

October 19, 2016 WYSO Minutes

Members Present: Jayne Monat, Michelle Hayford, Bill Linesch, Jeff Cox, Lucy Owens, Elizabeth Sandhu, Kevin McGruder

Members Absent: David Seyer, Bruce Bradtmiller, Kevin Rose, Rodney Veal, Chuck Berry, Rusty Cousins

WYSO Staff Present: Luke Dennis, Neenah Ellis, Karen Bledsoe, Aarick Mittler

Natalie called the meeting to order at 8:20 and mentioned that there were no minutes from the previous meeting in August. They would need to be approved electronically.

Introductions were done.

### **Driveway Moments:**

Brad mentioned a highway moment. Elizabeth mentioned Luke's song he'd sung for the drive. Judd mentioned Neenah's Ted-X talk. Neenah thanked Sierra for being her coach. Michelle mentioned that she often had driveway moments. Jayne mentioned the debate coverage and back and forth between the presenters, which was echoed by the board.

### **Financial Report:**

Neenah introduced Aarick briefly. Aarick handed out a finance report and mentioned that he did not have access to some expenses yet. Revenues and depreciation are all current. CPB has not come in yet. Gifts are up by about 9%. He stated he would email an updated version once he meets with Doug.

Jeffrey Cox asked about the CPB funding and why it was \$2700 last year. Neenah was not sure why but did report that we receive the funding in two deposits and that things were just fine right now. She also mentioned that grants are both up and down because they were project based.

Natalie asked about September special events. Neither Luke and or Aarick were sure, but it is likely tied to the Community Concert – which had good beer sales and a \$10,000 sponsor. Neenah shared that there would be more to share when the fund drive numbers were added in. Luke and Neenah both shared that these variances are normal for this time of year.

Aarick shared that the number in the budget reflects money in the door, while Karen and Luke shared contracts raised.

### **Development Update**

Luke provided a Fund-Drive update. The biggest departure from previous drives was focusing on a participation goal rather than a fund drive. Lot of new members – higher than last October. Good pre-drive response to the letter because it was dropped twice to the same list. Talked about the WARP drive and a bit of a backlash in terms of its inability to get new members and sustainers. Dollars in the door was lower by \$30000 but higher in terms of activities. Moved the needle to about 4300 members, up from 3300 last year. One area of focus has been on retaining the loss of memberships which expire every day. Getting to 5000 members is starting to get realistic, which will change our rankings nationally.

Pitching went well – Natalie and Seth did good jobs. Neal Gittelman, Rodney Veal, Shaun Yu, Amanda Cole – all did well also. Later drives will be about dollar amount – which is ambitious at \$800,000.

Bill Linesch asked about whether tower move has had a noticeable impact. Luke said they were not ready to answer until the zip code analysis is done. Some anecdotal evidence suggests a positive, although there does not appear to be a good showing in Springfield. That is an area that needs to do better. Luke shared that they will be doing acquisition mailing – purchasing a list to reach out to likely members who fit the NPR profile.

Natalie mentioned that she thought the mail strategy was good. Sustainers are only bothered in February. Luke said we need to better on sustainers upgrades. Seth mentioned tying upgrades to premiums.

The Fund Drive goals are not realistic at \$220,000 or \$200,000 for on air drives any longer. Direct Mail and sustainers is a better way to go about keep revenue goals more predictable and to raise the revenue goals.

Natalie discussed friend raising for WYSO to be “grassroots ambassadors.”

Aarick asked if there were ticks down during election years due to competing priorities for donations and to look at comparable data between this election cycle and last election cycle. Natalie mentioned that other many retailers are seeing less money due to the election either do to giving to candidates or anxiety over the election results.

Elizabeth mentioned doing a holiday drive and giving the WYSO membership as a gift. Give the gift of a WYSO member and making it a tangible think to give rather than something theoretical.

### **Underwriting Update**

Karen Meade, the Director of Underwriting started last December. She reported on the first quarter of fiscal 2017 numbers. Ended with \$74201.17 / 55 contracts/ avg contract is \$1349. Will be putting together packages for small events and smaller vendors to articulate how to do underwriting at WYSO. Working to target larger clients who may need larger lead times. Last year we signed \$90,000 at this time – discrepancy of 16% less. However, some of that is about timing and she estimates she needs to make up the \$2800 between this year and last year. Karen will be monetizing the website and selling online website underwriting.

Working to monetize trade and in-kind donations. Working to be more strategic about networking events and coordinating targeting of potential underwriters.

Karen has put in place in frequency discounts at 13/26/52 week discounts, which has been successful in terms of the message having more time to be successful.

Brad mentioned that the WYSO Serious event will need sponsorships because Memorial Hall will need to be rented. So there is a need to raise \$14000 of which there is \$4000. Brad asked the new board members if they had any contacts who could attend. Karen said they would circulate the sponsorship levels and forms. Arrange for an underwriting meeting with Karen and others for coffee.

### **Strategic Plan**

Most items are on track with the dashboard.

New tag line is up during live broadcasts.

Collaborate with governmental organizations called community voices. Need someone who will coordinate with NPR around events, that local and state representatives meet with WYSO and get to know the station and what we do. Needs someone who has time and organizational skill to follow through.

