



## WYSO BOARD MINUTES

April 20, 2016

Corner Kitchen Restaurant  
Dayton, Ohio

**Members present:** Lucy Owens, Kevin Rose, Chuck Berry, Rodney Veal, Herbert “Rusty” Cousins, William “Bill” Linesch, David Seyer, Bruce Bradtmiller, Kevin McGruder, Natalie Skilliter, Don Hayashi, Judd Plattenburg, Seth Gordon and Glenn Watts.

**Members absent:** Brad Price and Nancy Nash.

**Staff present:** Neenah Ellis, Doug Hull and Luke Dennis.

Seth called the meeting to order at 8:19 AM and he and Neenah expressed appreciation to Natalie for being able to use the Corner Kitchen for the meeting. Seth said he and Neenah had considered having Tom Manley talk to the Board at this meeting, but instead President Manley will come in June when the budget is fully developed and he can speak clearly about what is happening. Seth asked if there were any additions to the Agenda and Glenn requested that the Nominations Committee comment on the process of replacing the Board’s officers because elections are traditionally held at the June meeting.

**Minutes.** Moved by Bruce, seconded by Bill, to approve the draft Minutes of the meeting of February 17, 2016. The draft was circulated prior to this meeting. The motion to approve the Minutes was approved by voice vote. Glenn will E-Mail the Minutes to Juliet Fromholt for posting on the station’s website.

**Driveway Moments.** Seth said that he was both mesmerized by and very proud of the story by David Seitz (*Wright State University To Explore Baseball, Jazz in Sultans of Swing Conference*) about the links between baseball and jazz. Bruce said he was impressed with the Youth Radio series and Kevin M. added that Basim Blunt had done a great job working with the Youth Radio students. Neenah agreed that Basim is a great editor. Judd mentioned the Women’s Correctional series as being very moving. Neenah said that Lewis Wallace, Venita Kelly and Renee Wilde all worked on the Women’s Correctional pieces and the project was a long, deliberative process that required the development of a lot of trust.

**Ashley Appleman Appreciation.** Glenn said that Neenah asked him to draft a resolution formally recognize Ashley’s work as a member of the Resource Board. Previously, the Board has verbally thanked members for their service, but not done so formally. Glenn read the following draft resolution:

WHEREAS, Ashley Appleman has served Public Radio Station WYSO as a member of its Resource Board since June 20, 2012; and

WHEREAS, Ashley nurtured and served as the Chair of NextUp, which has introduced the station and the joys of public radio to community members of her age demographic; and

WHEREAS, she invested the time and energy to learn the skills of producing radio documentaries, became a Community Voices producer and then scripted, recorded and edited several heart-felt and moving stories; and

WHEREAS, through her employment at SOCHE she has made the Resource Board and the staff of the station more aware of the many issues confronting higher education in Ohio and the Nation; and

WHEREAS, Ashley has brought energy, enthusiasm and professionalism to everything she has done at WYSO and as a member of the Resource Board; and

WHEREAS, Ashley has accepted the position of Assistant Director of the Maryland-DC Campus Compact in Fredrick, Maryland and is leaving the Dayton area;

BE IT THEREFORE RESOLVED that on this day, April 20, 2016, the Resource Board and all of WYSO extends to Ashley Appleman its profound thanks and sincere appreciation for her commitment and service to the station, accompanied by best wishes for the future.

Adoption of the resolution was moved by Rusty, seconded by Don and approved without dissent by voice vote. The Board Secretary will send a copy to Ashley.

**General Manager's Report.** Neenah said that the past two months have been exceptionally busy. On the Monday of the fund drive the new series, *Women's Voices from Dayton Correctional*, began and will continue through at least May 23. Then, on the last day of the fund drive, two of the presidential candidates and one of the Clintons were in Dayton. Our news team had been pitching all week as well as handling their regular duties, yet somehow managed to cover these important stories. On that Saturday we had a story on *Morning Edition*, Lewis Wallace had one on *All Things Considered*, Kijin Higashibaba did an NPR news spot and, coincidentally, Noah Adams had a story on *All Things Considered*. All-in-all, a great deal of local content for the station, particularly during a fund drive.

Neenah announced that WYSO won the Regional Edward R. Murrow Award for the work done on the documentary *A Matter Of Seconds: A Look Back At The Year Since John Crawford III Was Killed*. This retrospective was written by Lewis Wallace and Steve McQueen and was a collaborative production by several of the staff. This is a prestigious award from the Radio and Television News Directors Association.

Neenah reminded the Board that Lewis Wallace has left the station as has Wayne Baker. Both have accepted impressive job offers and will be greatly missed.

This week the station received a \$15,000 grant from the Kettering Foundation to support Youth Radio next year.

