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**WPSU Board of Representatives Meeting Notes**

**Tuesday, May 24, 2022, 9 am - 3 pm**

**The Penn Stater – Room 109**

**HYBRID - Zoom available**

<https://psu.zoom.us/j/94379729456>

**Board Members Present:**

 Kate Bennett Truitt

Steve Carpenter

Sherry DelGrosso (via Zoom)

Joie Escuadro

Kelly Hastings (via Zoom)

Matilda Illuzzi

Jennifer Judd

John Lacny

Gary Miller

Peggy Morgan

Jennifer Neely

Greg Petersen

Rhonda Seaton

Sara Songer

Tim Asinger (via Zoom)

Melinda Stearns (via Zoom)

**Staff Members Present:**

Don Bedell

Rob Butler

Carolyn Donaldson

Tamra Fatemi

Laura Miller

Sarah Hamilton

Jeff Hughes

Tracey Huston

Toni Irvin

Mindy McMahon

Chrissy Moyer

Jessica Peters

Isabel Reinert

Emily Reddy

Tom Wilson

Cole Cullen

Andy Grant

Jennifer VonGunden

Jeffrey Benzing

**Welcome**

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

* On behalf of the Executive Committee, Greg thanked Anthony Olorunnisola (not present) who is resigning from the board after serving from 2021-2022.
* Approval of August meeting minutes:
	+ A motion was made (Kate Bennett Truitt) and seconded (Sara Songer) to approve the February 15, 2022 meeting notes as presented.
	+ The motion passed unanimously.

GM Remarks by Isabel Reinert:

* People News
	+ Thank you to Tracey Huston for being an advocate for WPSU in her role as Vice President for Outreach. Tracey is retiring at the end of June 2022.
	+ Board Member Recruiting – Anthony Olorunnisola has resigned his board position, please contact Isabel/Carolyn with any recommendations for new board members.
	+ New Hires – Jeffrey Benzing, Digital Content Specialist and Jon Widmer, Manager of Broadcast Engineering.
	+ Upcoming Departures – Cheraine Stanford, Director of Content Strategy and Cassie Caldwell – Project Manager.
	+ Positions Posted – Multimedia Specialist and an edit technician.
	+ Local Content – quasi endowment created to support a local content producer position.
	+ Work Modality – 1/3 home, 1/3 office, 1/3 hybrid.
* Financial Updates – third quarter forecast presented. Forecast to finish better than our original net income projections. State funding is still an unknown currently.
* Strategic Plan Updates – With regard to Creative, Collaborative Culture we:
	+ Established monthly virtual “office hours” for staff to meet with a member of the management team to improve communication.
	+ Continue to work with the College of Communications on the News Literacy project including a podcast that Greg Petersen has been helping establish.
* Station Priorities
	+ Content – providing media where audiences are
	+ Sustainable Fundraising – focusing on the long view
	+ Making Connections – building relationships in a network of community organizations to increase awareness of everything we do at WPSU
* CPB digital transformation program beginning in July 2022
	+ YouTube Channel analytics show we need more people to see our programs.
	+ Facebook analytics show more than 13,000 followers and hope to double this number.
* Sustainable Fundraising Approach – retention, cultivation, and acquisition.
	+ Development Goals
		- $100,000 local productions fund
		- Paid internships
		- Major and planned gifts
			* Keystone Society $1,000 annually
			* Patrick Smith Circle $1,500 annually
			* Estate Planning
		- Radio operations
		- Infrastructure support
* Making Connections
	+ - Radio reporting and interviews: 38
		- Local music spotlight: 117 artists
		- Social media engagement: 1 million reach
		- Education webinars: 7
		- Screenings and online classes: 9
		- Visits with community leaders: >20
		- Digital video storytelling: 16 new
* Feedback from Last Meeting – 8 responses. Request for details on CPB funding formula at next meeting. A story on local theatres and playhouses might make a good Keystone Story. A story on PA inventions and inventors would as well.

