

WYSO Resource Board Meeting

June 15, 2016

In Attendance: Chuck Berry, Rusty Cousins, Seth Gordon, Don Hayashi, William Linesch, Kevin McGruder, Nancy Nash, Judd Plattenburg, Brad Price, Rodeny Veal, Glenn Watts, Jayne Monat, Natalie Skilliter, Rodney Veal, Glenn Watts, Jayne Monat

Staff Present: Neenah Ellis, Doug Hull, Luke Dennis

Absent: Bruce Bradtmiller, Lucy Owens, Kevin Rose, David Seyer

Natalie called the meeting to order: 8:17am

Motion to approve minutes by Don, second by Brad

Driveway moments – Bill Linesch commented about Baby North (West’s) Birthday and attempts to escape the click-bate on NPR. Nancy commented on Lewis Wallace being on Market Place. Brad brought the Zombie High School Podcast as a tool to expand listenership. Natalie is enjoying Saturday and Sunday line up. Neenah shared that Ari Shapiro’s reporting has been exceptional in Orlando, AND that he has been invited to be the WYSO Serious Host for this next year. Judd mentioned the piece on the NPR Photographer who was killed last month, David Gilkie.

Natalie shared that at 9:45 Tom Manley, President of Antioch College would be joining us.

Glenn mentioned that Natalie was officially appointed by the President Chair.

Saying goodbye:

Nancy has been a Resource Board member since the first resource board, in about 1995 (?) early 90’s.

Glenn came to Antioch in 1996 and became the Chancellor’s designee in 1997.

Don Hayashi joined in September in 2001. Natalie read resolutions for Nancy. Luke read for Don. Neenah read a resolution for Glenn.

Resolution for Glenn Watts

WHEREAS, Glenn Watts was named Vice Chancellor and Chief Financial Officer of Antioch University in 1996 and had responsibility for WYSO for ten years.

WHEREAS, Glenn has served Public Radio Station WYSO as a member of its Resource Board since 1996 when it was known as the Board of Overseers and served as its Board Secretary since 2006, after his retirement from Antioch University.

WHEREAS, he invested countless working hours, and likely some sleepless nights as well, looking out for WYSO's well-being. He acted as steward of the station during some exceptionally rocky times and never lost faith in the public service mission of the radio station or the value of a public radio station to its community.

WHEREAS, he has been an active and engaged Resource Board member, representing WYSO at countless events including Street Fairs, Listening Parties, Silent Auctions, 5k walks, Community Concerts, Volunteer Appreciation events, WYSO Open Houses and more.

WHEREAS, Glenn and his wife Jane, also a loyal WYSO supporter, have likely answered a thousand listener phone calls between them during at least sixty fund drives;

WHEREAS, Glenn has given freely of his advice and guidance to at least seven station managers;

WHEREAS, Glenn and Jane are WYSO Leaders and have been extremely generous WYSO donors for thirty years;

BE IT THEREFORE RESOLVED that on this day, June 15, 2016, the Resource Board and all of WYSO extends to Glenn Watts its profound thanks and sincere appreciation for his commitment and service to the WYSO, and to all of public radio, accompanied by best wishes for the future.

Resolution for Don Hayashi

WHEREAS, Don Hayashi has served Public Radio Station WYSO as a tireless volunteer and reliable donor every single year since 1991, and as a member of our Resource Board since 2003;

WHEREAS, every time Don enters the WYSO building he spreads good cheer, greets every staff member with a smile and a "How are you doing?!", and washes all the dirty dishes in the sink;

WHEREAS, through his work as a community organizer and his deep empathy for others Don has always pushed WYSO to give voice to the voiceless and the dispossessed;

WHEREAS, Don and his wife Deb have quietly and modestly acted as "WYSO Leaders" long before that major donor designation existed;

WHEREAS, Don has happily helped WYSO with every task we have asked of him for the last 25 years, from answering phones and serving as a shift captain during the drives to stuffing envelopes to helping organize events and concerts;

WHEREAS, Don has served as an advocate for WYSO in both his personal and professional life, connecting WYSO with the community while lending us his unimpeachable personal credibility;

BE IT THEREFORE RESOLVED that on this day, June 15, 2016, the Resource Board and all of WYSO extend to Don Hayashi our profound thanks and sincere appreciation for his commitment and service to the station, accompanied by our wish that he never become a stranger to WYSO.

Resolution for Nancy Nash

WHEREAS, Nancy Nash has served Public Radio Station WYSO as a member of its Resource Board since [birth] and served as the Chair of Nominating and Boardsmanship which, under her leadership, has continually enhanced and shaped the make-up of the WYSO Resource Board by introducing and promoting diversity of thought, age, race, and region all within the community of public radio lovers; and

WHEREAS, Nancy invested countless hours in support of the station, whether pouring beer, answering phones, cleaning out basements, Nancy was always there to lend a hand and accomplish difficult, labor intensive tasks with a generous spirit and efficiency; and

WHEREAS, in her significant financial commitment, Nancy and her husband, Jonathan, have been long-time WYSO Leaders; and,

WHEREAS, Nancy has remained steadfast to her commitment to the WYSO board, despite her frequent travel, commuting to and from Cleveland for her integral role at LexisNexis Risk Solutions, providing legal counsel, managing all litigation matters, and developing legal strategy; and,

WHEREAS, Nancy has brought energy, enthusiasm and professionalism to everything she has done at WYSO as a member of the Resource Board, a volunteer for WYSO's missions; and,

WHEREAS, through her unique skills as a high-level thinker and her commitment to strengthening connections in the WYSO community and beyond, Nancy has always guided WYSO.

