherry DelGrosso  
Joie Escuadro  
Amy Frank  
Kelly Hastings  
Matilda Illuzzi  
Jennifer Judd  
John Lacny  
Kevin Mead

Gary Miller  
Joseph Nairn  
Jennifer Neely  
Greg Petersen  
John Pozza  
Rhonda Seaton  
Sara Songer  
Melinda Stearns  
Donnan Stoicovy  
Melody Tisinger

**Staff Members Present:**

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

Mindy McMahon  
Laura Miller  
Chrissy Moyer  
Deyo Olorunnisola  
Jessica Peters  
Isabel Reinert  
Cheraine Stanford  
Tom Wilson

**Welcome**

Greg Petersen called the meeting to order and reviewed the agenda.

- Approval of May meeting minutes
  - A motion was made (Gary Miller) and seconded (Joe Nairn) to approve the November 18, 2020 meeting notes as presented.
  - The motion passed unanimously.
- Approval of Emeritus Board Member
  - A motion was made (John Lacny) and seconded (Rhonda Seaton) to give Ilona Ballreich emeritus board status.
  - The motion passed unanimously.
- Welcome New Board Members
  - Isabel introduced three new board members:
    - Joie Escuadro – Joie is from Huntingdon, recently a faculty member at Juniata College and now works in the finance department at a local church.
    - Melody Tisinger – Melody is from the Johnstown area, Director of Development at the [Bottle Works](#) an arts organization in the area.
    - Anthony Olorunnisola – Anthony lives in State College and is an Associate Dean for Graduate School in the College of Communications

## GM Remarks

- Isabel thanked the board for meeting virtually today. We are still taking new board member recommendations so see Carolyn if you have anyone in mind you would like to refer.
- It's been truly amazing how much work we have accomplished in the last couple of months, in addition to keeping our core television and radio broadcasts up and running we have:
  - Initiated the replacement of our TV transmitter by receiving 14 pallets of materials last week at the Clearfield Tower site.
  - Continue to support virtual events throughout the university
  - Sustained our radio reporting efforts
  - Released a new digital short video every week
  - Continued our local production work (Take Note, Digging Deeper, Conversation Live and Our Town)
  - Sustained and enhanced our education efforts with the PA Department of Education and our sister PA-PBS stations to reach students and teachers that are negatively impacted by our current learning at home environment.
- Good News
  - Virtual Connoisseur's Dinner Event
    - 312 bidders registered for the 100 auction items donated by local businesses
      - 64 winners raised \$19,390
    - 180 registrants for the virtual Chef's Table held Friday, January 19, 2021
      - Chef's from two local businesses gave brief facility tours and cooked a menu that could then be ordered the day of the virtual Conn Dinner and enjoyed during the event held Saturday, February 6, 2021.
      - Each restaurant sold 85 of their meals with a \$15 donation to WPSU for each meal sold.
    - 75 registrants for Virtual event hosted by Carolyn Donaldson, Rob Butler, Greg Petersen and Jessica Peters who were all live as we played videos from past chefs, entertainers, volunteers and guests as well as a highlight reel and sneak peak of next year's guest, PBS chef Julie Taboulie (Lebanese Kitchen)
    - 58 attendees donated generously, met and exceeded a \$5,000 challenge grant sponsored by Peter and Ann Tombrose and raised \$18,240 in straight donations to benefit television operations.
    - Thanks to Don Bedell and his Business Support team for bringing in \$16,000 from local business who sponsored the event.
    - In summary, the event brought in over \$55,000 to support TV operations at WPSU. We started this fiscal year with \$0 expectation since we thought we would have to cancel the event however thanks to a large group of our employees who re-created this event and worked hard to make it happen virtually on a very short time table, it was a success!
  - Awards / Recognitions
    - NETA Nomination for "Science-U Parent Inspiration PSA" in Marketing Promotions
    - NETA Pre-conference session for "Speaking Grief: Overcoming Social Distancing to Offer Meaningful Outreach & Engagement"

- Housekeeping Items
  - Staffing Updates – last fall we reduced staff when 9 people working in our sports production team transferred to Athletics.
  - Last quarter we hired a new videographer/editor for our creative services team
  - This quarter we will hire a new position to WPSU called Education Program Manager. This position will be funded by the PA Dept of Education GEERS grant that we received and will be filled by Sarah Hamilton starting March 1. Sarah comes to us from the Pittsburgh Cultural Trust where she is an education manager.
  - We are currently in the interview process to fill the Project Development Manager position formerly held by Elaine Brzycki who retired in December 2020. This position leads our efforts to match our production ideas with potential fund raisers and helps to project manage all of our funded projects on an annual basis.
  - On our WPSU Board we do have a retirement to announce today, Joseph Nairn of Warren will be leaving PA to enjoy his retirement in New York. Thank you for your service on this board since 2018, Joe.
  - Reintroduce Topic Talks to board meetings – a board member has 3-5 minutes, with or without visuals, to discuss something from your professional or personal point of view that you think could benefit us at WPSU in some way. You get to choose the topic. We would like to do two at each of our upcoming meetings followed by a brief 20-minute discussion on the topics presented. We will be sending out a guidelines sheet to you following this meeting. See Carolyn or Chrissy for more information or to schedule your Topic Talk.
- Diversity, Equity, and Inclusion Update
  - Following our guest speaker at our last meeting and as we begin to focus on this unit goal, we pledge to track, and where needed, improve DEI in the following three areas:
    - programming and events
    - staff, volunteers, and board members
    - more voices being heard in our local and regional programming
  - We have done a baseline measure of how diverse WPSU is currently so we can track progress. We have updated our Diversity Statement which is required by the CPB for funding. We have held conversations with Outreach to integrate our plans with other units across Outreach. We required 8 hours of diversity education in each WPSU staff member goals this year. We made staff aware of all the opportunities to increase their awareness and knowledge in this area with book clubs, screenings, event, and speakers.
  - With our goal to increase these DEI efforts across all our platforms, we will remain vigilant in these efforts in the months and years to come and we plan to keep our board apprised of our progress.
- Financial Report as of December 31, 2020
  - Income:
    - Increase in CSG/State funding due to \$372,000 in CARES Act funding
    - Production income is on target but lower than 19/20 due to loss of Athletics work
    - Development Income will likely come in slightly less than anticipated due to COVID-19 impact on businesses

