NFPB Trustee Meeting
1/23/2017 @ 1:30 pm ET
Conference phone: 1-515-739-1030
Meeting ID: 772-774-834

AGENDA

❖ Call to Order Sandy Stuckmann, Vice Chair

❖ Announcements Sandy Stuckmann, Vice Chair

❖ Approval of Minutes Laura Sampson, Secretary

❖ Treasurer’s Report Penny Zent, Treasurer

❖ Committee Reports:
  ➢ Professional Development Amanda Gordon & Sasha Schechter, Co-Chairs
  ➢ Membership Dennis McDonald, Chair
  ➢ Awards Mary Ann Johnson, Chair
  ➢ Nominating Sandy Stuckmann, Chair
  ➢ Marketing Reggie Burton, Chair
  ➢ Social Media/Website Laura Sampson, Chair
  ➢ Advocacy Stacey Karp, Chair

❖ Old Business
  ➢ Station Survey Dorothy Pacella, Chair

❖ New Business

❖ Adjournment Sandy Stuckmann, Vice Chair

Mark your calendar –
February 21 - Trustee Meeting
February 27 - March 1 - Capitol Hill Day
April 23-29 - National Volunteer Week
May 15 – National Friends Professional Development Session
May TBD – National Friends Annual Meeting
May 15-18 - PBS Annual Meeting in San Diego, CA
NOTE: Several URLs appear within the minutes. Click on highlighted blue text to go directly to the links.

- **ATTENDANCE**
  - **Attending:** Reggie Burton, Charlotte Hill, Gloria Howell, Mary Ann Johnson, Dennis McDonald, Dorothy Pacella, Laura Sampson, Sasha Schechter, Sandy Stuckmann, Penny Zent, Kala DeStefano
  - **Not attending:** Amanda Gordon, Stacey Karp, Paula Sklodowski

- **MEETING CALLED TO ORDER** by Sandy Stuckmann

- **ANNOUNCEMENTS**
  - **Sandy Stuckmann**
    - **PBS Annual Meeting:**
      - The Executive Committee has determined that NFPB will pay for $395 registration fee its trustees. This is a greatly reduced price from the $615 normal fee for stations.
      - The National Friends Professional Development workshop will take place on Monday, May 15 that will necessitate arriving in San Diego on Sunday night.
      - A notice will be sent out from Sandy explaining how Trustees receive the registration fee and what responsibilities are expected. Registration is not yet open.
      - Hotel rates are $220 per night plus taxes and fees.
      - On the Thursday following the close of the PBS Annual meeting, PBS is offering a development track. When you register, you can also register for the development track. At this time, Sandy does not know if this is a separate fee, but should know sometime in February.
      - Trustees are encouraged to attend the Development track. We are hopeful that NFPB will conduct a concurrent session during the Development track.
      - The NFPB Annual Meeting will be conducted sometime during the PBS Annual meeting. The specific date, time and place are not yet determined.
    - National Friends will be holding monthly Trustee meetings beginning next month (February). The next Trustee Meeting is scheduled for February 21. Sandy will send out dates for the remaining monthly meetings.
    - NFPB Trustees, Dorothy Pacella, Sasha Schechter and Dennis McDonald, will be attending the February 27-March 1 APTS Summit Meeting - formerly known as Capitol Hill day.
    - Dorothy Pacella is working towards organizing stations and public media entities (PBS, APTS, etc.) to celebrate National Volunteer Week, April 23-29. Trustees are asked to talk to their volunteer managers about what your station is doing to celebrate National Volunteer Week! Suggestions: Recognition event, website posting, other.
    - Jackie Castellanos is no longer employed at Mississippi Public Broadcasting and has submitted her resignation as a National Friends trustee. She will continue to serve as a member-at-large.

- **APPROVAL OF MINUTES**
  - **Laura Sampson**
    - Minutes of the last trustee meeting were unanimously approved.
TREASURER’S REPORT     Penny Zent

- Penny was congratulated on her recent retirement from KAMU. See online article about Penny: http://www.theeagle.com/news/local/kamu-veteran-zent-retires-after-years-of-service/article_4dfb2e21-e8c6-5a7c-8465-c56a04a2c01a.html
- Penny was unable to access the NFPB bank account on her new computer. She will send her report to Laura Sampson, Secretary, upon her return in February. Laura will distribute the report to all Trustees.

COMMITTEE REPORTS

- Professional Development     Sasha Schechter & Amanda Gordon
  - Professional Development is the new name for the annual conference committee.
  - There will be a format change this year due to a cut in time allotment by about 3 hours.
  - Details for our annual Award presentation are not yet finalized.
  - A PBS Development Day will take place on May 18. Click URL for details.
  - PBS accepted suggestions for DevDay concurrent sessions.
    - Amanda Gordon and Sasha Schechter proposed a NFPB concurrent session.
    - The session would attempt to get the ear of general managers and involve an interactive game with lots of brainstorming and sharing of ideas.
    - All proposals are being voted upon.
    - VOTE for our session, #41: https://www.surveymonkey.com/r/2017AMbreakouts
  - There will be about 40 sessions, 106 proposals have been made. Voting will determine which sessions are to be presented at the DevDay.
  - Everyone is asked to VOTE!! And, encourage fellow volunteers and station staff to vote.