BE IT THEREFORE RESOLVED that on this day, June 15, 2016, the Resource Board and all of WYSO extends to Nancy Nash its profound thanks and sincere appreciation for her commitment and service to the station, accompanied by best wishes for the future.

Seth asked that Jayne be introduced to the board.

Natalie pointed to the July Actions on the back of minutes to be accomplished in the off month of July. And that an electronic vote for Secretary and Vice Chair would be done on line.

Bill Linesch review of the dashboard. Good to see Blue and Green colors on the dashboard indicating completing or in process items. Waiting on Arbitron data in August. Chuck mentioned

that the new book would reflect the move to the recent Antenna. Underwriting revenue appears to need attention, but it looks like it will be clear in the next 15 days at the end of the fiscal year. Capital campaign will be moved to the 2016-2017 focus. Final dashboard of the year will be completed in in the next few weeks, with 9a being completed just recently.

Doug Hull – Financial Update.

Revenue is a little under budget by 7k. Expenses are under by 1200, for a total over budget of about 5k, not a bad position to be in by May. We are tracking to be under or at least on budget. Chuck asked if the under-writing, which appears to be 20k under budget, was abnormal. Doug said that it was not for this time of year. We are overall at about 92% of budget – a very appropriate place to be at this time of year. Nancy asked if this was as a result of better budget planning. Doug said yes. Chuck commented on the change in the underwriting budget target and that it might be better to focus on the target rather than changing budget. He also commented that by changing the budget meant spending less on needed items. Both Doug and Neenah that the station has added people and increased salaries and not had to adjust goals and targets as much as it may appear. Judd commented that the system took a shock during the recent personnel change and changed the system and that things looked hopeful. Luke commented that we have three clients spending over 20K a year, which has never happened in the past. Rusty pointed out that we were following the plan that had been laid out.

Natalie asked about the College budget process for next year. Doug responded that the Antioch College Board will be meeting. Tuition revenue is not coming in at the levels that had been hoped for. The college is hoping that accreditation announcement will bring back big donors. Neenah has managed to successfully insert WYSO needs into the budgeted process at Antioch College, protecting the radio station from the lean fiscal environment at the college.

Natalie asked if we have a budget approved by the college yet. It will be approved by the Board in the next few weeks. Chuck asked about accreditation. Kevin McGruder commented that we will not know until July. Chuck asked about possible personnel cuts at WYSO given the situation at the college. Doug responded that without the layers of staff there was little wiggle room at the station. He also said that WYSO has been successful in adjusting over 20 years.

Glenn pointed out that accreditation was crucial. That the college would at least get a 2 year provisional accreditation, with a two year review. He also pointed out the enrollment appeared weak for fall, which would project out weak revenue for the college for the foreseeable future. He made the point that this weak financial situation should push WYSO to prepare the Friends of WYSO to prepare for a worst case scenario of Antioch College closing its doors.

GM's Report

Special thanks again to Don, Nancy, and Glenn. Over 60 years of service. All three were here before Neenah arrived and now will be leaving. Feels like a changing of the guard. Bigger

picture: That WYSO receives accolades in the Public Radio circles due to the commitments of people like the three of you. Also thanked Jayne Monat for starting.

Updates – Lewis Wallace position is still open. Still waiting for a caliber applicants. Current news folks are compensating for the absence in staff.

Dayton Youth Radio is ongoing; New Schools have been selected for next year with the bulk of the funding already secured.

New round of Veteran Voices will be funded again by the Veteran and Military Center at WSU. The format of having in-group members interview other has generated interest.

Rediscovered Radio is still going. Dave Barber has become very invested in the project.

Miami Valley Story Corps is complete, with over 2 years of stories. Neenah commented that the stories were well represented by the African-American community that has been underrepresented on WYSO in the past.

Culture Couch, and WYSO Curious are still going.

We have reached out to delegates who will be attending the GOP and DNC conventions with the hopes of getting some local coverage of the conventions. Also prepared for the debates at the Wright State University. The coverage of NPR will be to broadcast the debates live.

Strategic Planning will be done Cathy Hollingsworth through Innovative Interchange for four guided conversations.

The new board member orientation will be combined with strategic planning process.

Neenah presented Tom Manley with WYSO's strategic plan before his arrival as the Antioch College President. She explained a separate entity to house the archives and community voices. She was given the go ahead to develop the Center for Digital Media/Studies

Tom presented FACT (Framework for Antioch College Transition) that attempts to bring Antioch College's satellite assets closer to the curriculum. WYSO will be involved with Design Build to bring these assets closer to the curriculum. It will be a lot of work, but the work with Keven McGruder and Jocelyn Robinson on the Center for Digital Studies will become more important.

