

Newsbreak



NEWS FROM THE NATIONAL FRIENDS OF PUBLIC BROADCASTING SPRING 1999

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Welcome New Sponsors

As of press time, eight stations have moved to Sponsor status in their support of the National Friends of Public Broadcasting. We gratefully welcome these new Sponsors:

AETN, Little Rock
APTS, Washington
KVCR, San Bernadino
KET, Kentucky
Friends of Iowa PublicTV
KERA, Dallas
WGBH, Boston
WDSE, Duluth

These stations join seven who have recently renewed at the Sponsor level:

WYCC, Chicago
WETA, Washington
KRWG, Las Cruces
Rocky Mountain Public TV
WFYI, Indianapolis
WNET, New York
Friends of Mississippi

And Now a Word from a Sponsor . . .

Why should a station join NFPB at the sponsor level? We asked *Jeanelle Adamak*, Vice President of Communications and Development for WFYI in Indianapolis, Indiana, why they chose to join NFPB as a **Sponsor**. She wrote:

WFYI is committed to supporting the National Friends of Public Broadcasting at the higher Sponsor level for a variety of reasons. In 1970 a group of 7,000 women, the Women's Council of Channel 20 (later called the Friends of 20), went door to door raising the money to put WFYI on the air. This group of volunteers served as the backbone of the station in the early days.

Today, nearly thirty years later, the

station proudly boasts the support of more than 2,000 volunteer "Friends" who provide leadership in a variety of ways. From hosting and supervising the Pledge Drives to serving on committees that recruit, manage, and recognize volunteers, the "Friends of WFYI" continue to play a vital role in our organization. The many hours expended annually by WFYI volunteers equals the work of eight full time employees. It's obvious that the station greatly benefits from the work of our Friends.

There are many ways that WFYI can support the volunteer efforts, especially on a national level where our volunteers are encouraged and organized. Being a "Sponsor" station of the NFPB is a small investment when considering the great benefits. WFYI continues to look for opportunities to support the national efforts. Dollar for dollar, there is no other investment that has such a handsome return. We encourage all stations to support the National Friends of Public Broadcasting.

Thanks, Jeanelle, for a great testimony! Volunteers from WFYI have long been involved in NFPB. Several have been elected to the Board of Trustees with one serving a term as Chair. Volunteers and staff have taken advantage of the national gatherings to enhance their skills and learn from other volunteers.

If your station is not yet a **Sponsor**, now might be a good time to make the investment. *Dorothy Pacella*, NFPB Membership Chair, will be glad to hear from you (see **Where to Send** on next page). **Sponsors** (\$250 level) receive recognition on all printed NFPB materials, and are entitled to designate two representa-

tives (at least one of whom must be a volunteer).



Pilot Program Announced

In a national PBS series produced by Public Affairs Television (PAT) to be broadcast in Fall 2000, *Bill Moyers* will go to the front lines of the movement to improve end-of-life care and report on the best models of how it's being done. In conjunction with the four hour-long programs, a national outreach campaign will provide resource tools and opportunities in the community to help people talk about what we consider a "good death" in the complex ethnic, religious and socio-economic landscape of America.

The National Friends of Public Television is partnering with PAT and WNET to create coalitions between public television stations and community-based organizations. These local coalitions will organize outreach events to serve as catalysts helping people talk about their personal concerns about dying as well as public policy and institutional practices. **This outreach will be launched at a special one-day training session prior to the PBS Development Conference on September 21, 1999.** The session will be co-hosted by NFPB and WNET.

The goals of the session are to provide information about this series and the project partners, to connect participants with community resources for collaboration, and to generate ideas on implementing this outreach locally. The agenda will include presentations by experts in the field of end-of-life care, an overview of the project, information on community-based resources, strategies for local fund raising, and outreach ideas.

From the NFPB Chair . . .

Lots of good news for the **National Friends of Public Broadcasting**.

Be sure to read about the pilot program (opposite column). If it proves successful and beneficial to both groups, this could be a prototype for other Friends groups and their stations.

