

WYSO Resource Board 18 Oct 2017 Minutes

Held at WYSO Station, Yellow Springs

Attendees:

Chuck Berry	Jayne Monat			
Rusty Cousins	Lucy Owens			
Jeffrey Cox	Kevin Rose			
Michelle Hayford	Natalie Skilliter			
William Linesh	Rodney Veal			

Staff: Neenah Ellis, GM Luke Dennis Karen Bledsoe

Meeting opened: 8:25 Quarum

Previous Minutes Approved (Jun/Aug 2017)

Driveway Moments:

PR Hurricane Coverage has been excellent; Local acknowledgement during Niki Dakota’s show of the loss of WNKU Radio

Development Update: Luke

Good response on social media using #givingvoiceduring the fund drive; Successful drive; likes the participation goals for at least one drive, still tallying but all indicators point to success. Chuck’s first time Friday gift was well received (\$91.3 per new member) it generated a lot of enthusiasm. Overall there was some really good pitching, on message. Data coming but received ~1300 new calls. Planning underway for a Board event to celebrate 60 years.

Nielson Update: Karen

WYSO share getting stronger in 2009 43K listeners; in 2017 grown to 70K; Online listeners as grown to more than 10K weekly visitors. In the immediate Dayton area we are at ~55K listeners. Contact Karen if you would like to discuss report in greater detail

For underwriting the important facts for businesses are the number of listeners reached and audience demographics; weekend programming is in demand and requested, “Wait Wait Don’t Tell Me” is fully booked for months. In general Saturday programming is very strong for underwriting. Targeting is impressive, thanks to Karen

Board question: Can we get tune-in data for WYSO, system used by Amazon for Alexa and other at home systems when requesting radio listening stations

Financial Update:

Arick, Financial Manager, is celebrating birth of Daughter (Congratulations!!!). Luke reported numbers are on track, working to understand new year but vigilantly monitoring expenses and income

General Manager Board Update:

Since we last met, Community Concert, the WWDTM event, the pre-drive and the Fall Fund drive have all happened. All successful events.

Luke will report on those in detail.

Fund drive comments: Thanks very much to all of you for the significant matching grant on Saturday and to Natalie for coming in to pitch with me.

Fund drive new member number is very strong, thanks to the First Call Friday. Thanks to Chuck Berry for his collaboration on that. And for coming in to pitch, as usual.

Other fundraising:

Our new account executive Jarrod Williams is fully on-boarded now. He's spent the past month or so in training with Karen and with the help of a LOT of webinars provided by Greater Public – more than 20. He went with Karen on calls for a while and he was supposed to have gone on his first solo call this week. He's been searching for new leads, especially south of Dayton, so as always, if you have any ideas, send them to Luke or Karen, who is the head of the UW department. Jarrod is cheerful and has a great sense of humor. We're happy to have him as part of the team. He has a formidable goal for the year.

Last Waltz coming up on Thanksgiving – publicity to begin in early November.

Other administrative news:

Arick is on parental leave now – coming in once a week to pay bills etc.

The budget process continues. We submitted our budget on their schedule, which was about 10 days ago and we're waiting for feedback now. Trying to use a common-sense approach to expenses and keep things reeled in.

Submitted a proposal for the operation of the Center for Community Voices and now waiting to hear back when we can get that up and running. Hoping to hear back soon that we can begin planning for the staffing of that and the operation of it in early 2018.

Invited to present at 2 national conferences in August and September on Community Voices and given an innovation award that got a lot of attention and press for us.

College restructure continues, the BOT will see the new curriculum and a proposal for a new calendar as well. Leadership was shown the full curriculum plan this week and it's exciting. Gives students a lot of agency in creating a plan of study and I think WYSO will be well positioned to engage with faculty and students in the new, redesigned college.

PROGRAMMING News

Car Talk replacement. Very little push back so far. We tried to message it positively during the drive. Time will tell. Added a music program called ETown on late Saturday night.