Seth announced that his office at Wright State University will be able to fund *Veteran's Voices* next fiscal year.

At the request of the General Manager, the Board went into Executive Session. Move by Don, seconded by Glenn, to go into Executive Session at 8:35 AM to discuss finances and budget

matters. The motion was approved by voice vote. The Board returned from Executive Session at 8:46 AM. No votes or other actions were taken during the Executive Session.

Neenah said that she intends to create a new strategic plan, but she needs input from the Board, staff, volunteers, Community Voices producers, and the larger community. Neenah plans to ask Natalie to help because she was involved with the listener survey last time. The public needs to have a voice, but Neenah said she is not sure how to get their input. A few years ago the station held public meetings to give the community a chance to present ideas and comment on the station, but with the exception of the Yellow Springs meeting, the sessions were not well attended. Neenah is leaning towards using a survey again because the last one generated a lot of useful information and produced a large response. Perhaps public meeting could be held to discuss the results of the survey as a way to verify the conclusions. Seth suggested that the WYSO Leaders be consulted and Bill suggested that underwriters be included. Bruce wondered if the WYSO Facebook page could accept comments.

The Friends of WYSO Board met in February. Maureen Lynch had agreed to serve only for one year and Evan Scott has assumed her position. The Board membership now consists of Evan Scott, Fred Bartenstein, Karl Colón, Doug and Neenah. At the meeting they decided not to initiate the 501(c)(3) application process because of the College's situation. Neenah has had conversations with several College Board members and they have assured her that the College Board has no intention of selling the station. Therefore, the Friends Board plans to wait for another three months to see what actions should be taken. Chuck asked if the College Board has discussed the sale of the station. Neenah said that possibility had never been raised for formal consideration as far as she knows.

Kevin R. said that the Friends group has a mission larger than being in reserve should the station's license needs to change hands and he asked when the 501(c)(3) application process can be started so that the larger mission can move forward. Neenah said that the Friends Board felt that this was a critical time for the College and the new President and they did not want it to appear that the station had lost confidence in the College. Glenn said that it takes at least six months to obtain 501(c)(3) status and starting now would not be noticed by the public unless we chose to make it an issue. Kevin R. said that the creation of a 501(c)(3) need not be seen as an attack on the College. He works with several groups that have affiliated 501(c)(3) entities that function in supporting roles. They are always viewed in a positive light.

Glenn said that he fully believes that the College Board has no intention of selling the station. However, if the College gets into serious financial difficulty and needs to file for protection from its creditors, the decision to sell the station will move from the College Board to a bankruptcy judge. The station is one of the few marketable assets owned by the College and it will surely be a factor in any settlement.

Doug explained that the WYSO Friends account held in the Dayton Foundation is a Donor Advised Fund. Tax deductible gifts can be sent to the fund and the Friends Board can make recommendations as to how money in the fund is distributed. However, the distributions can only go to 501(c)(3) organizations.

**Underwriting.** Luke said that Karen Bledsoe has been a great addition to the staff. She has written \$128,000 in new contracts since she started in December and many of those spots are

already running. Based on the contracts already written and the pace she has established, Luke expects that she will make the \$325,000 cash target contained in the budget. She is closing \$20,000 each month, but these spots need to be produced, aired, billed and collected before the cash is in hand.

The new rate card and media kit are being designed and the station is moving toward a time when the inventory will be fully booked. Judd said he has been impressed with Karen and her business-like approach. Luke said that they are making progress with media buyers. Doug added that next year he is hoping for \$375,000 in Underwriting. Jacki Winfree, the station's Membership and Traffic Coordinator, is a great source of support for Karen.

**Spring Fund Drive.** Luke reported that the March drive went well, the pitching was of high quality and April Laissle came up to speed quickly. However, the goal was too aggressive considering the amount of giving that had already happened and the large number of sustainers who previously would have called in their pledge. At the end of the on-air portion, the station had received \$180,000 and in the post-drive week the total got closer to \$190,000. The "Warp Drive" angle seems to have tired.

We missed the \$200,000 target, but the drive was a success in many ways. The WYSO Leaders participated at a very high rate and were active by providing many new challenge grants. There now are almost 250 WYSO Leaders. At the end of the March drive the station had more than 4,000 members, 300 were added during the most recent drive and 42% of the total are sustainers. These are the highest counts since Luke has been with the station.

Bruce asked if the drive goals should be reduced as the number of sustainers goes up. Luke agreed that this is the direction to take, but because the total number of members is increasing, the targets have to remain proportional. In this drive we gained about 80 new members from the ZIP codes covered by the new tower. The purchased media advertising in that market is still running.

