

WYSO Resource Board 18 Apr 2018 Minutes

Held at Corner Kitchen, Dayton

Attendees:

| | | | | |
|------------------------|--------------------------|-----------------------|--|--|
| Chuck Berry | Bruce Bradmiller | Cindy Develvis | | |
| Rusty Cousins | Elizabeth Sandhu | | | |
| Jeffrey Cox | Lucy Owens | | | |
| | Natalie Skilliter | | | |
| William Linesch | Rodney Veal | | | |

Staff: Neenah Ellis, GM Luke Dennis Arick Mittler

Meeting opened: 8:17

February Minutes Approved

Driveway: Saturday story; Zuckerberg testimony; Author interviews; Carl Castle tributes

Development Update:

WYSO Serious, ticket sales down, a lot of competing events; marketing needs more focus and inclusiveness. Explore variety show format. Perhaps a national show in the future. Success due to sponsorships, did well >\$16K to \$20K goal

Feedback: Keep show (focus); Involve a celebrity; text to give during events; preshow cocktails and meet and greet, Show, followed by dance party; maybe segment for monetization; leaders and sustainer benefits; better social media outreaches. Live music was excellent, seemed to play to base, needs expansion focus to attract more people

Outreach with new venues; downtown

Upcoming Events:

Community Concert

June 7&8 Mini-drive; focus on mission; Cheese war...vote favorite cheese, online bar chart, cheese quiz;

Leaders event at woodland cemetery, date TBD, cultivation with guests, storied event, cultivate future leaders

Listener survey coming, how and where people listen, programming; April

Wilderness agency, new listener campaign... "find your YSO" landing page; outdoor digital billboards; build cum

Feedback: Listen now, challenge drivers; RTA side boards through trade and rear; get language through a brain storm; cum effect of comments; 5K list use to get info; help from listeners

Luke (continues update) contributed by Elizabeth Sandhu

1. Wilderness Agency - Luke is working on a new listener campaign with this group to create a "choose your own adventure: approach (what are you interested in? we have that!) FindYourWyso.org and it will tell you what WYSO programs appear and a sample of what that show is like
2. Luke has a small budget to work with to design some digital billboard adds in our listening area. The group suggests WYSO reach out to its listener base and ask for input regarding the billboards
 - a. Jayne suggests preparing a way to let those that contribute know WYSO heard them and appreciates the input. Judd suggests drafting handwritten thank you notes to those that help. Elizabeth suggests asking each Board member to take on a handful and say thanks.
 - b. Perhaps WYSO can give a sneak peak to those individuals about what the content of the billboards look like?
3. RTA - asking new potential listeners to "FindyourWYSO.org"
 - c. Lucy suggests reaching out to a friend with radio marketing experience to discuss community reach out in combination with these types of ads
4. Chuck suggests broadcasting at local festivals
5. Natalie suggests getting back on the rotary circuit (local content focus here) south of town, Springfield, etc.

Financial Update: Through March

Attached...membership 900K Goal; 783K to date

Underwriting on track

Grants behind 70%?

Events a little behind goal but ahead of 17

On target on expenses

Overall increased revenue everything is on track...membership is amazing

General Manager Board Update:

General:

Super big thanks to all of you for your support and your stylish dance moves as well at the third annual WYSO Serious. Luke will have details. I'm grateful for the support and good humor. Thanks to Corner Kitchen for affording us the luxury of all sitting down to a great meal together after our rehearsal and before the doors opened.

College news:

We received approval from the Antioch College Board of Trustees to move ahead to the next step on our Antioch College project. Luke and Arick and I have been working with 2 board members and we're moving through a long check list of things we have agreed to do, and now that we have board approval, we are preparing a phase two proposal for them to consider at the June board meeting.

Working on 2019 budget and revenue goals now. Arick will start and have to hand this off to the new Budget Manager.

Staffing news

Business Manager interviews have begun. Optimistic. Looking for someone with entrepreneurial skills who can help take WYSO new places.