APHC – we still love it and the number of new programs will double. Poor listener response during the fall drive, but not sure yet if that means anything.

A new host will be taking over Rise when the Rooster Crows next month and “owning” that time slot. Jennifer Berman, former Rooster and Antioch College alum and staff member.

In production for a project we are calling Senior Voices, the partnership with DML to gather interviews – many of them with seniors living on the west side of Dayton.

A little rocky but ably managed by CV producer Jocelyn Robinson. First audio from that project has come out – we played it at the Ohio Library Association workshop last week.

Funded for a project tentatively called Harvest – a series about rural Ohioans in our region – funded by Ohio Humanities and reported by CV producer Renee Wilde.

New classes have started up for Dayton Youth Radio, now in its fourth year, lead by CV producer Basim Blunt.

Looking for funding for Veterans Voices. We don't want to let that one go.

A series about innovation coming up from Jess Mador, our managing editor, in process for several months. We'll be scheduling that soon – there will be a listener input component.

Hearken platform – looking to use that more this year. Community engagement platform – Curious City (WYSO Curious) producer.

Peer to Peer project finished – Just Ask, living with disabilities.

Podcasting class coming up on October 28 here at WYSO. You are welcome to come and learn.

Next challenges: Continued fundraising through the end of the calendar year: Last Waltz and December drive coming up, planning for WYSO Serious and the WYSO birthday celebration.

Dashboard:

Attached noted to add Capital Campaign goals to FY18 Dashboard

Committee Updates:

Upcoming Events:

WYSO Leaders Warped Wing event Nov 16th 7-9

WYSO Serious in planning estimated a needs to net \$20K to make it worthwhile investment

Nomination and Boardsmanship:

Cindy D. DeVelvis was nominated and approved to the Board

Nextup:

Moving to Sinclair. Events upcoming

Endowment and Capacity Building:

501(C)3 agreement to create an entity for self-identity. Friends of WYSO discussion to ensure license is preserved “sell it but keep it” concept for stability being explored

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

Natalie and Luke working to develop a list of who to reach out to in public office continuing outreach project

Individual Updates:

Human Services levy and Sinclair are on the ballot

Chuck – develop younger interests toward the future, new voices

Lucy – developing girls programs for Dayton Public Schools, Razzle Dazzle, WYSO sponsored plus

Rodney – “Homeful” gala at the Steam Plant; Nov 9, 6-11. New Certificate to Degree tracks in communication being developed at Sinclair

Black box theater Dance concert – cosponsor spectrum.

Next Topics:

Discussion of developing topics for next meetings, Board wants to move away from reviewing reports “tactically” and begin thinking more “strategically” to better support the staff, leadership and station in general; agreed to change the discussion dynamic.