Dave asked if Luke had considered any kind of text giving program. He said that the Special Wish Foundation added a mobile number from Mobile Cause that paid for itself ten times over. However, it costs \$3,000 to set up and the fee percentage is high. Dave said when a donor texts to the special number, Mobile Cause texts a donor form back to his foundation and this enables them to collect all of the necessary donor data. Glenn wondered why NPR wasn't setting up a master contract with a vendor that could be used by all member stations. NPR has the size and muscle to negotiate a favorable agreement.

Luke asked about Facebook and Dave said they have it on their website but that it is a pain to use. He does not use it for fundraising. People worry that Facebook collects their data and uses it in unknown ways.

Luke said that he is looking at Kickstarter rather than Power to Give for project-based fundraising. Dave suggested that Giving for Good has lower fees, is easy to use and would be good to consider. Go Fund Me is another good one, but it has a lot of organizations on it and this can make it hard for people to find a specific charity.

**WYSO Serious Event.** Luke said that the event was a great success. Luke thanked the Patron Committee and the Board members for their participation and the large number of tickets sold. The station received almost \$13,000 from ticket sales, a \$4,000 sponsorship from SOCHE and some additional money from the Andy Snow photography raffle. The total was just under \$20,000, and although not a huge moneymaker, the event has established itself as a successful format that we can build on.

Seth asked if this event was easier to produce than the auctions. Luke responded that it was less demanding on the staff and more fun. Luke then asked for comments and suggestions.

Glenn said that people didn't understand the format of the evening. They arrived expecting to go into the auditorium and see a show. After reading the card they were given at check-in they couldn't find the performances because there was no signage. When they found an event, they couldn't get in because the room was too small and the door was blocked by other people. He suggested that Memorial Hall may not be the best place for this kind of event.

Dave agreed that the hall was not a good fit for the event and he added that the bars were woefully understaffed and understocked. He suggested that in the future, we get Heidelberg Distributing to sponsor the event. Chuck mentioned that parking was a problem because there was no staff or signage to indicate where people should park.

Don said he has a friend in a wheelchair who might not have gotten in because the handicapped door wasn't open. Fortunately, a passerby went inside and opened the door.

Lucy said her experience was different because she arrived very early and parking was not a problem, and by the time she left the poetry room, the bar was well-stocked.

Luke said that he will use the Event Committee next year and he will start the planning earlier.

**Financial Report.** Doug distributed a schedule showing the financial activity for the period ending March 31. This version reflects the revised budget as specified by the College. The schedule shows actual and budget numbers for the most recent month, and year-to-date for the current and two prior years. Doug said he would focus on the FY16 YTD Actual and Budget columns and the Variance between those two columns.

The Total Revenues is a positive \$74,110 and the non-cash contributions to this positive revenue are big. The In-Kind is \$58,492, but this is a timing issue and Doug expects that this will even out by the end of the year. Gifts are under budget by \$16,584, but Underwriting is over by \$22,225. These two lines offset each other and leave us slightly above target. Special Events & Other is the *WYSO Serious* event as well as Community Voices, podcasts, the Community Concert, the Last Waltz event, etc. Special Events & Other is over budget so far this year by \$12,634. This is much better than last year when this line was in deficit.

Total Expenses is over by \$10,561, but this is due primarily to timing issues and mostly caused by non-cash items. In-Kind is responsible for most of the variance. Just as In-Kind increased Revenues, it has matching costs that put us over on Expenses. Wages and Benefits are under by \$23,295. Programming is under by \$23,579.

On the bottom line, Net Revenue is up \$63,549 for the first nine months of the year. Looking at the budget for the entire year, the two major revenue lines combined are on target. Overall, we're ahead of where we need to be at this point in the fiscal year.

Glenn asked if the mid-year budget reduction would have to come from the bottom line, but Doug said it was already reflected. Glenn then asked if the Net Revenue balance would go to the College if it continues to be available at the end of the year, and Doug said it would.

**Dashboard Update.** Bill handed out the April 20, 2016 version of the Dashboard. He noted that we need to add the dates for the Arbitron reports used in Goal 6. These reports come in twice each year. The summer book will be the first to capture the new tower impact. Underwriting (2.c.) can now be changed to On Target (OT). Bill said that if possible, the new goals should be formulated before the start of the fiscal year. Neenah said she will try to have them ready for consideration at the June Board meeting.

**Nominations and Boardsmanship.** Seth said June will be his last meeting as Chair and that Natalie will then take over, as previously agreed. The Board will also need a new Vice Chair and a new Secretary. Seth said that the Vice Chair is the one who is in the wings and will become the next Chair. If someone aspires to be Vice Chair or Secretary, they should make this known to Seth or Natalie. Neenah will work with Seth to get an Email to the Board inviting nominations for the Vice Chair and Secretary positions. If there are no volunteers, Seth and Natalie will seek out candidates.