Luke has several items about revenue and he is on track.

Aarick asked what the benefits of this community voices program are. Neenah answered that it had to do with reporting and access as well as to do with insuring that those who are allocating state funds to WYSO understand what we do and have been here. It also has to do with FEMA and emergency broadcasting which is Federal funding.

Natalie mentioned that committees met in September.

Judd: The **Marketing** Committee is Natalie, Sierra, and Judd. Liked 5000 new members by noon on June 30. A good goal to get behind. Discussed the opportunities to recruit new members. They felt that focusing on this single goal was better than anything else. Discussed Instagram campaign; hashtag #wysofamily; needing a presence at local colleges; rallying board members to tap inner circle for social media updates and other promotional opportunities. The committee would like to meet with Karen and support her new initiatives.

Kevin McGruder discussed **programming and training**. Discussed the Past Made Present: The WYSO Digital Humanities Symposium led by Jocelyn Robinson. The program starts tomorrow and will go into the weekend. There will be a panel on Community Voices. There will also be programs that highlight the digital audio resources at WYSO. Friday will be panel discussions about doing digital humanities and Saturday will be trainings. The schedule is on the website. Jocelyn is teaching the Community Voices class on campus. Michelle asked to be on the committee and to engage UD faculty.

**Nominating:** Bill said a lot of new activity that has added new board members and mentioned that the pipeline needs to be in perpetual fulfillment. Natalie mentioned the importance of geographic fulfillment.

Jayne mentioned **Next Up:** Listening party had ten people – talked about it being a stable number. Jayne would like to see about 20 people. Judd asked about how to find out the listening party. Jayne mentioned that the group is talking about collaborating with other young professional groups. Holiday party will be during Kaleidoscope in early December. Next Up will be serving at 5<sup>th</sup> Street Brew Pub in early February. Two more ideas: Getting more involved with the music side of WYSO – creating a Next Up Playlist. Creative avenues around podcasting the ideas that Next Up members have passions for.

**Capital Campaign Update:** Bruce was not present but Luke said that although it is a back burner item for now, the creation of Strategic Plan with Kathy Hollingsworth will likely form the basis for a new case statements to start thinking about a capital campaign.

General Manager, Neenah Ellis' Report:

In the time between Doug's leaving and Aarick arrival that Jackie Winfrey did a lot of heavy lifting and kept the bills paid and things up to date at WYSO.

Jess Mador is the new News Editor and Reporter. She comes from a rural station in Knoxville working on a locallore project and come from the Minnesota Public Radio. She is good fit for WYSO. Will start in the field this week.

Feels good to be fully staffed.

Fund drive. There were three weeks of practicing. WYSO was down a “pitcher” with Louis’ absence. But the organization and preparation allowed for a good drive. Fund drives are more efficient and more focused than when she first arrived.

Some programming changes. A Praire Home Companion is a new show now with a new host since Garrison Keeler retirement. In 1988 Neenah and her husband Noah did the show after his first retirement. The listening base has to shift from the Baby Boomers to Millenials and Generation X’ers. The cost was less than 10k and it is seemed that it has the potential to bring in new members. Other changes – Sunday afternoons will be music from the afternoons to early evenings.

Kijin Higishobaba an Antioch student and former Miller Fellow has been filling in for Jerry Kenney every other Friday afternoon. Bill mentioned she is doing a nice job.

Strategic planning with Kathy Hollingsworth is finishing with the last meeting with the music volunteers.

Between now and the next meeting in mid-December. New season of Veteran Voices will begin on Veterans Day. Discussion of the Last Waltz has been done as at the Dayton Art Institute around Thanksgiving for the past few years singing songs from the “Last Waltz.” The fund raiser has sold out the past few years.

More stories coming from the Community Voices programming. Brainstorming a new peer to peer to project (i.e. Veterans’ Voices; Women’s Prison Project). Seth recommended the LGBTQA group at WSU. Michelle mentioned that UD had also identified new LGBTQ Coordinator as well as new Director of the Women’s Center.

Podcasting workshop on Saturday, December 3rd.

Mini-drive is happening in December on the 15<sup>th</sup> and 15h.

The Antioch College Update; The budget was passed over the weekend at the College. Lengthy conversation about the college’s new strategic budget model, that includes a comprehensive business plan, including revenue projection. The FACT process, a design build process, is complete for now. Juliet has been pulled in to apply for a proposal to be part of the process. There is a fund to support new project and Neenah will be meeting with the Programming committee to discuss ideas. Aarick will also work with the programming committee to build a template for the symposia.

Seth mentioned the Veteran’s Ball. Michelle mentioned an opera at UD and play called I-Dream about young women of color entering the STEM field happening December 7<sup>th</sup> in the Black Box. Jeffrey Cox mentioned the Access of Justice Gala on November 3<sup>rd</sup>. This program support legal aid for people in need who need legal support without finance. Next year the local federal bar association is working with Lexus Nexus to work on an anti-human trafficking symposium. Still in the early stages – sometime in early summer of 2017. The program is targeted broadly at all who may be involved with this illicit

industry. Sierra Leon is hosting a workshop on practitioner's ways on Oct 27<sup>th</sup> at the Northwest library in Dayton.

Meeting adjourned at 1015am