**** How do we grow listenership south of Dayton and in general?****Next meeting:**

December 20, 2017 – Corner Kitchen

Adjourn: 10:25

WYSO Resource Board Dashboard FY 2017

Update: October 2017

Goals/Targeted Outcomes	Date	Lead	Status	Comment				
1. Expand Listening Audience								
A. Grow 35+ cume rating in Dayton metro from 7.5 to 8.0%	6/30/17	Luke	AF	The most recent 5-book average is actually 7.0, whereas our weekly cume has grown.				
B. Grow total weekly listeners 12+, Monday-Sunday, (including PPM) --July 2016: 57,600 (TSA weekly cume) goal of 5% growth in radio listening = GOAL OF 60,280	6/30/17		C	Current weekly cume stands at 67,000! This does not include online listening.				
2. Increase and Diversify Revenues								
A. FY 17 UW revenues reach \$375,000	6/30/17	Luke	C	We hit \$429K by the College's records, and \$382K by Karen's records, which pulls contracts written straight from Allegiance.				
B. FY 17 members reach 5,000 total	6/30/17		C	We currently have Over 5200 members				
C. FY 17 gifts total \$800,000	6/30/17		C	We hit \$840K.				
D. FY 17 WYSO Serious goal \$20K net	5/1/17		C	We failed to hit \$20K net; it is closer to \$15K.				
3. Enhance WYSO/Antioch College Relationship								
A. Participate in FACT Design/build workshops	9/1/16	Neenah	C					
B. Create a plan for integration of activities	1/31/17		C	Pilot plan submitted 12/23/16, waiting for feedback				
C. Create strategic plan for Center for Digital Studies (working title)	1/31/17		C	Submitted to College October 17, 2017				
4. "Mixed Use" Campaign (Capital Campaign)								
A. Recruit Campaign Cabinet	3/1/17	Luke	AF	On hold while the College defines their own campaign plans				
B. Complete case statement / establish goal	3/1/17		AF					
5. Programming Goals								
A. Create plan for training of new music hosts	1/31/17	NE	C	Multiple hosts in training				
B. Create news plan with new managing editor	1/31/17		C	Outlines discussed early April.				
C. Introduce "positioning liners" to retain election-year audience	9/19/17		C					
6. COLLABORATE WITH NPR TO CREATE A "COMMUNITY VOICES" COMMITTEE FOR GOVERNMENTAL OUTREACH								
A. Create committee on RB, name a chair	10/1/17	Natalie	AF					
B. Create plan for collaboration with NPR	3/31/17	Neenah	OT	Outreach to community has begun. Natalie and Luke identified a volunteer committee that includes Paul Bradley and Stephanie Precht.				
Status Color Key	Blue	Complete (C)	Green	On Track (OT)	Yellow	Requires Additional Focus/Resources	No Color	Not Yet Started (NS)

WYSO Resource Board Dashboard FY 2018

Update: October 2017

Goals/Targeted Outcomes	Date	Lead	Status	Comment				
1. Expand Listening Audience								
A. Grow total weekly cume (12+ Monday—Sunday 6am—midnight) to 75K	6/30/18	Luke	OT	Check Quarterly				
B. Grow Greater Cincinnati audience from 11,200 to 20,000	3/31/18		OT	PPM data released in March				
2. Increase and Diversify Revenues								
A. FY 18 UW revenues of \$475,000	6/30/18	Luke	OT					
B. FY 18 total membership revenue of \$900,000	6/30/18		OT					
C. Sustainers represent 40% of total membership	6/30/18		OT					
D. WYSO Leaders headcount increases from 291 to 350	6/30/18		OT					
E. WYSO Leaders giving \$600 or less, 25% increase gift to \$750+	6/30/18		OT					
F. WYSO Serious secures \$14k in sponsorships and nets \$25k+	5/1/18		OT					
G. Promote WYSO Legacy Society through on-air, mail and annual event	6/30/18		OT					
3. Develop WYSO/Antioch College Relationship								
A. Finalize blueprint and budget for Center for Community Voices	10/1/17	Neenah	C	Submitted 10/16/17				
B. Define fundraising relationship w/ College	10/1/17		OT	In blueprint				
C. Launch Center	1/1/18		OT					
D. Storytelling Festival	11/17		OT	Moved to Spring 2018				
4. Programming Goals								
A. Replace Car Talk	8/1/17	Neenah	C	Last show aired Sept 30, 2017				
B. Begin to air DML Senior Voices project	1/15/18		OT	Launch planned for early 2018				
C. Identify funding to re-launch Veterans Voices			OT					
D. Better use of the Harken Outreach Platform			OT	In planning stage w/news department				
6. COLLABORATE WITH NPR AND GOVERNMENTAL OUTREACH								
A. Create plan for collaboration with NPR	12/1/17	Luke and Natalie	OT					
B. Schedule meetings with legislators	12/1/17		OT					
Status Color Key	Blue	Complete (C)	Green	On Track (OT)	Yellow	Requires Additional Focus/Resources	No Color	Not Yet Started (NS)