Nancy, Don and Glenn will be leaving the Board in June and new members will be needed to fill these spots. An attorney and partner with a Dayton law firm may be added. Luke is looking for someone from the University of Dayton and has two names under consideration. He has asked DPL to nominate a Board member and has also asked Leadership Dayton to provide a name. Jayne Monat has already agreed to join the Board. She is the former Membership and Traffic Coordinator and the person who has led NextUp. She is very familiar with the station because of her previous employment.

Doug said that the Finance Committee needs new members and asked that this be kept in mind as new Board members are considered. Judd said he would be willing to serve on Finance as well as continue on Marketing. Seth and Natalie will survey the Board to see if members want to change committee assignments. This will be done before the June meeting so that Natalie can start with all of the Committees and Chairs in place.

Seth said he plans to remain on the Board next year as past Chair.

**Programming and Training.** Kevin M. said that he and Jocelyn Robinson are working with a small planning committee with representatives from Central State, Wright State and Antioch College to develop a symposium to highlight the WYSO digital archives. Participants will learn about, and be trained in, the use of the digital archives. The Symposium will be October 20-22. A call for proposals went out a few weeks ago. Will Davis and Brooke Bryan will lead workshops. Additional goals are to connect the station more closely with Antioch College and to have faculty include the symposium in their curricula for fall.

**Events Committee.** Luke said that Pets Wars will be running again. Cats won the first year, dogs won the second. The donors who paid for the rabies vaccinations last year have offered to again pay for this service at the Society for the Improvement of Conditions of Stray Animals (SICSA). Luke suggested that having a “social good” such as the rabies vaccination included in all pledge drives would be a positive. Seth observed that some people dislike being asked to support a charity, but it could be done so that people know that if they call at a certain time that their “gift” will go to the charity. Don said this would be good because many callers decline the premiums because they already have “too much stuff.” Natalie said that if this was to become practice, the station should have a policy regarding the charities it will include in a drive. Otherwise, there will be no way to limit the number of requests.

*Zombie High School*, the podcast that WYSO has produced in cooperation with Kids Playhouse, will have a Launch Party at the station on May 12 and the episodes will be released one at a time over the following six weeks.

On June 18, WYSO will hold a live *Behind the Groove* dance party at the Yellow Cab building in Dayton. Basim Blunt will be the DJ.

July 24 is the WYSO Open House and the station is again partnering with the Antioch College Wellness Center. There will be free one-day passes to the Wellness center, fire truck rides, food for sale and lots of good family fun.

September 11 is the date of the WYSO Community Concert at RiverScape MetroPark in Dayton. This will be the fifteenth anniversary of the 911 attack and the station is partnering with the Dayton Peace Museum to commemorate. Groups that promote peace through their music will be featured, including the **Central State Chorus** and **Rani Arbo & daisy mayhem**, a New England based folk quartet. There will be a Peace Heroes Walk organized by the Museum that will end at RiverScape at 3:00 PM just as the concert is starting. The Concert will end at 6:00 PM.

**Permanent Agenda Addition.** Neenah suggested that at each meeting Board Members be give a couple of minutes to tell the others what things they are involved with that are not directly related to broadcasting. These “Announcements from Board Members” will keep everyone informed about what the Board is doing.

**WNKU.** Chuck said that WNKU (89.7FM), which is owned by Northern Kentucky University, may go up for sale because of budget problems in the State of Kentucky. WNKU is based in Highland Heights, Kentucky and has Ohio simulcast repeater stations in Middletown (WNKN-FM 105.9) and Portsmouth (WNKE-FM 104.1). Both repeaters are in the commercial portion of the FM band. Xavier University sold WVXU-FM (91.7) to Cincinnati Public Radio in 2005, and Cincinnati Public Radio has operated Miami University's WMUB-FM (88.5) since 2009.

**Adjournment.** Moved by Rusty, seconded by Don, to adjourn. The motion to adjourn was approved by voice vote and the meeting ended at 10:12 AM.

**Next Meeting.** The next regularly scheduled meeting will be held at **8:15 AM** on Wednesday, **June 15**, 2016 at the **WYSO Studios**, 150 E. South College Street, Yellow Springs, OH. The

Agenda will include approval of the Minutes of the meeting of April 20, 2016, Announcements from Board Members, election of a Vice Chair and Secretary, approval of one or more new Board members, discussion of the station and the College with President Manley, new dashboard goals for FY17, and new committee assignments. Committee Chairs should E-mail agenda topics that require Board discussion or action to the Board Chair not later than the Friday before the meeting. The E-mail should include the topic, the desired outcome (e.g., a resolution) and the estimated time that the discussion will require.

Respectfully submitted,  
Glenn Watts, Secretary