- Other income remains lower than anticipated as our tower lease has not yet been finalized therefore, we are not receiving rental payments from the US Air Force as planned.
  - Overall Income is about \$350,000 more than budgeted.
- Expense:
  - Personnel slightly higher than budget due to hiring the Education Program Manager
  - Production expenses have been slightly less costly than anticipated as they are virtual therefore no travel or direct expenses like that.
  - Operational costs have been held steady by delaying some equipment purchases.
  - Overall Expense is approximately on target with budget.
- Net Income expected to be positive \$76,868. The first positive Net Income in a few years. We are very happy to present this forecasted budget. We hope this is sustainable and are expanding looking at opportunities for more education funding for example. We are looking for long term viability in all areas.
- Strategic Planning Update
  - Final version of the 2020-2025 plan **is attached** and has the four major themes:
    - Community Connections and Engagement
    - Financial Fitness
    - Content That Matters
    - Creative, Collaborative Culture
  - On the subthemes and action items, we are now working on getting baseline data on key performance indicators from which we can track our progress and impact of our work.
  - We are wrapping up the Lead Thinking Group where staff from across our organization explored our digital presence. They compared us to others in the industry and made recommendations on how to improve our presence to meet our audience where they want to consume their media. Eventually we hope to be able to monetize such presence. At present we are just beginning to review their recommendations and analyze the data presented.
  - Culture Survey Results (29 of 67 employees responded):
    - How do you perceive the morale at WPSU? 3.4 out of 5
    - Are you able to manage your workload effectively? 3.7 out of 5
    - What is the relationship you share with your supervisor or manager? 4.3
    - Do you think your opinion matters to your team? 4.0
    - Do you feel that the organization cares about you? 3.7
  - Using survey feedback to improve some areas using tools like Virtual Escape Rooms to bring employees together and improve teamwork and connectivity and communication.
  - We plan to send this survey out quarterly to measure progress and hopefully improve our creative and collaborative culture.
- PA PBS Update
  - I hope you all got the chance to sign up for the PA PBS Newsletter online.
  - This collaborative of all 7 PA PBS stations has implemented the datacasting infrastructure on which we send out (electronically over our airways) educational materials to students who do not have high speed internet in their homes to

receive their assignments and supporting documentation. We have not yet received the information from the IUs but we are ready to send it once it's received.

- Developing a platform to pull together educational resources from any and all sources to package for this datacasting and for other efforts as well.
- Latest installment of <https://battlingopioids.org/> Battling Opioids project was shared out last month. This is the series that was recently honored by the Public Media Association for integrated marketing campaign at last month's NETA Conference.
- Our next project will be centered on workforce development topics.
- Education, Outreach and Large Project Highlights
  - Raspberry Pi - hardware distributed IUs so students could receive custom lessons from teachers
  - World Kitchen - new online cooking demonstrations featuring local cooks
  - Learning At Home – webinars for Educators who can receive Act 48 credits
  - Speaking Grief – children's grief launched, panel discussions 6,000+ Instagram followers, 4,400 Facebook followers, 53,000 visitors to the website.
    - We are seeking funding for a second phase of Speaking Grief
    - We are exploring developing an app called "Follow the Nudge"
- Last Meeting's Feedback
  - 6 responses, thank you!
  - All future board meetings will be held on Tuesdays
  - Programming Highlights will continue to be sent out in advance of the meetings.

#### **VP Remarks:**

- Speaking to a group on donors this evening on the topic of inclusion and belonging. I plan to focus my talk around Sesame Street and open with some stories about that event.
- Special thanks to Joseph Nairn for his service on this board and to all board members for serving. Welcome to the three new board members.
- In the 26 years she has worked in Outreach Tracey doesn't think the leadership team and this board has ever been stronger. We are central to the core of this university's mission in a way that we have never been. This pandemic has amplified how important and essential we are as a public media organization.
- Kudos to Conn Dinner team and making this event work including you board members who supported it and the event as a whole.
- Our devoted supporters such as Keiko Miwa Ross (who donated the funding for the new transmitter and the sponsorship of the WPSU Studio) show us how vital we are to our community.
- WPSU is one of several Outreach units that Tracey oversees and this K-12 initiative has been prevalent so we are hiring a K-12 strategist, [Amanda Smith](#) who will start March 1. Amanda has experience working with the PA Secretary of Education. She along with Sarah Hamilton (WPSU) and Justin Aglio ([Readiness Institute](#)), Emma Hance and Lloyd Cleveland in Pittsburgh ([Penn State Center CITY Program](#)). I feel that we have put together an all-star team and once they are put together allow them collectively to come up with a strategy for Pennsylvania in the K-12 space. Tracey feels with the support of our College of Education Dean and other colleagues, we can make a big impact in this area.

- This is black history month, Cheraine and her team did this several years ago, be sure to watch [Holding History: The Collection of Charles L. Blockson](#). A well-done piece that you can find online. Tonight I will be telling the group to tune in to [The Black Church, This is Our Story, This is Our Song](#). Introduction to this program is by Henry Louis Gates, Jr. Who helped WPSU win a few Emmy awards along with Penn State's Nina Jablonski for "[Finding Your Roots, The Seedlings](#)". Dr. Barron, who has deep roots in the south and whose family worked closely with the Dr. Martin Luther King family is excited to tune in.

**Board Portal Review** – Carolyn reviewed how to access our one-stop for board members to access when they are thinking of WPSU. Visit at [www.psu.edu](http://www.psu.edu), scroll to bottom of screen and click on BOARD PORTAL in the black menu area. Password: welovewpsupennstate. You can find meeting information, notes, links, Nooz and other helpful documents and links.

**Committee Break Out Sessions** – Theme: With 2021 underway, the pandemic is hopefully coming to an abatement. What can WPSU, as a Public Media entity, do to help the communities we serve transition to what is going to happen next?

