

## WYSO Resource Board 15 Feb 2017 Minutes

### Attendees:

Chuck Berry	Michelle Hayford	Judd Plattenburg	Natalie Skilliter
Rusty Cousins	William Linesch	Brad Price	Rodney Veal
Jeffrey Cox	Kevin McGruder	Kevin Rose	Jayne Monat
Seth Gordon	Elizabeth Sandhu	Lucy Owens	David Seyer

**Staff:** Neenah Ellis, GM      Luke Dennis      Juliet Fromholt      Arick Mittler

Meeting opened: 8:20

### Previous Minutes Approved (Aug 17, 2016; Oct 19, 2016 & Dec 14, 2016)

Motion and seconded; Approved

Driveway Moments: Interviews on Courthouse Square discussed: Felt balanced for and against Trump; Enjoyed hearing from individuals on the issues; youth radio applauded: Special mention of Zoey Chase episode 608 "Deploraball" social media affect election/inauguration worth giving it a listen.

### Development Update: Luke

Dec mini drive: Best December ever; effective promo language on-line giving was high; raised \$123K compared to previous Dec with \$70K. Acquisition mailing list did well for first time try.

Pre-drive promos have started for the March 7 through 12 on air; \$186K goal for Spring Drive; currently there is strong saturation making it hard to penetrate further. Special Premium Incentive offer of front row for **Wait Wait Don't Tell Me** drawing during the pre-drive. What solicitations work? Suggestions: Targeted sparse mailings (vs. mass mailings). Increase membership messaging, build messaging; challenge grants; Giving Voice is this year's theme.

Soliciting testimonials "why we give":

On air drive will be strong, Goals: up the pledging energy; more effective messaging; strong commitments; Be Honest to new group of listeners; anecdotally distrust of media is very high; Why is NPR different!! Budget transparency

Suggest not emphasizing number of people that do or do not give; possible disincentive

### Marketing Update: Juliet/ Judd / Lucy

Presentation on social media presence then to now; what we do now to connect; Facebook strong (Dayton Facebook town); Twitter (more national reach); Instagram (events behind the scenes photo sharing). Social Media objectives: Flow of content; not "overpost" minimal number of items each day; try to reflect unified voice; allow discussion not sensationalize; allow interaction and strive for civility.

Needed help from Resource Board; Board act as ambassadors; 1. all members could share with their Facebook friends (recommend 4 posts a month using #givingvoice with a personal note). 2. Invite 10 people per year to WYSO events.

### **Committee Updates:**

**Nextup:** Jayne; holiday gathering; Alefest; 5<sup>th</sup> street brew pub; listening party at corner kitchen; information is available through Facebook events listening.

**Events:** WSYO Serious; memorial hall review; Ruby Girls; April 1<sup>st</sup> (no fooling); tickets to Board Members. 500 ticket goal

**Dashboard:** Discussion of current status with continued development to be presented to next board meeting. Try to invite NKU expats to YSO music programming...how to do outreach for that market; 24 hours since announcement; planning for capture further discussion at next board.

**Programming & Training:** currently recruiting more interviewers for civil rights movement; Antioch looking at approaches answering how to integrate curriculum across the entities. DPAA performing arts has relationship with University of Dayton. Looking for local immigration stories across the listening community. Can we tell experiences or use what we have in archives. Potential exposure for station.

**Nomination and Boardsmanship:** Reviewing gaps and following up on membership

**Financial Update:** Potentially adding Electronic Funds Transfer options in addition to credit card options: could allow additional members to become sustainers. Member donations are on track; Underwriting has shifted to on track in February. Likely miss special events / other category. Tracking over last year to date revenues. Expenses mostly on track slightly off due to prepaid expenses. Overall on-track with expenses and ahead on revenue.

**General Manager Board Update:** Some changes in volunteer host programs coming. Dear Mr President moving forward with 10 hosts collecting stories. A lot of news reporting. Disability training for interviewers to help with disability related stories.

Automation system upgrades coming this Spring

Strategic plan still in work. Campaign targeting is still in planning; harmonizing with College. Slow and deliberate.

Working with College to work through and with the College as outreach ambassadors.

Federal funding is in limbo awaiting some indications from administration. Get involved organization is ready to work with all entities as needed. Direct and indirect exposures to federal funds...about 10% of total funds.

NPR working a new formula for how stations pay; new plan to potential reduce member station contributions ~10%.

Working with community legislators to help them understand value of public radio. A national forum is energizing through NPR coincidentally named "Community Voices".

Admonition for freedom of press and view points, Chuck

**Individual Updates:**

Ohio Humanities group has recognized WYSO

Veteran voices have received some national recognition more to follow

Please support orgs that support WYSO...important messages, let the orgs know you recognize them through their sponsorship of WYSO

Radio plays in April...invited board, info to follow

Next meet April 19th

**Adjourn:** 10:20