VP Remarks by Tracey Huston:

* Congratulations to Cheraine Stanford on her new assignment as VP of TV Content at CPB.
* Regarding Outreach fundraising goal, of the 20,000 new donors to Penn State, 10,000 were new donors to Outreach and the majority of those 10,000 new donors were made to WPSU.
* The WPSU Board members, staff and leadership have transformed WPSU these last few years, it was a joy to be a part of it. The university has contracted with a nationwide search firm to help leadership find the next Vice President of Outreach.
* The new President of the university is very supportive of WPSU’s mission.

Strategic Planning Tracker spreadsheet. Each of the themes has a tab and each theme has Action Items. The team meets quarterly to track and update as needed. Toni’s presentation is available in the board portal.

TOPIC TALKS:

* Joie Escuadro – Topic – “Math, there is really only one number”. Never ignore the original assumptions in life, you can be led into believing some ridiculous things.
* Steve Carpenter – 10 Important Women, Events and Creations in the History of the World. Does our list have a bias toward geography, time period or language? The ways we were raised to read were taught to us. If we want to really learn, we need to read critically, how we read critically.

**PRESENTATION:** Educational Strategic Plan/Funding – What can we do to solicit support from the communities we serve in support of continued state funding for PreK-12 educational services provided by public media in PA? Now that we have a sustainable plan in place, where do we go for funding if state funding falls through? Sarah Hamilton and Toni Irvin.

This presentation can be found in the board portal.

**Committee Break Out and Share Out Sessions**

* Community Outreach and Education - Toni – WPSU staff
	+ Consider contacting PSU Alumni Association to help tell our story through their programming. Educate Tech teachers on PBS Learning Media. Track and share our numbers with legislators. Create a teacher consortium to link teachers with public media stations. Professional development conference and how we get there as presenters. Focus on public and private schools, not just public.
* Development – Rob Butler
	+ Have board members do thank you cards or calls to donors. Use HR as a contact option. Some states have a resource that connects businesses to charitable organizations. Ask sustainers to give at a higher level. Testimonials are important, not just from donors but seek testimonials from teachers and parents.
* Government Relations – Carolyn Donaldson
	+ 10 visits scheduled with state legislators ahead of this budget season crunch.
	+ Similar at federal level where APTS helps us with our messaging asking for that CPB funding.
	+ We would like to have outreach with these legislators year-round via the PA PBS Newsletter that goes out from all the stations. Tag that newsletter with a personal message that would come from WPSU out to highlight what we are doing as a station in addition to what the whole state is doing.
	+ Take PA PBS Newsletter and tag what WPSU is doing in the federal districts and send it to federal legislators as well.

**Major, Mission-centered Initiatives with Programming/Events**

* PBS/NPR/WPSU Spring/Summer Programming (Jeff/Mindy)
* WPSU TV Summer Programming - Keystone Stories – May 2022 (Cole)
	+ Looking for ideas for new episodes
		- Inventions or creators from PA
		- Regional Foods, Music, Sports
		- Venues of stage, theater and screen
		- Volunteer Fire Companies
		- Railroads
		- Blue Band use footage to talk about careers for musicians
* WPSU Digital Initiative Updates (Andy)
* WPSU FM Spring/Summer Programming (Emily)
* WPSU Multimedia and Website updates (Tom)
* WPSU Educational Programming/Events (Sarah)
* WPSU Summer Events – Parades, Festivals, Screenings (Toni/Tamra)
* WPSU Membership, Business Support and Development Updates (Jessica/Don/Rob)

**Board Sharing from your communities**

**Meeting Closing and Adjournment**

* + A motion was made (Gary Miller) and seconded (Rhonda Seaton) to adjourn. The motion passed unanimously.

**2022 Meeting Dates**

* **NEW DATE:** Tuesday, August 23, 2022 - In-person Field Trip - WHYY- Philadelphia
* Tuesday, November 15, 2022 - WPSU Studio with Lunch at Penn Stater

**2023 Meeting Dates (Please mark your calendar now)**

* Tuesday, February 14, 2023 - Zoom or in person at Studio
* Tuesday, May 16, 2023 – Penn Stater
* Tuesday, August 15, 2023 – Field Trip
* Tuesday, November 14, 2023 – WPSU/Penn Stater