



**WPSU Board of Representatives Meeting Notes**  
**Tuesday, May 18, 2021**  
**Via Zoom Conference**

**Board Members Present:**

Tim Asinger  
Kate Bennett Truitt  
Steve Carpenter  
Sherry DelGrosso  
Joie Escuadro  
Amy Frank  
Kelly Hastings  
Matilda Illuzzi  
Jennifer Judd

John Lacny  
Vince Mannino  
Gary Miller  
Jennifer Neely  
Greg Petersen  
Rhonda Seaton  
Sara Songer  
Melinda Stearns  
Donnan Stoicovy

**Staff Members Present:**

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

Spencer Lewis  
Mindy McMahan  
Laura Miller  
Chrissy Moyer  
Deyo Olorunnisola  
Isabel Reinert  
Cheraine Stanford  
Tom Wilson

**Welcome**

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

- Approval of February meeting minutes
  - A motion was made (Melinda Stearns) and seconded (Kate Truitt) to approve the February 16, 2021, meeting notes as presented.
  - The motion passed unanimously.

**VP Remarks by Tracey Huston:**

- Tracey recognized Michael and Sherry DelGrosso as recipients of the 2021 Fischer Award of Distinction at Penn State. This is the highest honor given in Outreach and/or Online Education
- The award recognized friends, donors, alumni, or volunteers who have distinguished themselves through extraordinary service to advance the land grant mission at Penn State. The recipients have made significant contributions through their work, volunteer efforts or their financial support to Penn State Outreach and/or Online Education and have achieved great distinction and success in their professional endeavors or have made significant contributions in their field of work and/or humanity or have been recognized by their peers or others.
- Thank you, Michael and Sherry, for joining our meeting today to receive this award.

**GM Remarks by Isabel Reinert:**

- Good News
  - We have moved the August meeting to August 10 via Zoom as the University Return to Work date of August 16 falls after our meeting dates. We do hope to meet in person, at The Penn Stater in November.
  - Awards/Recognitions
    - PBS selected “Speaking Grief: Overcoming Social Distancing to Offer Meaningful Outreach & Engagement” as a special session at their Annual Meeting coming up this week.
    - America Amplified
      - Best continuing coverage in the 2021 Professional Keystone Media Awards for the series, “The 2020 election through the eyes of PA voters.”
      - Regional Edward R. Murrow award in the News Series category for the series
- Administrative Items
  - Employee Comings and Goings
    - Judson Mantz, long-time edit technician, retired this month. We will hire a videographer/editor to fill his role and aid with video technician skills now needed at the station.
    - Welcome Sarah Hamilton, our new Education Program Manager. Sarah came to us from the Pittsburgh Cultural Trust where she led early childhood initiatives. Her first day with WPSU was March 1, 2021. Sarah rounds out our newly named Education and Engagement Team which is led by Toni Irvin.
    - Welcome Holly Lowe, our Project Development Manager, replacing Elaine Brzycki who retired in December 2020. Holly was most recently the Assistant Director of Foundation Relations here at Penn State and before that she was Assistant Director of Philanthropy at Kettering University. Holly will be responsible for identifying, planning, and funding public media and engagement projects that align with the mission of WPSU, Outreach and the University. Holly’s first day was March 24, 2021.
    - Upcoming job postings for Financial Coordinator and Digital Media Lead as well as three summer radio interns.
      - We hope to find endowment funds to help pay these students as the days of unpaid internships are over.
  - Board Member Updates
    - Board member Vince Mannino will resign from our board to move to Charleston, South Carolina. Thank you for your service to our board!
    - We are now at 21 of 24 board positions filled and are looking to fill those final seats in the coming months. Suggestions are welcome.
  - Return to Work Planning
    - Penn State is planning to return most student facing organizations to campus by the end of August 2021.
    - WPSU will devise a return-to-work plan that gives each manager the flexibility to consider their employees preferences, client needs and any space reconfigurations and by the next time we meet, we will have a comprehensive plan in place following all CDC and University guidelines.
- Financial Update

