WPSU Board of Representatives Meeting Notes
Tuesday, November 9, 2021
Via Zoom Conference

Board Members Present:

Kate Bennett Truitt
Steve Carpenter   Gary Miller
Sherry DelGrosso   Jennifer Neely
Amy Frank   Anthony Olorunnisola
Kelly Hastings   Greg Petersen
Matilda Illuzzi   John Pozza
Jennifer Judd   Rhonda Seaton
John Lacny   Sara Songer
Kevin Mead   Donnan Stoicovy

Staff Members Present:

Don Bedell
Jen Bryan   Mindy McMahon
Rob Butler   Laura Miller
Carolyn Donaldson   Chrissy Moyer
Tamra Fatemi   Jessica Peters
Jeff Hughes   Isabel Reinert
Tracey Huston   Cheraine Stanford
Toni Irvin   Tom Wilson

Guests Present:

Peggy Morgan and Matt Jordan

Welcome
Greg Petersen called the meeting to order and reviewed the agenda.
- On behalf of the Executive Committee, Greg thanked Kevin Mead who is resigning from the board after serving from 2014-2021.
- On behalf of the Executive Committee, Greg welcomed Peggy Morgan who, following Dr. Barron's invitation, will again serve on the board representing Warren County.
- Approval of August meeting minutes:
  - A motion was made (John Pozza) and seconded (Jennifer Neely) to approve the August 10, 2021, meeting notes as presented.
  - The motion passed unanimously.

GM Remarks by Isabel Reinert:
- Updates
  - Fall students
    - Seven interns and graduate assistants joining us this fall.

- o Vacant Positions
  - ▪ Hired a new videographer who will start in January.
  - ▪ Manager of Broadcast Engineering is a new vacant position.
  - ▪ Digital Content Specialist is a new vacant position.
  - o RTO – Return to Office
    - ▪ WPSU is continuing to be flexible with our work modalities
- FY22 Budget
  - o Additional grant funding is expected but no agreements have yet been signed.
  - o Other Income includes tower tenant rentals and estimated income from the Connoisseur's Dinner in February 2022.
  - o Project to have a slightly higher than anticipated Net Income due to additional PA DOE funds in addition to savings from some job vacancies.
- State of WPSU
  - o Using the strategic plan framework, Isabel shared positive results in each of the four pillars of the plan. Community Connections and Engagement, Financial Fitness, Content That Matters and Creative, Collaborative Culture.
- Last Meeting's Feedback
  - o Four responses with an overall feedback rating of 4.7 out of 5.

VP Remarks by Tracey Huston:
- Welcome Tony Olorunnisola to his first board meeting.
- Welcome Peggy Morgan back to the board.
- Congratulations to Isabel Reinert on her 10 years of serve to Penn State.
- Recognized Gary Miller for his service to both World Campus and WPSU by naming 223A conference room in the Outreach Building in his honor.

Brookville Pilot Study for Community Engagement Presentation
- Laura Miller, Gary Miller, John Pozza and Kelly Hasting presenting the findings of this pilot project. The information provided in this summary can be found in the attached slide deck.

Board assigned to random Breakout Rooms to discuss the theme.

  THEME: Deeper Dive into Brookville Pilot and Next Step recommendations by discussing the following questions:
  1. Who are the priority people/organizations we need to build rapport with to accomplish the three projects?
     a. K through 8 Educate
     b. Career Readiness
     c. User Generated Content
  2. Are there activities we should not get involved in and why
  3. Is this valid in other communities you are familiar with?

 Share out:
- Carolyn Donaldson summarized their rooms discussion led by Steve Carpenter
  - o Suggest K through 12 Educate vs K through 8
  - o How do we prepare the students to best serve their communities?