If the pilot program interests you and your station, please contact me, Beverly Lundquist [Phone 212.560.2800 (Friends of Thirteen); FAX 212.560.2091; E-Mail: lundquis@wnet.org].

Other good news involves NFPB Scholarships which will be available once again in 1999. These will be for NFPB members, their volunteers, and staff who work directly with volunteers. There will be ten \$500 scholarships through funding from the **J. Seward Johnson Sr. 1963 Charitable Trust**.

NFPB has been a recipient of this grant annually since

WHERE TO SEND . . . *Membership Questions and Changes of Address:*

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Items for NEWSBREAK: (photos, letters to the editor, articles welcomed!)

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1994. We are so grateful for this support and know that each and every person who has been able to attend the PBS/NFPB Development Conference because of this funding is a better public broadcasting volunteer/staff. These participants have returned to their home stations with innovative ideas and refreshed enthusiasm to put this new knowledge to work for a stronger, more self-sufficient public broadcasting station.

*The National Friends of Public Broadcasting extend our sincere **thanks** to the J. Seward Johnson Sr. 1963 Charitable Trust.*

What's a Volunteer Worth?

More than fifty Rocky Mountain PBS volunteers were recognized for landmark service recently. For the 1998 year, volunteers gave a grand total of 61,153 hours of service. A symbolic check for \$813,335 — representing

the dollar value of those hours — was presented to President James Morgese at the celebration.

Dr. Joon J. Bang, recipient of the 1997 Elaine Peterson Distinguished Service Award, and the Asian Friends raised more than \$100,000 for WNET during the Spring Membership Drive. During the broadcast of the Korean-American Spirit, Dr. Bang and his friends offered an on-air challenge for up to \$10,000. The special outreach to the Korean community included a live simulcast translated in Korean on Korean Radio. More than 1,500 program alerts were mailed to Korean churches in the tri-state area. And the group was on hand to answer telephones and help in translation for those callers unable to speak English. The benefits of community outreach during this program were enormous. Thank you, Dr. Bang and Asian Friends for showing us what can be done to help public broadcasting serve an even broader audience!

Especially for Managers of Volunteers

This is a new feature especially for those who manage the volunteer programs at public broadcasting stations. Short articles, ideas, resources, and “how we do it” pieces will be featured in each issue. This can be an “each one help one” column if you make it happen.

As you come across brief items you find particularly helpful, please send a copy to this newsletter’s editor (see the second page). Be sure to include name and date of publication so appropriate credit can be given or as needed permission to reprint secured.

If you have found a particularly effective technique in dealing with volunteer issues, or have questions you’d like some insight on from others who work with volunteers, send them along. Responses, comments, observations will be printed in succeeding issues. Here’s some tidbits already on hand.

If someone volunteers for a task but lacks the needed skills, don’t refuse the offer. That could hurt the volunteer’s morale. Instead, pair the person with someone who has the skills and call the duo a “miniteam.”

Source: Say What You Mean, Get What You Want, by Linda McCallister, John Wiley & Sons Inc., 605 3rd Ave., New York NY 10158 (from the January 1999 issue of Communications Briefings)

Here are two resources highly recommended by Diane Papedo, APTS National Volunteer Coordinator:

Susan Ellis - Energize, Inc.
5450 Wissahickon Ave., Philadelphia PA 19144
Phone: 215.438.8342
www.energizeinc.com (outstanding website!)

Points of Light Foundation
1400 I Street, NW, Suite 800
Washington DC 20005
Phone: 202.223.5001
www.pointsoflight.org

Showcase your special volunteers/volunteer-led programs — nominate them for a national NFPB award. Watch the mail in early summer for award definitions and nomination forms. Be thinking now about those who go the third or even fourth mile for public broadcasting...those volunteer-led projects that make a real difference in your public broadcasting outreach...volunteers who are the movers and shakers in your volunteer program. As the Scouts say “Be Prepared” so when the forms come, you’ll be ready!