- Membership     Dennis McDonald
  - Renewal notices have been sent.
  - We currently have:
    - 15 individual members
    - 5 comps from last conference
    - 12 patron (6 not renewed)
    - Gratis, Paula Kerger
    - Partners: 14 stations and one individual partner (4 have not renewed yet)
  - Dennis has all data from Paula Sklodowski and is determining length of membership and more as he is trying to get an analysis of membership data.

- Awards     Mary Ann Johnson
  - See Mary Ann’s full written report (page 7)
  - Mary Ann and Laura Sampson (advisor) developed a timeline of what needs to be done by the Awards Committee month-by-month from August 2016 to June 2017.
  - Awards is not adding NPR volunteer coordinators to our contact list this year unless they’ve been previously included. The majority of contacts are PBS stations.
  - The initial announcement of Award Nominations was distributed to over 200 stations during the week after Thanksgiving (2016).
  - About 20 emails bounced back. Mary Ann contacted each station for correct information.
− Mary Ann stated that at least 30% of the recipients opened the nomination email.
− A second email notice will go out at the end of the month after Dorothy Pacella finds out whether Paula Kerger will endorse NFPB’s awards and encourage nominations again this year. Her endorsement solicited many nominations last year!
− NFPB received 23 nominations last year. We have not received any for 2017 yet. We expect to receive nominations after the second notice goes out.
− The original deadline of January 30 will probably be extended to February 10, 2017.
− There are two new members on the 2017 Awards Committee: Dan Virzi and Ken Blackmon
− Mary Ann noted that the person writing a nomination can make a huge difference. We need to encourage nominations to be as thorough as possible.
− Trustees were asked to encourage their station to submit nominations.

### Nominating

Sandy Stuckmann

− The Nominating Committee is meeting on January 24, 2017.
− The NPB Annual Meeting was originally scheduled for January 23 (today), but was moved to the 2017 PBS Annual meeting in May.
− Thanks to Dorothy, we have an individual interested in serving as a Trustee, April Liu. She recently joined NFPB as a Patron member and will be invited to our next trustee meeting to be introduced. April has a strong background in finance.
− Sandy asked everyone to submit recommendations for trustees who have the time and interest to serve. Send suggestions to Sandy: ssstuckmann@earthlink.net

### Marketing

Reggie Burton

− Reggie had no formal report to share at this time.
− Reggie is going to schedule a phone meeting with Dorothy Pacella and Sandy Stuckmann to help move the committee forward.
− Reggie wants Marketing to change current question marks into action steps.
− Although no one has been identified to work on a NFPB newsletter, Reggie feels this is one of the question marks that should be turned into an action item.
  − Newsletter would push advocacy, membership, events, conference, and more. We need to have a commitment to make this happen.
  − Maybe one issue per quarter? Could be a different editor per quarter.
  − Procedures need to be determined.

### Social Media/Website

Laura Sampson

− See full Social Media report by Laura on page 8.
− Laura plans to step down as website chair in May/June and would like a replacement to take it over. Is there someone willing to step in and work with Laura now to learn. NFPB cannot afford to hire anyone to do the website.
− Laura reported that website updates are made regularly.
− Recent updates include:
  − Information about the 2017 PBS Annual meeting
  − Facebook and Twitter posts about the 2017 PBS Annual Meeting
Updates to all Awards information (nomination forms, description of awards, nomination deadline, Paula Kerger’s endorsement, and more)

Future posts this spring will include details on
- 2017 PBS Annual Meeting: NFPB Awards, the NFPB Professional development session and the overall 2017 PBS Conference
- National Volunteer Week

Laura asked trustees to send her NEW posts for fresh articles about volunteer events, station events, volunteer websites and volunteer newsletters. PDFs or Word documents and photographs really enhance the content of the NFPB website.

Advocacy
Dorothy Pacella for Stacey Karp
- Dorothy updated us on Advocacy.
- Dorothy, Sasha, Stacey Karp and Dennis are heading for the 2017 Summit, February 27-March 1, 2017.
- We will be hearing from Protect My Public Media on how to communicate with our legislators.
- It is important that we increase the number of people signed up for PROTECT MY PUBLIC MEDIA. Recent news indicates there is a possibility of cutting federal funding for CPB and other funding resources. NFPB needs to get actively engaged to save public media.