- o Engage employers with schools and work toward collaboration to get local kids into local jobs
  - o Start young and plant the seed
  - o Connect PSU faculty to the industries
  - o Avoid politics and religion
  - o Avoid anything not directly related to the mission of the station
  - o Mentor local group on how to create their own content or sharing their portion of our content (Our Town) to show our value to their communities.
- John Pozza's group. Ditto Carolyn's group add preschools and head start programs.
  - o Involve technical schools in the discussion
  - o Do it at an earlier age than high school (like preschool)
  - o Is four-year degree necessary to achieve success, involve technical training schools and local industry to expose opportunities locally
  - o User content aspect - involve senior population and youth with creating educational content to engage their age levels.
  - o WPSU doesn't have to produce these but advise them in how content is put together and assist these groups.
  - o WHYY is a good example (Peggy Morgan). If we reach out to them, we don't have to reinvent the wheel.
- Laura Miller's group.
  - o Involve grandparents in what tools are available to them and how to use these tools. PBS Learning Media and PBS Kids. Show them how to use this technology on iPads, computers, phones, etc.
  - o Connection – homeschool groups need addressed
  - o Putting materials around town (barber shops, waiting rooms, etc.) for the child to take home
  - o Career to work – stigma around vocational tech student
    - ▪ They are not all dirty jobs, many use robots and computers now
    - ▪ One of the most successful PSU alumni is a specialty welder from Penn College

GUEST SPEAKER
- Dr. Matthew Jordan, Associate Professor, Head of the Film Department and Media Studies, Donald P. Bellisario College of Communications.
  - o Matt introduced Penn State's News Literacy initiative and the role of WPSU with our different stakeholders: Penn State students, faculty, staff, children and families and communities and the public. Dr. Jordon's presentation and slide deck be viewed on the board portal.
  - o Overall, the mission is to identify ways to extend, through media, conversations in new ways so that we can solve some of the shared problems that we have.
  - o We are at an inflection point - Importance of news media have kind of turned on it's head what it means to be part of a public and what it means to be part of a democracy.
  - o Proposing an initiative to cultivate a kind of active citizenry campaign
  - o This initiative has specific goals for students as well as goals for citizens of our Commonwealth.
  - o WPSU could play a role in promoting this initiative. What are ways that we could help amplify these values?

- What kinds of programming or mission goals could WPSU institute that would amplify this initiative?
  - How could members be part of this and help connect us to their communities?
  - Some possible actions are already happening Dr. Jordon teaches a course in Media and Democracy at Penn State. We want to branch out and see if we should be utilizing social media or other technologies (e.g., artificial intelligence) to encourage people to branch out and talk about these things.
  - We are talking to the student engagement networks to see what kind of content we could/should be looking into to help them engage in these values.
- Isabel noted that she is excited to be a part of this initiative. There have been curricular, co-curricular and outreach components suggested to aide this initiative.
  - Isabel suggested that WPSU could design and launch an online news literacy training for incoming students that would be designed using subject matter experts across the university.
  - WPSU, along with College of Comm, OLLI and other faculty, could hold a news literacy camp for middle and high school level students or even for older adults.
  - We could create a series of webinars for educators and parents
  - Conference and Institutes could hold a summit or conference hosting thought leaders
  - WPSU can host some in-community conversations in a Town Hall or Lobby Talks format
  - Feel strongly that local libraries can be involved as a forum space when we travel around and stop to hold these conversations
- Tracey indicated that Penn State leaders are highly motivated to follow through with this initiative.

Breakout session in Board Committees then share out:
- Education – Toni Irvin
  - Challenge is where to focus efforts K-12 and beyond
  - What's in the News – program that looks at the week's news and analyzing it from multiple sides
  - Best platform to deliver the discussion (Zoom? National Forums Institute?)
  - Teach students how they are being manipulated
  - How to have a respectful dialog on polarizing topics
- Community Outreach – Laura Miller
  - How to break into that bubble
  - Two films Steve Carpenter suggested we do a screening with:
    - Manufacturing Consent
    - The Social Dilemma
  - If we are bringing people together with the idea "Do you know where your information is coming from" and "do you know what algorithms are being used to reach you" and so on and have them come into a conversation, outside the bubble, about media news literacy.
- Membership, Development & Bus. Support and Government Relations – Rob Butler
  - Do people see public media as a biased news source?
  - Whatever we decide to do there will be push back
  - Podcast on media literacy, to what audience do we target
  - If we do a broadcast, it will skew to an older audience

- Public media must take the lead, we need to cover local news and lead with it
- Librarians try to share media literacy in schools and could be helpful
- Deep fakes would be a good example of how you are being duped
- Must toot our own horn a little bit that we do carry many news programs (The World, BBC, NewsHour, etc.) which consumers could watch and listen to compare and make their own decision outside of their bubble.

Board sharing can be viewed on the meeting video on the board portal.

Meeting Closing and Adjournment

Next meeting
- Tuesday, February 15, 2021 – 1:30pm–4:30pm via Zoom or in person if allowed