**Committee Report Outs** – [see attached committee reports](#)

- Education – Toni Irvin
  - as a result of the pandemic, remote learning is here to stay
  - importance of professional development for teachers at this time
  - broadband continues to be an issue in remote communities
  - How can WPSU help? Shine some light on:
    - resource inequity
    - diversity and social justice
    - mental health support, social-emotional well being
  - Workforce development for students preparing to enter workforce
- Community Outreach – Laura Miller
  - Use word 'engagement' vs 'outreach'
  - Centre County Reads – An Evening with Deirdre Mask, Author of *The Address Book* will happen March 23 virtually, perhaps tie that in with our screening of Coded Bias
  - Consider making one of the WPSU web page carousel photos that of community engagement that would link to a Community Engagement web page listing all the opportunities to interact with WPSU in your communities.
  - Conn Dinner – what to do next year? A virtual component to include the public that won't attend the live dinner. Dimension of the kitchen set that needs replaced (ask others who have a mobile chef set) for ideas.
  - Arm the board with prewritten emails that they can customize and send out to their own communities.
  - The education team and the community outreach groups will meet weekly for the next few months to determine how to get the word out into our communities.
- Membership/Business Support– Rob Butler
  - Did roundtable introductions to benefit our new board member Melody and identified our connections to one another and that was really nice.
  - We changed the theme question slightly to how will OUR WORK, in development, change moving forward, following the pandemic.

- Maybe do a community survey to identify their greatest needs and do some fundraising around that
- Some discussion around special events that local organizations would normally hold in the spring and summer but are planning to move to fall.
- Business Support Team discussion must meet with people virtually however the board and staff should feel free to drop into businesses that support the station and say thank you!
- Strive to emphasize to the community how we, WPSU, are meeting the needs of those in our community (e.g., Learning At Home initiative).
- Show donors the IMPACT they are making in the community by supporting WPSU. Laura suggests that Business Support reps review the Community Impact report with their clients and donors to show them the impact work we are doing.
- Government Relations – Carolyn Donaldson and Greg Petersen
  - State and federal fund pre and post pandemic
    - State level – meeting with Senator Corman’s budget director – want to share our story and how we have impacted communities that they serve and along with PA PBS and the need for continued funding
    - Federal funding meetings (3 next week via APTS summit) asking for continued CPB funding from the three congressmen and two senators for consideration
    - [Protect My Public Media](#) - Public media’s grass roots effort where you sign up and get alerts on federal funding news. At times, they reach out to you ask you to contact your representative and ask for support on certain initiatives. We also advocate to bring broadband access to rural residents.
    - This may be a good programming opportunity to reach out for private funding to benefit communities in need. There have been stories done about rural cooperatives that have successfully brought broadband to their communities.

## Staff Reports

- Community Outreach and Education (see presentation attached)
  - Learning at Home Initiatives – Toni Irvin, Kate Berardi, Tamra Fatemi
    - Sharing PBS Learning Media & WPSU recourses
      - PBS LM resources linked to broadcast schedule 10-3 M-F
      - Monthly Webinar Series
      - Weekly Educator Newsletter
    - Creating content for use in the classroom
      - Humphrey Fellow Country Presentations
      - Virtual Field Trips
      - Career Readiness Web Series
    - Assembling Grab & Go Bags
      - Stress Helper bags, STEM Bags, Kindergarten Readiness Bags
      - 7,000 bags to be delivered through IU partners, and other Early Childhood partners assembled and distributed by Skills of Central, PA
    - Planning Virtual Summer Camps including an 8-week EXPLORE camp, 4-week geocaching camp
    - Work with PSU & Community Partners; considering broadcast option
- Development – Rob Butler, Jessica Peters, Don Bedell



- Don Bedell – Business Support Update
  - Team is doing well with \$366,000 in commitments to WPSU which is 68% of our goal for this fiscal year.
  - Strawberry Fields and Good Day Café - \$15,000
  - PA State Ed Assoc \$5,000 to LAH – additional \$5,000
  - Rockwell Foundation \$12,500 to fund Weather World close captioning
  - McQuaide Blasko Attorneys at Law - \$22,000
  - Mt Nittany Health - \$14,000 for first quarter
  - First Affiliated Insurance - \$11,820
  - Black History Month – secured two underwriters for programming this month.
  - TV Underwriting has had positive growth as well as new digital opportunities including our website e-newsletter and our FM streaming support with over \$21,000 in support so far this year
  - Increase in commitments over \$10,000, over 10 of this size at present
  - Added Joel Watkins to our team to help support funding from within Penn State and has secured over \$10,000 from departments and organizations including Thon which is the first time they have secured a campaign with WPSU to support their event.
  - Next area of focus is production underwriting. Lori Smeigh will be focusing on foundations and organizations
  - \$16,000 secured for Conn Dinner – McQuaide Blasko, Encompass Health, DelGrosso Foods and Stocker Suburu
- Jessica – Membership Update
  - Meet the Membership Team, reviewed staff names, titles, and job functions
  - Total Membership as of 2/15/21 TV at 4,816, FM at 2,436 both up from 2020.
  - Goal of 40% sustaining memberships – as of 2/15/21 TV is at 21% and FM is at 36%. The program started in August of 2018 and has steadily increased.
  - Having our best fiscal year to date since 2018.
    - Passport is a driver as people have been home
  - See additional Membership Activities in **the attached presentation.**
  - PBS NewsHour Challenge – will put some verbiage in portal for board members to share in their communities.
- Government Relations – Carolyn Donaldson
  - APTS Summit Preview – 10 staff and board members attending the Summit. Greg, Gary, Matilda, John, Vince, Isabel and Carolyn
  - State Legislative meetings update

### **Board Sharing from your community**

John Lacny – based on both Jessica and Isabel's reports, WPSU seems to be doing well. His area has been big supporters of the station. The strategic planning process has helped to keep us on track even through the pandemic. I am proud to be a part of this group.

Steve Carpenter – updates for the College of Arts and Architecture, as the students return to in person instruction. Working on plans A, B & C for fall instruction. Virtually programming, some of which was produced by WPSU (thank you Tom Wilson). New director of Centre for



Performing Arts with Sita Frederick. We are thrilled she will be taking over. The Palmer Museum is open on the timed ticket request system.

Gary Miller – Hearts in the Highland and online story about his neighborhood. Recently a young Penn State student wrote the history of the neighborhood. This idea of doing something about the history of their neighborhood might be a good idea to parallel the Our Town series.