OLD BUSINESS

Station Survey
Kala DeStefano
- Kala worked with the intern for WNET Friends last summer/fall to help contact stations to participate in the survey.
- Sixty-four stations were contacted through phone calls and emails. Sending emails alone proved not to be effective.
- Kala will let trustees know if their station did not reply. Trustees should follow-through to have the station complete the survey.
- Twenty-four (24) surveys were submitted with three not helpful because of lack of information or the station did not have an existing volunteer program.
- Question is whether more stations should be contacted?
- Nineteen (19) stations from the west coast were contacted, but only 9 replies were received.
- Some good stats were obtained:
  o Karla will distribute the resulting the statistics from the surveys returned to her. Will use some of this information at the conference in May.
  o Media action: Seven (7) stations would blog for our website. Kala can provide the names of these stations.
  o Nine stations indicated wanting to join NFPB.
  o There were some good quotes submitted on “Why stations love their volunteers.” We would need permission to use the quotes. Kala will email the blurbs and we could possibly use the best ones to post on the website or otherwise. We can contact the people for permission to post their quotes.

NEW BUSINESS – none
FINAL ANNOUNCEMENTS:
- All committee chairs were asked to meet with their committees to review goals, timelines, etc. before the next trustee meeting on February 21.
- Get your committee members engaged in your projects!!
- If you want an Executive Committee member to participate on your committee, let us know.

Executive Committee Members include:
- Sandy Stuckmann  sstuckmann@earthlink.net
- Dorothy Pacella  pacella@thirteen.org
- Penny Zent  pennyzent@outlook.com
- Sasha Schechter  SchechterS@wliw.org
- Laura Sampson  lsampson@nfpb.org

The meeting was adjourned at 2:35 pm ET.

Minutes by NFPB Secretary, Laura Sampson

ADDENDUMS:
1. Awards Committee report submitted by Mary Ann Johnson
2. Social Media report submitted by Laura Sampson
National Friends Award Committee report

January 23, 2017

After reviewing the 2016 awards process, Laura and I put together a time line of what we hope the awards committee will accomplish for 2017. In a phone discussion with Dorothy, it was decided we would not pursue adding NPR stations at this time. We will include those that we know or the ones who may have completed the survey for National Friends.

We sent out the initial invitation to over 200 stations the week after Thanksgiving. Kala alerted me about the 20 bounce backs and I contacted each station to find the correct volunteer coordinator. A couple of emails were just basic mistakes such as a missing letter or wrong letter. We had a 30% email opening which is quite good! It wasn’t until after Christmas that I was able to get every contact corrected. I enjoy talking to new coordinators because they are excited about their new job, and love to hear about National Friends! It also helps when the station’s receptionist is knowledgeable and helpful.

We used the same wording as last year and plan to do so with the second invitation. We are on hold until Dorothy and Paula Kerger can get together to work on the second invite. It helped a lot last year when Paula encouraged PBS staff to nominate a volunteer for one of our awards.

We had 23 nominations in 2016 and so far we have not received any. Paula’s article last year helped us a lot and we hope for the best this year. I had set a goal of 30 nominations this year, but in looking back, our committee had their hands full with 23! We do not want to limit the number of nominations, but we also don’t want to be overwhelmed!

We may have to change the deadline for nominations, but will reserve that judgement until later. I will certainly encourage some staff to enter a nomination if we don’t receive many.

I have two new members on my committee, Dan Virzi from Cincinnati, Ohio and John Blackmon from San Francisco. We will get a fresh view to look at the nominations with these two men on our committee. Dan wrote two wonderful recommendations and I think he has a good sense of what we are looking for.

Mary Ann Johnson, National Friends Awards Chair
SOCIAL MEDIA REPORT
1-23-2017 (Trustee Meeting)
by Laura Sampson, Social Media Chair

Updates to the website since the last Trustee Meeting, November 14, 2016
– Website updates have been made regularly pertaining to the 2017 PBS Annual Meeting
– Facebook and Twitter have posts about the 2017 PBS Annual Meeting
– AWARDS pages have been updated with new descriptions, deadline information, nomination forms and more.

Upcoming website updates will include:
– Updates to the NFPB Directory (this will be sent via email when prepared)
– Posts concerning the content of NFPB pre-conference and concurrent sessions
– Updates to membership of NFPB
– New project/event to be posted from Dorothy. WNET
– Endorsement of 2017 NFPB Awards by Paula Kerger will be posted when received.
– WNET’s Volunteer Luncheon 1-11-2017 (report and power point from Dorothy)
– Updates on Legislative issues will be posted. Stacey is out, so Laura tries to keep up with this through email updates from APTS.
– Report on the upcoming APTS Summit (Feb 27-March 1, 2017) will be posted when received. NOTE: Dorothy, please take or obtain photographs!
– National Volunteer Week (Apr 23-29, 2017) information will be posted when available
– Overview of the NFPB workshop and concurrent sessions (Power points, narratives, photos & more)
– Overview of the 2017 NFPB awards (videos, photos, narratives and more)
– New INSIDE NFPB MANUAL will be created & posted after the May 2017 Annual Meeting

Please send me articles and photos about your station. The website needs FRESH articles!!
Every station on the National Friends Board of Trustees should be represented on the website:
– Volunteer Events
– Station Events
– Website for your volunteers? Let me know.
– Newsletters for your volunteers? Send me PDFs of them!