

WYSO Resource Board 18 Dec 2017 Minutes

Held at WYSO Station, Yellow Springs

Attendees:

Chuck Berry	Jayne Monat	Cindy Develvis		
Rusty Cousins	Elizabeth Sandhu	Judd Plattenburg		
Jeffrey Cox	Brad Price			
Michelle Hayford	Natalie Skilliter			
William Linesch	Rodney Veal			

Staff: Neenah Ellis, GM Luke Dennis Arick Mittler

Meeting opened: 0815

Previous Minutes Approved

Development Update:

- Mini-Drive was a big success; raised \$26K; Previous best \$18K
- Membership grown to 5388...exceeded goal
- Industry Benchmarks
 - o Individual giving 69%
 - o On-line giving up 48%; better pitching is credited
 - o Employer match revenue is small; concentrate on future messaging
 - o Concentrate on endowment gifts as well
- Need YSO Serious sponsorships; Apr 7, Memorial Hall...goal \$20K; currently at \$5K
- Vectren Foundation is supporting Youth Radio
- Would like board member testimonials
- Would like to strengthen professional development for staff (~\$10K)
 - o Support conferences
 - o Professional Associations

Financial Update:

- Combined Federal Campaign issues due to change in process and poor communication
 - o Extra pitching to explain SNAFU and try to regain donations
 - o Better checklist for next year's campaign
- Last Waltz \$9.5K...growing
- All other financials on target

General Manager Board Update:

General:

Since we last met, we held a Last Waltz event at the DAI, 2 podcasting classes, launched a fourth season of Dayton Youth Radio, held the year end mini drive. College budget approved this week. Jarrod Williams, our new underwriting executive, will likely meet his goal for December. Our birthday year. A volunteer to help brainstorm.

Administrative: Arick will be back at work in January full time. Thanks to him for putting in time to help us out while he's on parental leave.

Programming – DPD come and gone. a new program on Saturday to announce later this month.

Watching what might happen to Tom Ashbrook. Thinking about what might replace that if we need to replace it.

New host has taken over the hosting of Rise When the Rooster Crows.

New music host in training to prepare for potential retirements.

New ME host trained by staff named Dan Gummel, from Springfield.

innovation project in the spring. A series of reports from news staff about innovation and listener input through our engagement platform called Hearken.

ComVox – new class begins on January 20. In 2018 Dayton Metro library interviewing project, rural project, veterans voices,

College: BOT approved the new curriculum, waiting for approval from the state of Ohio. Work going forward on alignments and integration of departments across the college.

Center for Community Voices – in discussion with the college about a launch date and what the first year would look like.

Dashboard:

Attached

Committee Updates:

Upcoming Events:

- YSO Serious 7 Apr, Memorial Hall
 - o Changing to appeal to wider audience
 - o Memorial fee is ½ previous fee

Nomination and Boardsmanship:

- Survey board before Feb meeting

Nextup:

- Needs ideas for recruitment
- Committee needs more support
- Seeking ideas to promote
 - o Maybe lunch or breakfast hours for meetings
 - o Encourage attendees to bring guests to nextup meetings
 - o Ideas for partnering
 - o Promote to young professional groups
 - o Try other meeting formats in addition to listening parties
 - o Adopt a speakers program; philanthropic
 - o Panel discussions
 - o Need volunteers to take initiative
 - o More staff engagement

Next Topics:

No specific topics suggested

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

Next meeting: 14 Feb; Corner Kitchen 0815

Adjourn: 1015

WYSO Resource Board Dashboard FY 2018 2017

Update: December 13, 2017

Goals/Targeted Outcomes	Date	Lead	Status	Comment				
1. Expand Listening Audience								
A. Grow total weekly cumc (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 will be released in March				
2. Increase and Diversity 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	Neeenah	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	Neeenah	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	C					
B. Schedule meetings with legislators	12/1/17		AF	Invitations to the station will be mailed in early January 2018				
Status Color Key	Blue	Complete (C)	Green	On Track (OT)	Yellow	Requires Additional Focus/Resources	No Color	Not Yet Started (NS)