Sherry DelGrosso – Blair County is taking a look at vaccine stations and involvement in the community. Focused on creativity, support one another, and find the funds to do the great work that we do.

Joie Escuadro – from Huntingdon – public schools have been vaccinated. Not at the college yet but the hospital has developed an on-call list so if they have extra doses, the faculty can get vaccine. Schools still doing hybrid instruction. Juniata will be celebrating its 150 anniversary and 200 years at her church.

Sara Songer – COVID numbers are high in the central counties. Other areas won't come here, can we be proactive in getting people back visiting our areas? From a business perspective, what's the expectation when people to back to work? Childcare, new pet care, open spaces to interact, private offices, etc. These are things we should be talking about. We could make a central web site for all the various programs at PSU (OLLI, Centre for the Performing Arts, Alumni Office) this would help with calendar planning. Programming suggestion regarding Census and what does it effect. Jerrymandering comes to mind.

Greg Petersen – CENSUS is delayed until September 1. Got vaccinated through Geisinger, had to go to Lewistown. They seem to have a good handle on the process.

Jennifer Neely – Altoona is just getting students back into their new building. Blair and Huntingdon counties have not yet vaccinated teachers (programming idea). PSU is actively involved in the [PA School Study Council](#) which is offering more professional development and educational credits. Penn Mont, Montessori school is celebrating their 60<sup>th</sup> anniversary next month.

Jen Judd – Dog Daycares are booming and there will be a big need when folks return to work. Four school districts in county returning to in person next week. Educators in Bedford have been vaccinated through the smaller pharmacies. Downtown Bedford Chocolate Walk. Instead of having one large event, they are doing every Saturday for a month with limited ticket sales. Gets the whole community involved. Bedford's sesquicentennial will be recognized March 9 and there will be local events throughout the summer to celebrate 250 years. Your Safe Haven (local victim advocacy group) and similar groups could be good programming focus especially since people have had to quarantine at home.

Melinda Stearns – advisor for Happy Valley Launch Box to help people start up new businesses. Six different teams looking to start businesses at present. It could make a good story and especially a good story through COVID!

Donnan Stoicovy – Friends School has been in person with the exception of a few students with health issues. Planning a modified summer camp and hopefully teachers will be vaccinated by then. Eager to see our virtual field trips.

Kelly Hastings – our schools are back in person full time this week. Limited vaccine distribution in Clinton County. Seniors are priority in facilities and over 85 years old.

Joe Nairn – thank you for the opportunity to serve on this board. Retiring to New York and full time grandfather hood. The college continues to grow, 120% above where we were last year and are heavily into the regional accreditation for Title IV funding. Emphasis on workforce development is a great focus for WPSU and Learning At Home. It's imperative to focus on less than 4-year degree opportunities in the area.

Melody Tisinger – [BottleWorks](#) is open in Cambria County. Looking into the programming we are presenting is safe and meets current needs. Kids have screen exhaustion so our small group arts academy is important. Mindfulness as a theme was well received by youth in our programs. That could make interesting programming.

Kate Bennett Truitt – spending more time at home and feels more connected with her Austin Texas community as they have the same amount of snow on the ground as we do! Concerned that many non-profits won't make it. Will some organizations join together as a result...that might make a good study? Astounding and wonderful how well WPSU has done this past year. Staff has risen to the occasions.

Matilda Illuzzi – schools have only had a few brief closures. Vaccines are coming through for educators but mostly at the smaller pharmacies. Very readily available to over and under 65 years of age. DuBois has a Launch Box as well then covid hit. She will report more at the next meeting. People want to talk about their COVID experiences, could be good programming. The true isolation could be a focus.

Amy Frank – focused in Downtown State College and small local businesses that have suffered from COVID pandemic. This is good programming – how they overcame and adapted in various ways. Art walk was a success and they are planning another in April and May. A downtown Takeout Trail scavenger hunt to benefit downtown food and beverage businesses.

John Pozza – many places to get vaccinated in Brookville. We have a very active watershed journal (publishing and literary center) for authors and writers' professional development. Publish a quarterly journey. Active cross-country skier and have been organizing groups to get outside safely and socially active.

### **Meeting Closing and Adjournment**

- A motion was made (Matilda Illuzzi) and seconded (Donnan Stoicovy) to adjourn the meeting.
  - The motion passed unanimously.

### **Next meeting**

- Tuesday, May 18, 2021 at The Penn Stater (9am-3pm) or via Zoom (9am-noon)

# 2020-2025 Strategic Plan

OCTOBER 2020

## 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.

### Community Connections and Engagement

- ▶ Foster sustainable connections with the communities we serve.
- ▶ Expand/grow new audience segments.
- ▶ Collaborate to build a statewide Pennsylvania PBS presence.

### Financial Fitness

- ▶ Maximize revenue from individual giving.
- ▶ Maximize revenue from businesses, private foundations, and government/public grants.
- ▶ Attain financial stability.

### Content That Matters

- ▶ Distribute educational, informative, and entertaining content to WPSU's audience that is relevant and valued, that is timely, and accessible across platforms.
- ▶ Create original WPSU content that is inclusive and welcoming to our entire diverse audience which encompasses age, race, geographic location, and community need.
- ▶ Begin with the end in mind.
- ▶ Use technology effectively and efficiently in service to the goals of the station.

### Creative, Collaborative Culture

- ▶ Nurture the creative spirit.
- ▶ Provide a healthy, safe and inclusive environment for all employees.
- ▶ Foster goodwill within Penn State, Outreach, and our community.