- Public Media received 175 million dollars in the latest federal COVID-19 bill (American Rescue Plan). WPSU will be receiving \$774,000 of these restricted funds sometime in the next fiscal year.
- WPSU expects a net revenue for the fiscal year 2020-21 as well as the fiscal year 2021-22.
- A full report will be presented at the August meeting.
- Strategic Planning Updates
  - In the area of Diversity, Equity and Inclusion, we are working closely with Karen Armstrong, Outreach's Director of Inclusion, Equity and Diversity, and developed a culturally sensitive assessment covering a vast array of identities such as ability, gender, age, race, and sexual orientation for community feedback. We are trying to collect some of this demographic information from anyone that works with us to ensure we are serving all our audiences as best we can.
    - The survey is available for broad use, for multiple purposes (program planning, audience feedback, and statewide community outreach. Participation is voluntary.
  - WPSU is serving on the Outreach Analytics team, collecting data and key performance indicators to feed into Outreach's goals and objectives as well as tracking measurable data to ensure WPSU's goals and objectives are being met.
  - WPSU Culture Survey results were shared with our employees along with how management plans to use these results and how employees can contribute.
    - We plan to send the survey out again sometime in June as another checkpoint to see how we are doing on our Creative and Collaborative Culture goals.
  - As a result of our lead thinking group regarding Digital Presence, we decided to create and fill a Digital Lead position at WPSU to lead these efforts which are critical (along with Passport) in our online success. We hope to increase our digital presence to meet our listeners and viewer media consumption needs and to continue to be effective in our fundraising efforts.
- PA PBS Update
  - We are offering a joint board meeting with the other six PA PBS stations on June 8, 2021, at 2pm with guest speaker PBS President Paula Kerger.
  - Geisinger will be sponsoring an upcoming joint project on the topic of Mental Health.
- Work for Hire, Digital and Radio Highlights
  - Isabel shared a partial list of Penn State work for hire that WPSU completed. We typically complete 200-250 of these projects per year which brings in revenue to the station but also creates WPSU name recognition throughout the university.
  - Digital Initiative (begin with the end in mind) – when we approach a project, we want to integrate platforms so we can reach our fans wherever they consume their media.
  - Since October 2018, WPSU has produced 149 short form videos for YouTube and Facebook (42 created this fiscal year). That's about one per week. They have been viewed 3.6 million times. We have over 34,000 subscribers, 800 of which subscribed in the last month or so.
  - Digital shorts cover a wide variety of topics such as COVID-19, wildlife, gardening, politics, hauntings, goose day and more.

- World Kitchen is very popular attracting over 4,000 pageviews in January through March.
- WPSU-FM has a few awards to share, PA Association of Broadcasters (PAB) award for “This Rag-Tag Group of DIYers Has an Answer for Rural Pa.’s Internet Problem” and for “First-Person Account of COVID-19: Centre County Man Shares His Story”.
- Our Democracy Works podcast has also won a CASE award.
- In the past three months, our radio group has produced 47 COVID related stories, 13 Health Minute episodes, 12 episodes of Take Note, 10 episodes of Democracy Works, 6 Bookmark reviews, 4 Performance at Penn State music episodes, State Impact PA contributions and 8 episodes of a story called Pandemic – Year One which has already racked up 2,800 page visits.
- Last Meeting’s Feedback
  - 2 board members responded, thank you.
    - What did you like most?
      - Super-organized, didn’t have to cancel due to weather due to Zoom technology.
    - What did you like least?
      - Because we use Zoom the meetings are not as personal. Breakout session wasn’t long enough.
    - Recent Programming Feedback
      - Excited about the Black Church program.
  - Please complete a survey for today that will be sent to you shortly.

FLASHTALKS (watch video recording on Board Portal for these flash talks)

- **Tim Asinger – Bradford, McKean County** - *The need for more trades in the world*
- **Jennifer Judd – Bedford, Bedford County** - *How women leaders in the military experienced diversity and inclusion.*

### **Committee Meetings in Breakout Rooms**

THEME: During this pandemic, we have tried new ways to do our work and live. Utilizing these new behaviors, technologies, and new ways of doing business, how can WPSU help the communities we serve in terms of Community Outreach, Programming, Events and Content?

- Education – Toni Irvin
- Community Outreach – Laura Miller
- Membership, Development & Bus. Support - Rob Butler
- Government Relations – Greg Petersen and Carolyn Donaldson

### **Committee Share out (see attached committee reports)**

### **Staff Reports**

- Community Outreach and Education – Toni Irvin and Sarah Hamilton
  - Learning at Home Initiatives. Using GEERs funding July 2020 through September 2021. \$1.4 million
    - Both Datacasting and Learning at home components
    - See attached GEERs presentation
    - Educator Trainings

- Grab and Go Bags (partnering with Skills of Central PA)
  - STEM/Remake Learning Days
  - Kindergarten Readiness
- Virtual Field Trips
- Humphrey Fellow Videos & Conversations
- Virtual Summer Camps
- Community Outreach Initiatives – Laura Miller
  - How board meetings can share WPSU information with your communities.
    - Member Insider newsletter with WPSU Program Guide link
      - Plan to create a similar newsletter just for this board to share
      - To do, to watch, to listen, Passport, new videos posted to YouTube channel
      - It would be great if you can share this newsletter with your contacts.
    - New Passport landing page
    - Visit WPSU’s home page at [www.wpsu.org](http://www.wpsu.org)
  - Note – Board portal has a new USERNAME: **board** and PASSWORD: **welovewpsupennstate**

### **Any additional Board Sharing from your community**

Vince Mannino – this is Vince’s last board meeting. Happy to be involved with WPSU and will continue to support you from Charleston, South Carolina. Will continue to donate auction items for the Conn Dinner.

Kate Bennett Truitt – thank everyone at WPSU who supported Mohammad (WPSU intern) and his piece featuring her mother. Recognizing an older person in the community meant a lot. Looking forward to learning about Brookville soon.

Rhonda Seaton – Looking forward to getting back to work in the office and with this board. Events and gatherings in our local community are starting back up and this is hopeful. Congrats to WPSU staff for the great work they are doing. Keep it up!