Programming:

Launched several projects since our last meeting. County Lines, rural series, Veterans Voices – a new season to air later this year, Senior Voices, our project with DML, Jess Mador's innovation series called Scratch, and a new peer to peer project with families touched by the opioid crisis.

Four of these projects are considered Community Voices projects, they are either produced by or with our locally trained radio producers.

Promos coming to continue celebration of the WYSO 60th birthday -these with a historial bent, and more happy birthday wishes.

New jazz program launched with Duante Beddingfield and Dave Hussong has moved to Sunday night with Hall of Fame Blues.

Professional development

We will be sending five staff members to conferences in the next few months, thanks to Bill Llnesch and others for professional development donations. Luke, Karen, Jarrod and Jackie will be going to the Public Media Development and Marketing Conference in Chicago – the biggest public radio conference that exists. April Laissle will be gong to the Public Radio News Directors Conference, which is for reporters and news directors. That’s in Philly. I’ll be presenting at a conference of the National Federation of Community Broadcasters about ComVox in May.

In addition to WYSO Serious, we’ve had two Book Nook public events since our last meeting, one at downtown DML and one at th Little Art Theatre. Both were well attended and tho the sound system wasn’t working well, we had a good experience with the library. We brought our own sound system to the Little Art and I think we got good recording there that we’ll be able to air.

Community Voices

As you know, we cancelled the 6-month course for this year, but we held a one-day podcasting class last week and everyone who was enrolled in the 6-month course came to that, including our colleague Rusty. We’re scheduling two more this calendar. We are consistently training 12- 15 people in each one of these classes. Three podcasts have launched – that we know of – as a result of these classes. One of them is called Roadside Attraction and it’s a live show that’s being produced at Yellow Cab every other week on Sunday evenings.

Dashboard:

Attached

Luke:

1. Nielsen data review
 - a. Additional Focus for the Dayton/Cincinnati region - we want to turn attention to the Cincinnati region to encourage listenership.
 - b. Luke anticipates we are in the 65k range, our goal is 75k

- c. Bill suggests billboards further south
2. Jarrod's training continues (he's 7 months in). He is doing well with renewals and the goal is to turn towards new underwriting accounts. There is continued work to train Jarrod and he is very enthusiastic for such training.

Bill: DashBoard Overview

1. On Point - Substitute hosts have been filling in. Neenah has inquired about a permanent host and replacement of the rotating cast. So far, WYSO plans to keep this programming until final hosting decisions are made and will then make a decision. Neenah is actively pursuing updates.

6.B. Scheduling meeting with legislators - still a good idea to maintain these relationships, but not an urgent project.

Committee Updates:

1. Program Committee: Kevin and Michelle met with Neenah to discuss the Center (some behind the scenes work here to be announced later.) The college would like to present some type of community course. More details to come.
2. Updates for Friends of WYSO anticipated in the near future
3. Marketing Committee to meet soon and reinvigorate
4. Next Up - meeting today after the RB meeting (Cindy is taking the lead on some activity - stay tuned!)

Outside activities:

1. Michelle co-authored "Spectacle" - full description of the show is in the paper today, check it out! Michelle is directing. Running through Sunday (\$12 for non students). Congrats Michelle!
2. Judd will soon be the sole owner of Oregon. Congrats Judd!
3. Natalie tells us about Derby Day - May 5th. Third annual Running of the Wieners! Starts at Trolley Stop (hot dog eating contest), opportunities to adopt, costume contest for both dogs & humans; theoregondistrict.org (Natalie is working on a new page) Same day as the downtown Dayton housing tour, free to attend.
4. Luke's daughter is playing Dorothy in her 6th grade school play this weekend!
5. May 16th Sierra will be awarded the Governors Award by the Ohio Arts Council. Congrats, Sierra!