## **Board Meeting – Education Subcommittee**

**February 16, 2021**

Staff – Toni Irvin, Tamra Fatemi, Kate Berardi

Board Members: Donnan Stoicovy, John Pozza, Joe Nairn, Kelly Hastings, Kate Bennett, Deyo Olorunnisola

**THEME: With 2021 underway, the pandemic is hopefully coming to an abatement. What can WPSU, as a Public Media entity, do to help the communities we serve transition to what is going to happen next?**

John Pozza – Riverview IU6; Brookville SD – strong feeling that when pandemic subsides, remote learning is here to stay; encouraged by new hire and commitment to education; foster more opportunity to utilize remote learning; only dedicated 1 snow day – will continue next year; remote learning days can occur even with snow days; expertise that we can provide and services that we can provide to SD for remote and in person instruction

Joe Nairn – model is media-based instruction in real time; students are not strong at asynchronous learning; need time and place to participate in class; many teachers not ready for this; professional development to help teachers learn how to use this modality; also help students learn how to use the technology to learn; major broadband issues across PA; ending up giving students hot spots so they could participate in class; WPSU could be good resource

Kelly Hastings – 3 themes in post pandemic world -1) resource inequity: children who already had limited resources, things have only gotten worse – what tutoring support do students need 2) diversity and social justice – what kinds of things are we going to be prepared for to talk to students about this; provide resources to teachers 3) mental health support; students are isolated; needs are unknown

Joe Nairn – mental health critical aspect; on board about opioid crisis; all elements are there for crisis development; domestic violence and substance abuse; social issues accompany the pandemic

Donnan Stoicovy – trauma experienced during this pandemic; social and emotional well-being of teachers and students

Kate Berardi – made good connection with Cen Clear and LICC – sent out survey about what PD they want to see; within one day; 96 responses in 24 hours; majority of topics of interest were SEL

- Fred Rogers Center – Simple Interaction
- Dr. Henward – Difficult conversations with Young Children; Media and Young Children
- Jana Marie – Talking with Young Adults about Grief
- Kate Berardi – Empathy webinar

Joe Nairn – equity and inclusion; rural communities don't have access to resources; serve a lot of rural, poor students

Kate Bennett – working with company who publishes test prep; trying to incorporate SEL into test prep content

Joe Nairn – workforce development important; partner that PASHI institutes; other kinds of training

- Training commercial truck drivers

**WPSU BOARD MEETING - Government Relations Committee – 2.16.21. Submitted - Carolyn Donaldson**

**Federal NEWS**

- APTS VIRTUAL SUMMIT Feb. 22-23 ATTENDEES
  1. Greg Petersen
  2. Gary Miller
  3. Matilda Illuzzi
  4. Vince Mannino
  5. John Pozza
  6. Jennifer Neely
  7. Jeff Hughes
  8. Cheraine Stanford
  9. Jessica Peters
  10. Toni Irvin (for Isabel Reinert) Alternate
  11. Carolyn Donaldson
- Virtual meetings with Elected Officials – Penn State Lobbyist John Latini working on meeting times - held up due to Voting schedule - Feb. 24-26 - Greg P, Gary M, Carolyn D, Matilda I. and Vince M – if available
  1. Congressman John Joyce
  2. Congressman Fred Keller
  3. Congressman Glenn (GT) Thompson

**State NEWS**

- Meeting with Senator Jake Corman's office - Budget Director – Anna Fitzsimmons - 2.18.21 10 am - Carolyn, Greg and Gary
- Coordinated effort by PA PBS and Cozen O'Connor for March/April/May Virtual visits

**ADDITIONAL MATERIALS**

Article about PA Funding budget 2021-22

[https://current.org/2021/02/proposal-in-pennsylvania-to-zero-out-pubcasting-funds-is-a-starting-point-say-station-leaders/?wallit\\_nosession=1](https://current.org/2021/02/proposal-in-pennsylvania-to-zero-out-pubcasting-funds-is-a-starting-point-say-station-leaders/?wallit_nosession=1)

2/16/21

Attending: Rob, Don, Jessica, Mindy, Spencer, Rhonda, Jen, Amy, Melinda, Melody, John

1. Welcoming Melody to the Development Committee!
2. Topic: What can we do to help the communities we serve as we transition past the pandemic?
  - a. How might our work of Development adapt as we serve our audiences post-pandemic
    - i. Will there be donors who still don't want to meet?
  - b. Rhonda: Should survey to find out where the greatest need is
    - i. There will be huge gaps that are going to be bigger now
    - ii. Determine the greatest area of gaps and most need is
    - iii. Could do fundraising around those areas
      1. Or programming designed to lift up those communities
  - c. Amy: Are Development staff meeting with donors over Zoom?
    - i. Rob—yes through Zoom and phone calls depending on how comfortable the donors are
    - ii. All Development are under restrictions to not meet in person
    - iii. Business Support has actually grown
    - iv. Spencer—meetings he has been in have said the earliest in-person donor meetings will likely not be until the fall, and then it will be a hybrid model of Zoom and in-person
    - v. Melody—special events for The Bottleworks moved towards the end of the year
    - vi. Melinda—CPA is sending their board an interview with Dr. Fauci on how to safely have events again/timelines
    - vii. Jen—go and support local businesses, not as an ask for support for WPSU but just to support those businesses
      1. Grier is pretty locked down, but still doing family tours. People are still opting to do the in-person tours, which was surprising
      2. Pennmont Academy had to give up their gala last year, but are planning to do an in-person event in April
  - d. John: Transit industry has gone from 30% to 60% ridership
    - i. What are we going to find when we emerge from this “electronic bunker”?
    - ii. Are we “ready” for “ready”
  - e. Rob: University will let us know when we can meet again and when Development staff can return to the office
    - i. But we've done well in a virtual environment
    - ii. Imagine that there will be a balance for people who want to meet in person, and for those who are still interested in meeting on Zoom or the phone
    - iii. Amy: Sit on a few other boards, and the overall sentiment is that there's so much need
      1. For WPSU what are we doing that serves the community's immediate needs right now – such as Learning At Home
      2. Rhonda: What can we do to thank our donors who have been steadfast?
        - a. Is there a video gift/audio gift to thank those donors?
          - i. “We couldn't have done it without you”

Laura presented a list of ways the public and WPSU can engage. Will distribute to committee this week.

Sherry suggested WPSU have one of the website carousel spots devoted to community engagement. Laura suggested WPSU create a community engagement landing page based on document above.

Talked about planning the engagement and education work group to decide on plan to invite people from various communities to join the engagement efforts. Toni and Laua will be sending meeting invitation.

Stephen suggested we use the word engagement more than outreach when talking about connections with community.

Sara suggested WPSU might do something to engage with Centre County Reads selection "The Address" kicking off March 23.

Sara shared two ideas for 2022 Conn Dinner weekend: make it in-person and virtual. And how can we get Conn Dinner meals to people who want to view from home.

Laura brought up WPSU needs a new cooking set and will send out kitchen diagram to committee and board overall. Could be for media trade or donation.