Melinda Stearns – thank you for the great programming (The Investment was well done). Because of her involvement in Happy Valley LaunchBox, she sees these young entrepreneurs and these types of efforts are outstanding. Melinda will be stepping off the Performing Arts board after 7 years and is excited for the future of WPSU and Performing Arts. Especially as the new Director has a focus on youth.

Jenn Judd – Bedford has a lot going on. Farmer’s market starts up this week. County Fair and Fall Foliage will happen. No longer must wear gloves in the restaurant. Bedford Museum is hosting Indian Eve exhibit.

Amy Frank – Downtown State College Reimagination of Calder Way with colored lighting, art exhibits and closing the alley to truck traffic. Music will also be featured along with children’s games. This starts June 4.

Steve Carpenter – enjoying the conversations and work that this group is doing. Melinda, thank you for your service on the CPA Board, we will miss you. CPA's new director, Sita Frederick, community engagement and outreach is her focus so Carolyn, feel free to reach out to either Steve or Sita or both. Follow CPA programming through social media. The Palmer Museum current has an exhibition called Field Language. Planning for fall in-person which is taking up quite a bit of time. PSU B of T approved the new Palmer with August 27 groundbreaking and completion should happen in 2023.

Joie Escudro – 2026 celebrations for Juniata College's 150<sup>th</sup> and her church's 200<sup>th</sup> anniversary. Huntingdon is experiencing a lot of road closures and traffic. Her daughter is heading off to college in August.

Tim Asinger – glad to do today's flash talk. Lots of trade groups in his area, doing a lot of virtual training. Lots of great tourism spots to visit in Bradford (both indoor and out). Univ of Pitt at Bradford has lots going on, come visit and reach out to him if you want a tour.

Matilda Illuzzi – Dubois embracing unmasking. Fields are very active with hosting Little League World Series, Community Days moving forward, LaunchBox program will be proceeding and helping get some businesses started. Loved Tim and Jenn's flash talks with focus on trades and reeducating these great career opportunities.

Sara Songer – sent out a challenge to this group, would like all the groups she is affiliated with to come up with department of continuing education that is coordinated with one calendar listing all available events. All groups can be attending virtually if not at home in our region. Help older folks with technology, consider folks who do not participate in social media. **Isabel will update the University wide calendar initiative as she hears more.**

Sherry DelGrosso – Blair County received a \$1.4 million hospitality recovery program which should benefit that industry in our county. "First Frontier", part of ABCD Corp, is seeing some revitalization programs making a difference in downtown Altoona. Penn Highlands Community College is doing a nice job with workforce development. Penn State Altoona's Health and Wellness Center just received accreditation for their Ambulatory Health Center. PSU Altoona LaunchBox set to reopen at the end of the month and DelGrosso Park is slated to open on Memorial Day weekend. DelGrosso Foods is expanding and bringing 50 new jobs to the area. Tyrone Hospital has partnered with Penn Highlands which is bringing good services to their area. Blair County Chamber is raising money for United Way Covid response funds. Bellwood School District Meyers Elementary School will receive an award for a 45-minute documentary on The Modern Classroom Project. Yoga on the beach at Canoe Creek State Park is happening this summer as well!

Kelly Hastings - Concerns center on the consolidation of Lock Haven University with other state universities in that area is a major source of discussion. COVID cases are down, and vaccination rates are up. Talking about opening the area for summer events. Thanks to all of you for all that you do! Loves to volunteer at WPSU and everyone is so kind and gracious.

Jennifer Neely – Several Grier student riders (and horses) won some national championships for equestrian events. We have teams in all three disciplines which was exciting. We will not have summer camps so this will be a very different summer for us here at the school. Graduation will be in person this weekend. Altoona SD is getting set to hold in person events.

Penn Mont 60<sup>th</sup> anniversary event is being planned and some overnight trips are being planned and held. Excited to hear about the Cheryl Price Endowment at WPSU as she was the counselor Grier School for a few years and she was excited when Jennifer reached out to thank her. Excited to hear that TV and radio are promoting each other's programs. We have done 67 livestreamed or recorded production which is a positive that came from COVID.

Gary Miller – excited for the expansion in a new location for the Palmer Museum of Art which should really expand the collections seen by the public. Harold Altman's daughter is in town developing a film about his career in this area (possible collaboration). P.J. O'Connell's productions are now available on YouTube.

Donnan Stoicovy – amazed at what WPSU has been able to do during COVID with Learning at Home and is excited to try Passport. Very few COVID cases at Friends School. She is retiring this year and plans to travel and reward herself and is thrilled. She is still planning to remain on this board.

John Lacny – congrats to Kristin and Tim Asinger for The Bradford Area Chamber of Commerce Community & Spirit Award. Wants to give a shout out to the Clearfield County Commissioners as they sent out a postcard on how to get vaccinated emphasizing it's how to get us all back to work and open our local economy. Each gave a personal story to help encourage vaccinations. They did a great job at keeping locals informed during the pandemic. The best medicine was GOOD INFORMATION during this time. Recommends Michael Lewis "The Premonition" book which talks about the heroes of public service.

### **Meeting Closing and Adjournment**

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

### **Next meeting**

- Tuesday, August 10, 2021 at via Zoom 9am – noon