



WPSU Board of Representatives Meeting Notes
Tuesday, August 10, 2021
Via Zoom Conference

Board Members Present:

Kate Bennett Truitt
Steve Carpenter
Joie Escuadro
Kelly Hastings
Matilda Illuzzi
Jennifer Judd
John Lacny

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

Staff Members Present:

Don Bedell
Rob Butler
Carolyn Donaldson
Tamra Fatemi
Sarah Hamilton
Diane Herr
Jeff Hughes
Tracey Huston
Toni Irvin

Rosanne Keiper
Spencer Lewis
Mindy McMahan
Laura Miller
Chrissy Moyer
Jessica Peters
Emily Reddy
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 (Gary Miller) and seconded (Rhonda Seaton) to approve the May 18, 2021, meeting notes as presented.
 - The motion passed unanimously.

GM Remarks by Isabel Reinert:

- Good News
 - PA Association of Broadcasters Outstanding TV Documentary:
 - Speaking Grief (Lindsey Whistle Fenton)
 - Engagement Scholarship Consortium
 - Speaking Grief App
 - Emmy nominations – 5 nominations
 - Speaking Grief (3)
 - Polly's Story
 - Humin Focus, Episode 3
 - Public Media Journalist Association – use of sound

- First Night State College Ukulele Class (Anne Dannahy)
- Administrative Items
 - New Employee introduction - Rosanne Keiper, Finance Assistant
 - Videographer/editors
 - Interns
 - Looking for more board members
 - Return to work plan
- Financial Update
 - Budgeted for a deficit but ended with a positive net income for FY21.
 - Awarded some grants and rescue plan funding
 - Production was up from projected
 - Overall production underwriting was down slightly
 - Budget for FY22 will be presented at the November meeting
- Strategic Planning Update
 - Second culture survey sent out to staff
 - Collecting data to measure progress on all aspects of the strategic plan
 - Year in Review
 - Production – typically do approx. 250 per year
 - Performances
 - Livestreams
 - Commencements
 - Conferences
 - Coursework
 - Safety Protocols
 - Town Halls
 - Websites
 - Fall 2021 Review for TV, Radio, Digital Initiatives, Education, Events, and Membership
- Reviewed May 10th Meeting Feedback

VP Remarks by Tracey Huston:

- Thank you for being here and time and expertise
- Applaud WPSU staff – a lot to navigate this year
- Positive budget and great service to PSU
- Emmy nominations, especially meaningful this year during pandemic
- Sad about Patrick Smith
- Outreach Highlights
 - Arboretum is now part of Outreach portfolio
 - Commencing search for new director
 - Great to work with Steve Carpenter and his team
 - Pittsburgh high school seniors wrapped up Future Ready Summer program funded by the Heinz Foundation
 - Rich Fitzgerald spoke about the work PSU has done there
 - Career Readiness is the buzz word, WQED is doing a feature program on this
 - Broke Development record from 2001 with top receipts in our history
 - Host of National Engagement Consortium
 - Bringing public media into that conversation
 - Have been planning this conference for over a decade

- 100 drop in per day 200 on weekends at Shaver's Creek
- OLLI is online and running
- Nittany AI Expo in September
- National Autism Conf 1,700 participants
- Tenn State Univ partnership hosting faculty members graduate student exchange program
- Reviewed our readiness curriculum for us for inclusivity

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

- John Pozza – *Writing and publishing your own book.*
- Kate Bennett Truitt – *Curating friendships with younger people.*

GUEST SPEAKER

- Ron Hetrick, President and CEO, WITF
 - Ron reviewed datacasting, Your Learning Neighborhood (formerly Learning at Home), Pennsylvania PBS and PA Department of Education and all the intersections
 - See Ron's presentation in the board portal

Committee Meetings in Breakout Rooms

THEME: Let's take stock in where WPSU is and where we want to be especially in relationship with our outside partners (i.e. - state agencies, community outreach, businesses, foundations, and other entities) through the lens of each of our Board committees.