Sherry recommended we might talk to past Conn Dinner chefs to ask their advice on a mobile kitchen set.

Sara offered Olivia Weinstein from OLLI as someone who used to do video cooking demos before moving to State College.

Jenn asked if WPSU could create prewritten emails that can be customized by board member and sent to their contacts.

Laura will send engagement and education committees the service area and hub PowerPoint before work group convenes.



- Sharing PBS Learning Media & WPSU resources
  - PBS LM resources linked to broadcast schedule from 10 am – 3 pm, M-F
  - Monthly Webinar Series
  - Weekly Educator Newsletter
- Creating content for Use in Classroom
  - Humphrey Fellows Country Presentations (9 countries)
  - Virtual Field Trips (WPSU, Recycling Center, Fort Roberdeau, Shaver's Creek)
  - Career Readiness Web Series
- Assembling Grab & Go Bags
  - Stress Helper Bags, STEM Bags, Kindergarten Readiness Bags
  - 7000 bags; delivered through IU partners; assembled by Skills of Central PA
- Planning Virtual Summer Camps
  - 8-week EXPLORE Camp; 4-week Geocaching Camp
  - Work with PSU & Community Partners; Considering broadcast option



# Membership Update

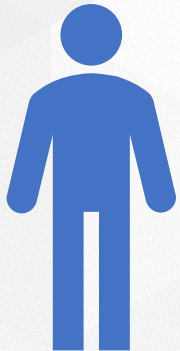


## Meet the Membership Team



### Jessica Peters

- Director of Individual Giving
- Manages strategy for individual annual donors
  - On-air drives, direct mail, telemarketing, crowdfunding
- Assists with major & planned gifts



### Michele Chernega

- Donor Services Coordinator
- Responsible for premium fulfillment
- Manages volunteers
- Stewardship activities



### Jo Ann Sengle

- Manages data flow between AWA and MemSys
- Handles discrepancies in donor records



### Jennifer Bryan

- Gift entry for membership gifts sent to WPSU



## Total Membership as of 2/15/21

### TV

All Active Members	Sustainers	2020	Difference
4,816	1,015	4,184	+632

Sustainers = 21% of active file

2019 Sustainers = 725 (17% of file)

### FM

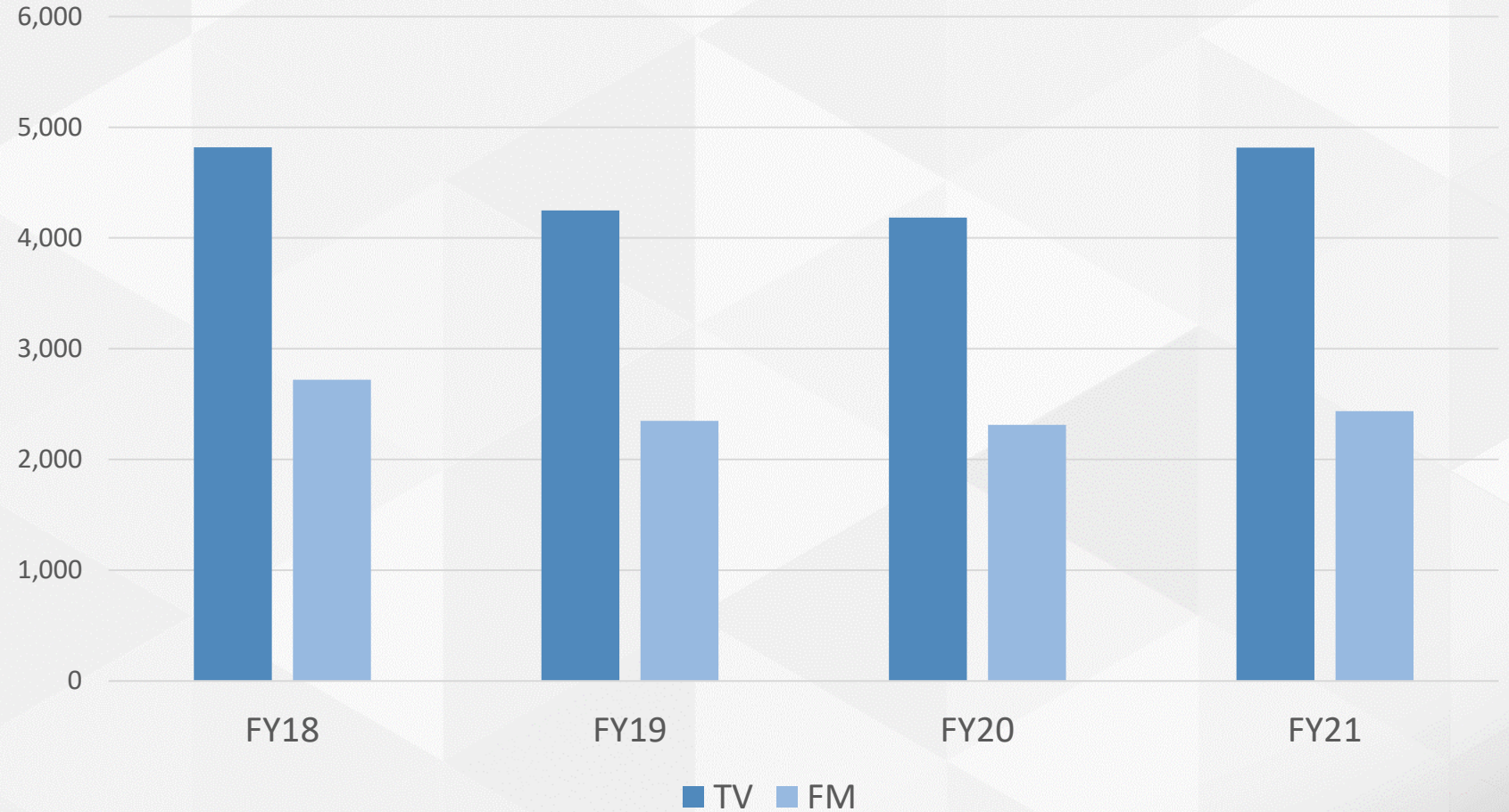
All Active Members	Sustainers	2020	Difference
2,436	868	2,312	+124