Other things: Archives Fellow coming for a nine month appointment with Federal dollars. Will be attending a training in Boston with Greene County Library Archivist. Attended a conference for small stations National Federation of Community Broadcaster (NFCB), where WYSO is considered a large station. This includes LPFM stations, for very small stations. Neenah made three presentations. Exciting because it represents many mission driven stations with focus on under-represented communities in Native American, Latino, and Black stations. Will Linesch commented that more innovation is coming out of these stations, which Seth echoed.

In the last two weeks of the year. Pushing to make budget. Pet War is coming up and Luke has been working to help the staff sharpen their pitching. Working hard on June 30 deadline.

Luke's Update

The ideas coming out this conference, The NFCB, is very inspiring in terms of new ideas to engage community. The WYSO Serious event will be April 1st of next year.

Events: The next WYSO Leaders Party. Needs help with planning with one of our corporate partners.

Next Volunteer dinner on August 23rd will be celebrating Nancy, Don, and Glenn. Black Box theater with Wheat Penny catering.

July 24 is the Station Open House at 1pm-5pm with Antioch College Wellness Center.

This Saturday night, June 18th is the Listener Appreciation Dance Party at the Yellow Cab building, hosted by Behind the Groove host Basim Blunt.

Luke brought up what to do about Leader events. Seth brought up a focus on Politics either historical or bringing in a political correspondent; Rodney recommended focusing on the week of the debate and working with the new libraries in Dayton. Seth seconded partnering with Dayton Public Libraries. Nancy mentioned surveying just the Leaders. Joint partners with Next Up and Leaders.

Pet War is a new member drive focus. Need at least 200 votes which are supported by the Chris K Group which is matched by neutering or spading at Sicsa. Last year of the pet war, tie breaking war this year. Live pitching is only during Morning Edition and All Things Considered. The resource board can help by reposting.

Neenah thanked Seth for being the chair.

Tom Manley is introduced by Neenah Ellis to the Resource Board.

He was in his third month at Antioch and has been on a steep learning curve at the college. It is a difficult time for small colleges. Collaboration is critically important for success. Leadership is not about coming with a "brilliant plan" but an understanding that the best ideas are in the room before you get there and your job is to help those ideas emerge in order for progress to happen.

Began discussing FACT and that it will begin post accreditation, and the journey that Antioch College started eight years ago. Felt that this was the most exciting journey he could take in education at this moment in time.

Chuck asked about whether the college would receive full accreditation or two year accreditation. Tom stated that everything that has seen, in terms of receiving early accreditation are green in terms of feedback from the HLC. Believes that we will receive full accreditation but it could come back with conditions such as financial check-in in two-three years or a two year update. Not due to the college itself but to the heightened sensitivity of accrediting bodies in

general. Could be that there is a lightning strike that the college would not receive it. Bill asked for clarification that if granted, any change would also need to be formal, such as probation.

Glenn commented on the need for college's to have vocational outcomes for students for families and how to manage the re-birth of a liberal arts college. Tom shared that this was a concern that was personal given his own role as a parent of three children to have gone through college with a fourth yet to make the journey. Education needs to prepare students to re-invent themselves for future careers and different parts of life, to understand how to make critical judgements along their journey post college. Antioch is in a strong position to address the question of vocational readiness already based on Arthur Morgan's legacy that was focused on educating students to be community focused and entrepreneurial in terms of building "resilient communities."

Doug asked where WYSO fits in with the opportunities here. Tom replied that he was taken by WYSO's presence within the assets of the Antioch College prior to applying for the position. WYSO is byproduct of the innovative spirit of Antioch College. "Whatever happens to Antioch College, WYSO is an important resource for the community. Part of Antioch's responsibility is to steward that resource."

The framework – FACT – integrates all of the current curricular assets and future assets into a single base for the college to operate from. The idea is that the entire spectrum of assets becomes a laboratory for students to use in their learning for future students. And WYSO will continue to be what is for the community, but it will also become a curricular asset utilized by students and faculty, as a laboratory. Bill pressed on the current identity of WYSO as a community asset and Tom stated that it would need to accommodate both.

Seth asked a question about these assets also being revenue generating. Tom replied that the current model of college's generating revenue is not sustainable given the increasing debt students take on. Antioch has to integrate the business model to include all of its parts and identifying new and better ways to generate revenue, because students and families fiscal needs require an affordable program.

Tom explained that those in the room were here for WYSO, and not for the college. And that other "curricular assets" have a public that cares more about them than the college' survival.

Glenn put forth that his frustration with some college grad was an inability to write clearly was an inability to think clearly. He stated that the skill to put together a 5-minute radio piece would increase communication skill. Tom replied that media literacy is an important element of the current education. He also pointed out that this problem with communication has been ongoing since the 70's.

Meeting adjourned at 10:25am.