- Education – Toni Irvin and Sarah Hamilton
- Community Outreach – Tamra Fatemi (w/Diane Herr)
- Membership, Development & Bus. Support - Rob Butler, Jessica Peters & Don Bedell
- Government Relations – Greg Petersen and Carolyn Donaldson

Committee Share out (see attached committee reports)

Staff Reports

- Plans for Radio reporting and production as part of new strategic plan – Cheraine Stanford and Emily Reddy
 - RADIO NEWS MISSION STATEMENT
 - Our stories will thoroughly, accurately, and fairly report on issues and events that are important to residents in our listening area. We will create a mix of short and long, in-depth news stories on a variety of issues and events throughout central Pennsylvania. Through our work, we will help create citizens who are informed about the world and communities they live in. We will make ourselves indispensable to listeners because of the quality of the news we deliver to them.
 - GOALS
 - Deliver relevant news that helps our community make better civic and life decisions.

- Reach out to the public and engage them on multiple platforms through partnering and sharing stories at the state and national levels, on social media and through attractive online layouts.
- Provide a valuable resource for the university community.
- PLAN
 - Assign reporters county “beats”: Check local news publications, websites and social media in those counties weekly, and build relationships with key officials and community members Example: America Amplified
 - Reach out to WPSU “super listeners” and those active in the various communities we cover, including WPSU board members, for news tips.
 - Listening sessions with diverse groups.
 - Diversity tracking: age, race, geographic location, PSU affiliation.
 - Reporters must pitch two stories a week that include geographic or racial diversity.
 - Maximize our formal and informal statewide partnerships by continuing to share stories of statewide interest. Ex: StateImpactPA, America Amplified, local news
 - Using social media to promote stories, to find sources and to cultivate discussion around news events and issues.
 - Continue to train the next generation: All paid interns this year. “Community Reporting” class.

Meeting Closing and Adjournment

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

Board sharing

Next meeting

- Tuesday, November 9, 2021 - 9-noon via Zoom

WPSU BOARD MEETING – August 10, 2021

Government Relations Committee NOTES

Submitted 9.20.21 by Carolyn Donaldson

ATTENDEES: Greg Petersen, Matilda Illuzzi, Joie Escuardo

THEME PULLOUTS: Taking stock in where WPSU is and where we want to be especially in relationship with our outside partners (i.e. – State and Federal elected officials, legislator's staffs)

Action Items:

1. Update State and Federal elected officials contact list to reflect 2021-22 committee assignments in relation to WPSU and Pennsylvania PBS funding requests. (Beginning
 - a. State House and Senate Education Committees
 - b. Federal House and Senate Education Committees
 - c. State House and Senate Aging and Youth Committees
 - d. Federal House and Senate Aging and Youth Committees
 - e. State House and Senate Appropriations Committees
 - f. Federal House and Senate Appropriations Committees
 - g. State House and Senate Communications and Technology Committees
 - h. Federal House and Senate Communications and Technology Committees
 - i. State House and Senate Community, Economic and Recreational Development Committees
 - j. Federal House and Senate Community, Economic and Recreational Development Committees
 - k. State House and Senate Health Committees
 - l. Federal House and Senate Health Committees
 - m. Federal Labor and Industry (tied to CPB funding)
2. Plan quarterly visits and bi-monthly outreach to state leadership elected officials
3. Plan yearly visit and quarterly outreach to 3 congressmen and 2 senators
4. Protect Our Public Media – grassroots organization – build relationship with stakeholders and promote cause through WPSU public media channels
5. Recruit additional WPSU Board members to Government Relations committee

August 10, 2021

Break out session – Education

Toni, Sarah, Gary, Kelly, Kate, Donnan

Sarah Hamilton provided an overview of our proposed education strategic plan.

- 1) Media Literacy
- 2) Storytelling and Civic Education and Self Expression
- 3) Technical Skills

Discussed building future readiness skills (career readiness). Building student capacity to develop content and share stories.