Sustainers = 36% of active file

2019 Sustainers = 593 (26% of file)

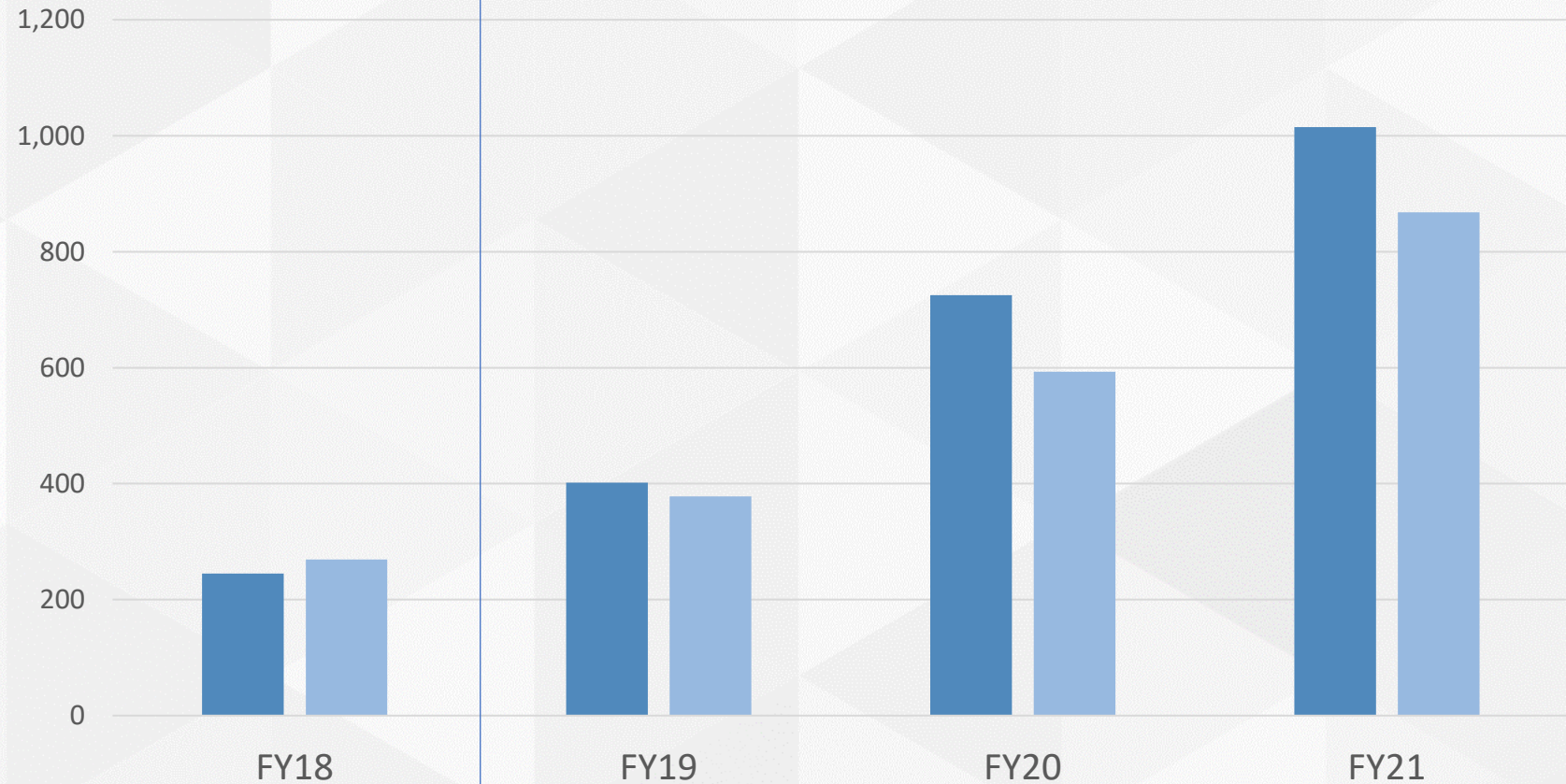


## Total Active Donors





## Total Monthly Sustainers

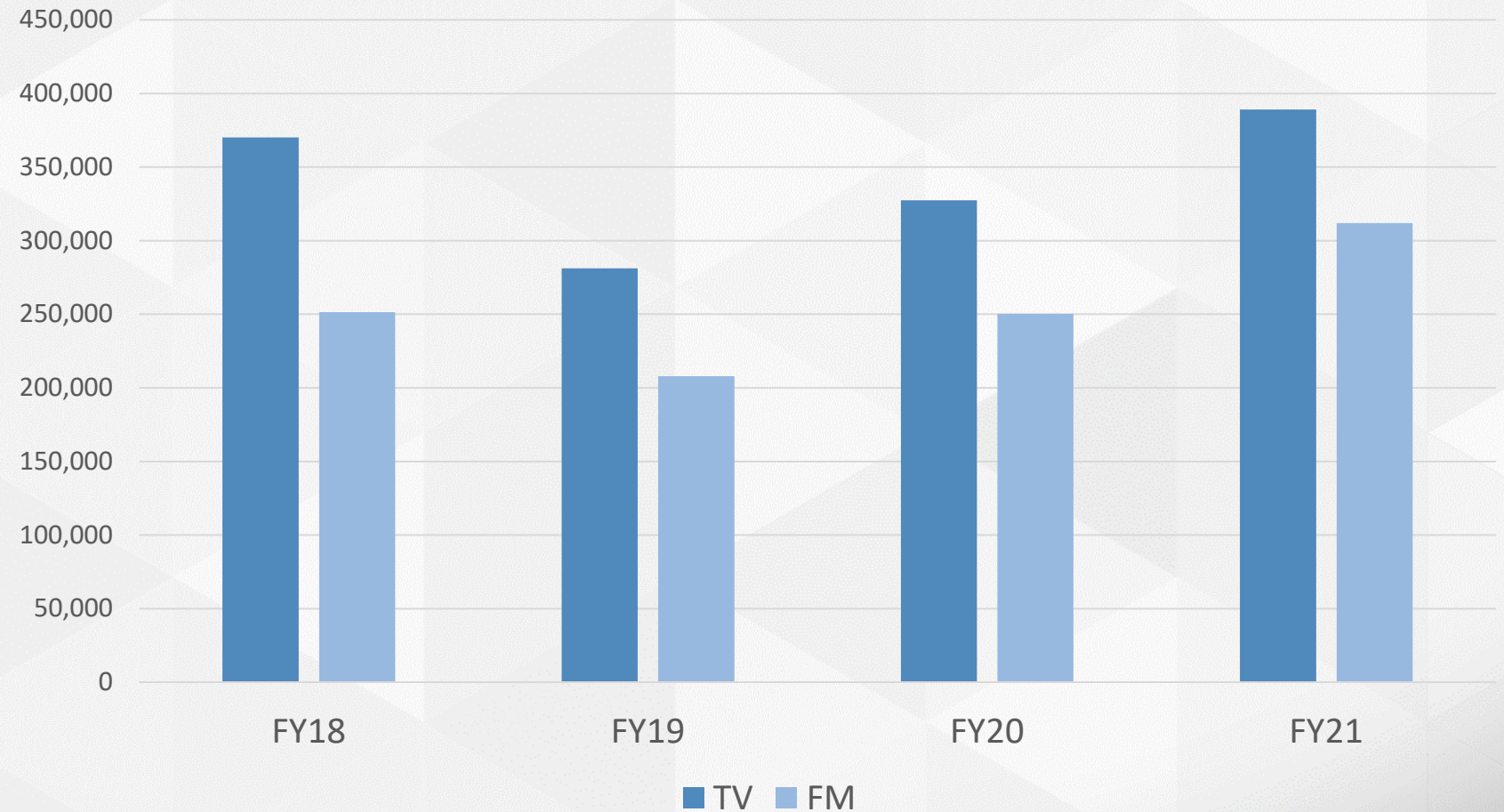


\*Credit Card Sustaining Program began

■ TV ■ FM



## Total Dollars Raised (FY to date)





## December TV Drive – Final Results

GIFTS	DOLLARS	PHONE	WEB	SUSTAINERS	PREMIUMS
529	\$ 61,252.00	239	298	68	276

Top Shows (single airing)	
1. Our Town Moshannon Valley (12/10)	\$ 8,179.00
2. Midsomer Murders (12/3)	\$ 3,440.00
3. Country Music #107 (12/12)	\$ 1,948.00
4. Josh Groban: An Evening of Harmony (12/1)**	\$ 1,320.00
5. Stevie Nicks: 24 Karat Gold Tour (12/5)**	\$ 1,080.00

Top Shows (all airings)	
1. Our Town Moshannon Valley	\$ 8,179.00
2. Country Music	\$ 6,087.00
3. Midsomer Murders	\$ 3,440.00
4. NewsHour	\$ 2,204.00
5. Escape to the Chateau	\$ 1,754.00

Low Performing Shows	
1. Suze Orman's Ultimate Retirement Guide	\$ -
2. Peter Bence: Around the World**	\$ 60.00
3. What to Eat When with Dr. Michael Roizen & Dr. Michael Curpain**	\$ 60.00
4. Classic Albums: John Lennon - Plastic Ono Band**	\$ 120.00
5. Pasquale Esposito: Il Tempo**	\$ 120.00

\*\*New pledge show from PBS

2019 vs. 2020			
		Donors	Dollars
2019 Final Numbers		339	\$ 36,656.00
2020 Final Numbers		529	\$ 61,252.00



## Additional Membership Activities



### Direct Mail

- Monthly renewals
- Additional Gift & Lapsed Donor campaigns



### Vehicle Donation Program

- FY20: 46 donors, \$16,123.57 raised
- FY21: 60 donors, \$35,977.50 raised (to date)



### Connoisseur's Dinner Virtual Event

- Tombros Challenge
  - \$13,240 raised from 56 donors
  - Average gift: \$236



### Major Gifts

- Health Minute funding for 2021
- Keystone Society 2020



**Goal: \$5,000**

## February 15-26

**wpsu.org/newshourchallenge**

[← Home](#)

Let's Grow State

JESSICA PETERS

## WPSU-TV NewsHour Challenge

100% of goal reached

**\$675** of \$5,000 Goal

5 Donors

Ends In 10 Days on Fri, Feb 26th



[Donate Now](#)

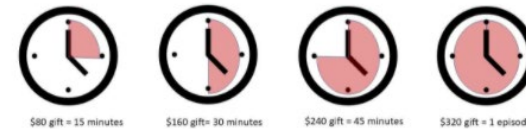
[Share](#)

