

WYSO Resource Board 21 June 2017 Minutes

Held at WYSO Station, Yellow Springs

Attendees:

	Michelle Hayford	Judd Plattenburg	Natalie Skilliter	
Bruce Bradtmiller	William Linesh		Rodney Veal	
Rusty Cousins		Kevin Rose		
Jeffrey Cox	Jayne Monat			
Seth Gordon				

Staff: Neenah Ellis, GM Luke Dennis Arick Mittler

Meeting opened: 8:20 Quarum

Previous Minutes Approved (Apr 2017)

Driveway Moments:

Comey, Sessions hearing captured very well; Appreciated NPRs Shooting coverage (UPS)

Special Moment: Seth Gordon last meeting...after 10 years of dedicated and appreciated service. Proclamation certificate and sincere thanks from the Board and the membership!

Development Update: Luke

Karen has done an incredible job, very close to underwriting numbers. She is making a true impact on the station.

Mini drive very successful; two-day drive over 200 callers; achieved success with 10 minutes to spare; focused on transparency and service available; need for clear voice. Exceeded 10% of listener membership goal (11.4%). Good direct mail response as well. More than 5300 members.

Underwriting Sales Executive can be added to supplement Karen's incredible work. Need full time sales exec reporting to Karen and Luke. Focus on southern market with new tower resonance. Probable commission based model.

Board recommends charting pitch pushes and effectivity to determine what works for future better understand how to target pitches for listening audience.

Financial Update:

Good financials. Unexpected lightning strike was expensive but will end year in the black. End of May Financial Statement available.

General Manager Board Update:

- Rick Perales visited WYSO – we’re on his radar
- PRIMA conference New Orleans. Interest in ComVox , NPR Priorities:
 1. accommodate breaking news across platforms with a collaborative model
 2. unified digital network with member station engagement
 3. build a digital cooperative that builds tools for others
 4. build digital revenue opportunities for stations
 5. systemwide philanthropic collaborative goals

PROGRAMMING & ComVox

- New peer to peer project with adults with disabilities coming July 8. Eight stories. April lead instructor/reporter. Jerry and Jess reporting and Jess editing. ComVox producer involved as well.
- DML project underway with Jocelyn Robinson as the WYSO coordinator. Interviewing seniors – many of them from the west side of Dayton.
- Rural reporting project proposal in to Ohio Humanities-waiting for feedback
- Veterans project restructuring – Luke is looking for funding and we need a lead producer
- 2 national awards from Public Radio News Directors will be announced later this week for projects completed last year: Women’s Voices from DCI and Veterans Voices
- Will Davis, ComVox instructor since 2013 is leaving for Chattanooga and will be working with local public radio station.

COLLEGE

- College enrollment at 13, last I heard. New admissions director. KEVIN has more info -
- Work on the Center. Interest in ComVox model, so I’ll be working on that this summer.

FEDERAL FUNDING

- Federal funding update. President’s budget proposes elimination. Long slog before we get to a final decision. PMPM platform updated and significant increase in traffic/signups nationwide. We’ll be sending out an eblast soon.

Committee Updates:

Development and Marketing:

Messaging points for upcoming campaigns. “Voice of Reason” How do we message. Seeking ideas for the next messages. Hosting listeners parties, focusing on how do we generate listenership and various demographics...connection with Next-up committee for further exposure. Discussion around increase listenership vs membership. Better messaging around sponsorship events. Radio Days as mass listening events. Continuing social media sharing...use #givingvoice as a device for tracking. NPR “1” app

Events:

Community concert; Sunday September 10th, Riverscape, Peace walk

No Open House this year

Dashboard:

Attached. Need to close out FY2017 with a July update. August meeting will present FY18 dashboard discussion. Expecting great year with closeout...it has proven an excellent tool for tracking accomplishment. Data is being analyzed and used to achieve positive results.

Programming & Training:

GM covered in her programming remarks

Nomination and Boardsmanship:

On track; still looking for Northern membership; continue diversity with "regional" membership

Nextup:

Diversity challenges discussed; outdoor listening parties; bringing in other groups to help plan events. Looking for some just plain social events through the summer

Endowment and Capacity Building:

Planning on meetings late summer

NPR Community Voices: (not to be confused with WYSO Community Voices project)

Working on ideas and prioritizing for legislative cooperation

Individual Updates:

Bill Linesch: Human Services Renewal; Opioid crisis focus

Michelle Hayford: Brighter Connections Youth theater program for the summer July 7-8-9 black box theater. High demand program for youth

Rodney Veal: Aug 17 kickoff concert 6- Levitt foundation

Next meeting:

August 16, 2017 –Corner Kitchen

Adjourn: 10:20