6. Sierra had the opportunity to go to the Rock and Roll hall of fame induction of Nina Simone, Michelle and Sierra are working on a script for a tribute to Nina Simone after Michelle wraps up her current production.
7. Natalie reminds us to continue to think about how to build listenership
8. Elizabeth and Sierra remind the group that the Marketing Committee has high hopes for getting students involved. Listening parties, school visits, etc. What kind of content can we encourage engagement from this age group? Judd mentions the Dayton Metro Library is making a point to educate teens in manufacturing opportunities, etc. Kevin points out that digesting media content promotes critical thinking.
 - a. Neenah is working with Basim on a radio camp for high school kids
 - b. Lucy ran Upward Bound summer camp for Wright State and offered resources
9. Neenah asks the Board members to send her ideas for Culture Couch and other content driven material.

Next Topics:

Next meeting: 18 April; WYSO Studios, Yellow Springs: 0815

Adjourn:

Attachment 1: April 18 Dashboard

Attachment 2: Financials

Attachment 1

WYSO Resource Board Dashboard FY 2018

Update: April 18, 2018

| 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 | AF | Most recent Nielsen data shows some declines |
| B. Grow Greater Cincinnati audience from 11,200 to 20,000 | 3/31/18 | | AF | March 2018 PPM data from Cincinnati shows declines, not growth. Needs attention and resources |
| 2. Increase and Diversify Revenues | | | | |
| A. FY 18 UW revenues of \$475,000 | 6/30/18 | Luke | AF | Jarrold's training has taken longer than anticipated, however, if Karen and Jarrod book \$70k a month between now and June 30, we will hit goal. |
| B. FY 18 total membership revenue of \$900,000 | 6/30/18 | | OT | We are on track to surpass goal |
| 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 | | AF | We've done one mailing that focused on upgrades, but this needs more attentions |
| F. WYSO Serious secures \$14k in sponsorships and nets \$25k+ | 5/1/18 | | AF | We secured \$14,500 in sponsorships, but the ticket sales were down nearly 40% compared with last year so our net is closer to \$16k. |
| G. Promote WYSO Legacy Society through on-air, mail and annual event | 6/30/18 | | AF | Need attention in last quarter |
| 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 | On hold |

| | | | | | | | | |
|---|------|--------------|------------------|---------------|----------------------------------|-------------------------------------|----------|----------------------|
| D. Storytelling Festival | | 11/17 | | OT | On hold | | | |
| | | | | | | | | |
| 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 | Launched March | | | |
| C. Identify funding to re-launch Veterans Voices | | | | C | Complete | | | |
| D. Better use of the Harken Outreach Platform | | | | OT | In planning stage | | | |
| 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 | This keeps getting back-burnered | | | |
| | | | | | | | | |
| Status | Blue | Complete (C) | Green | On Track (OT) | Yellow | Requires Additional Focus/Resources | No Color | Not Yet Started (NS) |
| Color Key | | | | | | | | |

Attachment 2: April 18 Financial Report

| WYSO Financial Report Through March 2018 | | | | | |
|--|-----------------|-----------------|----------|-----------------|--|
| | YTD 18 | Budget 18 | Goal Met | YTD 17 | Notes |
| Revenue | | | | | |
| Membership | \$ 783,420.00 | \$ 900,000.00 | 87.00% | \$ 583,372.00 | Way ahead! |
| Underwriting | \$ 350,355.00 | \$ 475,000.00 | 74.00% | \$ 307,083.00 | On track! |
| Grants | \$ 72,469.00 | \$ 342,851.68 | 21.00% | \$ 294,815.00 | CPB (\$164.7K) pending; Booking \$15K Def Rev; \$10K DMK pending; |
| Events/Other | \$ 52,481.00 | \$ 95,400.00 | 55.00% | \$ 48,488.00 | WYSO Serious sponsorship pending; CanVox Cancelled; Still ahead of FY17. |
| | \$ 1,258,725.00 | \$ 1,813,251.68 | | \$ 1,233,758.00 | |
| Expenses | | | | | |
| | \$ 678,050.00 | \$ 934,852.00 | 73.00% | \$ 559,121.00 | *Non-Compensation Expenses; Paid many 4th quarter invoices already. |

Increased Membership & Underwriting revenue by \$243K over FY17.
 We've raised \$20k more than last year without the CPB grant arriving.
 Overall on track with compensation included.