The PBS NewsHour is highly respected institution on public television and an important part of the service that public broadcasting provides. For more than 40 years, the NewsHour has been the home for unparalleled reporting and critical analysis of the issues that shape our communities, country, and world. From the standard set by Jim Lehrer's rules of journalism, to the steady leadership of managing editor Judy Woodruff, to the cultivation of the next generation of reporters through the Gwen Ifill Fellowship, the legacy of the NewsHour is that of a beacon of integrity and truth. The PBS NewsHour is, simply, one of the most trusted news programs on television.

Journalism of this caliber is expensive. For WPSU-TV, it costs approximately \$320 per episode to air the NewsHour. Over the course of a year, that adds up to more than \$80,000, which is covered in part by 7-minute pledge breaks in the NewsHour during our on-air fundraising campaigns. WPSU's goal around NewsHour for the upcoming March drive is \$5,000 to ensure we stay on track to meet the cost of the programming for the year.

But we understand the value of uninterrupted news, so we are offering a way for you to help us to meet this goal before the drive begins, eliminating the need for these breaks over the course of the March campaign.

Before the start of WPSU-TV's March on-air drive on February 26th, we are challenging our viewers to raise the \$5,000 needed to meet our NewsHour fundraising goal. If viewers are able to meet that goal by February 26th, WPSU will not interrupt the NewsHour for fundraising breaks during the March drive.



## How Your Support Can Help

As an added incentive, a group of WPSU-TV donors has agreed to create a challenge fund that will match donations 2-for-1, up to a total of \$2,500. So, your \$40 gift becomes a \$60 gift, your \$50 becomes \$75, or your \$100 becomes a \$150 gift to support the NewsHour on WPSU-TV.

Thank you for joining us as a donor to the NewsHour challenge and ensuring the future of news and public affairs programming on WPSU-TV.