Recommendations from the Advisory Board members:

- Develop mentorship program so that students understand the resources of WPSU and can present to school board
- Focus on literacy; - connection between reading and writing; students lack focus on writing – critical to understanding reading. PA standards – reading, writing, listening, speaking. Literacy could become a huge focal point. How can teachers incorporate reading and writing – podcasts, blogs, videos – having students produce. Have teachers understand how writing is incorporated.
- Career Readiness – businesses need to invest in this; have businesses come into circle – important for WPSU /teachers to know what businesses need students to know; teachers need to know what is needed
 - o Continue to focus on civic education – intertwined into literacy in career development’ deliver content through literacy education
- Create communities of teachers; get them working together and share resources across communities and classrooms

Community Outreach Breakout Session
Board of Representatives Meeting
August 10, 2021

- Partnering with Our Town Kane group who did story at a family drive-in
- We are looking at new interface system (in air), such as datacasting
- Need a “yes” person, technical support, and coordinator for paperwork
- What do we need to get to the kids who have no internet
- We are a team of 3-4 people, hard to say yes to everything, have to find a focus
- Need partners when we don’t have capacity for projects
- Need to do things to bring partners together
- We have offered teacher webinars, but have not had much response (teachers want to attend on work time, not in evenings)
- Working on Movies in the Park with Park District (hundreds of families have signed up for the movies)

WPSU Board Meeting

Development Committee Breakout Session Notes

8/10/21

Attending: Jen Neely, John Lacny, Rhonda Seaton, Melinda Stearns, Don Bedell, Rob Butler, Spencer Lewis, Jessica Peters

Rob's Welcome:

- Ron's presentation relates to Development in how we can fund some of the projects he talked about.
- Our theme for discussion today is: Taking stock of where WPSU is and where we want to be
- Distinction with Development is that it is private philanthropy vs. the public funds that Ron was talking about
- We've had a very strong year across all of OOE Development—broke the receipts record set 20 years ago (FY02)—corollary is that FY02 had a worldwide event (9/11) as did FY21 (COVID pandemic)—this may have inspired people to give who maybe wouldn't have otherwise
- Today let's focus on where we need to be as a private philanthropy organization:

Spencer – we have had a big growth in foundation support. This has been a weak spot for PSU over the years, but OOE has taken the lead.

- Getting access to rural communities could be a great way to get private foundations involved for support

Rob – support has come from foundations recently such as the New York Life Foundation

- Looking to grow with local foundations within the WPSU coverage area.
- This is an area of focus for Lori Smeigh
- There are many foundations that exist under the radar that could be great funding partners for WPSU
 - o i.e. Louis Silvi Foundation that has been discovered as a partner for Shaver's Creek.
 - o As a board, let's think about connections to those private foundations.

Melinda – in a lot of our small towns, we have those individuals who are high level folks moving from other places that may be under the radar to us (i.e. John Pozza's connection he mentioned during his flash talk)

Rob – a fundraising program we continue to grow is in the area of gift planning

- We've seen success with building this program (adding WPSU to their wills)
- Our advantage is having the access to the Office of Gift Planning at Penn State
 - o We have an assigned liaison (Steve Blake)
 - o Gift Planning is very complex, so we are fortunate to have this resource
- We want to continue to grow this program and others to get this idea out to people of ways other than a traditional membership contribution for individuals to give:

- Vehicle Donation
- Donate proceeds from property sale
- IRA distribution

Melinda – should we think broader than our central PA footprint for finding donors to WPSU (such as individuals who grew up here)

- “How do you give back to who gave you your start?”

Rhonda – Could we reach out to former interns who are grateful for the start that they got at the station

Jen – Knows someone who recently set up an endowment at WPSU and spoke to them about it

- Person said that it was due to the sale of property and they had above and beyond what they needed to live their lifestyle
 - There may be others who are moving to retirement communities who are also in this position so we should get information about how to support WPSU in these ways to them

Spencer – through the Gift Planning office we should get info also in the hands of financial advisors

Jessica – we are continuing to promote gift planning in our messaging including Estate Planning Awareness Week (which is the week following FM pledge). We also have a buckslip in the August and September additional gift and lapsed donor letters to TV (August) and FM (September) to provide information and Rob’s contact info for adding WPSU to estate plans

Rob – Provost asked Tracey what our level of state funding is and if that funding goes away, what kind of endowment would be needed to cover if that funding went away

- Interesting to think on this level and perhaps begin to approach higher level donors

Don – PNC Bank Foundation gives millions to the University but nothing right now to WPSU. But we know that they fund programming at other stations, so we are working to get connected through the proper University channels to be included in asks for funding

Jen – the University connection is great on many levels but does make fundraising complicated

Spencer – University acts as a “traffic cop” so foundations don’t get bombarded

Rob – good to remember the University is our single largest benefactor