Plan to join us in Florida

Kitty Conners, Chair for the 1999 NFPB Annual Conference which is held in partnership with the PBS Development Conference, writes:

*"I want to gear this report to **new members of NFPB, or people thinking about joining NFPB.** One of the things that's important about NFPB is that our annual conference is included with the Development Department of PBS. If your station belongs to NFPB you get to attend two conferences in one!*

*The **PBS/NFPB Development Conference** will be held **September 22-25 in Miami, Florida**, with the special one-day training session on September 21 on the Bill Moyers special (see page 2). During the conference there will be many workshops offered on almost any subject you are interested in. NFPB will be offering workshops relating to volunteers in addition to those offered by PBS for development associates. You get to select the ones that best relate to you and your station. This is one of the strengths of the two conferences being together.*

The best part of the whole thing is getting a chance to talk to people who are doing just what you do. You can swap stories, glean ideas that work, and get a chance to pick the brains of people who have been doing for years what you are doing.

*For this year's conference we are putting together some great classes and planning a wonderful NFPB luncheon. **If your station is not a member**, now is the time to have a talk with your General Manager about the benefits and importance of NFPB membership. See you in Miami!"*

Just a reminder: **NFPB members receive a significant discount** when registering for the PBS/NFPB Development Conference. Watch the mail for your NFPB registration form (do not use the Development Conference form if planning to attend as an NFPB member).

You can now find NFPB on the web. Go to **www.APTS.org** and link to NFPB under **APTS means Advocacy**. Also found on that link: CATs, CATNet, Congressional Testimony, Speeches/Remarks, Congressional Search.

Nominations Sought

The 1999 NFPB Nominating Committee is asking for recommendations for new Board members. Trustees will serve a two-year term beginning September 1999 and ending September 2001. We are looking for dynamic leaders who will help direct NFPB into the 21st Century.

Please send recommendations to **Diane Papedo, Nominating Committee Chair, 1089 Bannock St., Denver CO 80204** (FAX 303.620.5600; e-mail: dpapedo@aol.com)

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Volunteer Honored

She has been called “the perfect volunteer” by Diane Papedo, APTS National Volunteer Coordinator. At RMPBS Channel Six’s annual Christmas Breakfast staff, volunteers, and Board members of Rocky Mountain Public Broad-casting honored **Laura Sampson** with a huge blanket of 45 quilted squares lovingly made in secrecy by Laura’s many RMPBS friends.

Rogers Inducted

Fred Rogers of **Mister Rogers’ Neighborhood** was inducted into the TV Hall of Fame at the National Academy of Television Arts and Sciences in Los Angeles. This is his 46th year in public television starting with “The Children’s Corner” on WQED in 1953.

WQED was the first community supported public television station with many of the staff being volunteers. In fact, one of the most famous volunteers, Adrian Croanaur, later went on to become a D.J. in Vietnam. Robin Williams portrayed him in the movie “Good Morning Vietnam.”

Mister Rogers’ Neighborhood is underwritten by Public Television Stations and the Corp. for Public Broadcasting.

Congratulations to . . .

Beverly Lundquist, chair of the National Friends of Public Broadcasting, has been named to the APTS Board of Trustees. She is a lay representative from Thirteen/WNET, New York.

WFYI, Indianapolis, Indiana, recently chartered an innovative Boy Scout Explorer Post which meets at the station. Scouts will earn a Badge in Communication.

APTS Grassroots/CATs Awards Presented

The Association of America’s Public Television Stations (APTS)/ Community Advocate Teams (CATs) honored four public TV station executives and one station board member for their extraordinary efforts at building grassroots support for public television.

The 1999 Grassroots Advocacy Awards were bestowed by APTS President David Brugger upon **KTCA/KTCI Minneapolis/St. Paul**, the **University of North Carolina Center for Public Television, David L. Baker** (WOSU Columbus Ohio), and **Jim Heck** (President and General Manager of WUSF, Tampa).