

# Newsbreak



**PUBLISHED BY THE NATIONAL FRIENDS OF PUBLIC BROADCASTING 2001**

Editor: Judy Dunson, 5108 N. Kenwood Ave., Indianapolis IN 46208-2620 (317.254.8051 Fax 317.923.2956) <jdunson@earthlink.net>

## BOARD OF TRUSTEES

**Carrie Cinnamond** Chair  
KET The Kentucky Network  
carriec@se-tel.com

**Louis Ruiz** 1st Vice Chair  
KCPT Kansas City (Awards)  
leruiz@lucent.com

**Judy Dunson** 2nd Vice Chair  
WFYI Indianapolis (Newsletter)  
jdunson@earthlink.net

**Vicki Reynolds** Secretary  
RMPBS Denver  
greynold@aol.com

**Penny Zent** Treasurer  
KAMU College Station  
p-zent@tamu.edu

**Beverly Lundquist** Imm. Past Chair  
WNET New York (Grants Chair)  
lundquis@thirteen.org

**Zo Brown**  
Mississippi Education Network

**Jo Caines**  
KOCE Huntington Beach

**Sunny Conley**  
KRWG Las Cruces (Nominating)

**Kitty Conners**  
KIXE Redding (Conference)

**Edie Halstead**  
WFUM Flint

**Charlotte Hill**  
KLTV Las Vegas

**Jane Krutz**  
Arkansas Education TV Network

**Jan Mitchell**  
WTTW Chicago

**Dorothy Y. Pacella**  
WNET New York (Membership)

**Diane Papedo, APTS National**  
Volunteer Coordinator

RMPBS Denver

**Elaine Peterson**  
WMVS Milwaukee

**Dan Ringer** (Bylaws)  
WNPB Morgantown WV

**Jan Rudd**  
GDPT Dayton

**Pam Smart**  
Maine Public Broadcasting

**Juliet Spall**  
WETA Washington DC

**Lisa Wayne**  
WBGU Bowling Green

**TRUSTEE EMERITUS**

**Elizabeth Campbell** (WETA)

**Elaine Conway** (WNET)

**Sandra Johnston** (WETA)

## FOUNDER

**Frances P. Schuman** (WNET)

## Scholarships Offered

In 2000 National

Friends of Public Broadcasting were able to grant scholarships to nineteen individuals to enable them to attend the PBS/NFPB Development Conference in Palm Desert, California.

A \$10,000 grant from the **Corporation for Public Broadcasting** allowed scholarships to be offered to volunteers and volunteer staff from several small stations. Ten individuals received scholarships of \$1,000 each.

The **J. Seward Johnson Sr. 1963 Charitable Trust** gave a \$5,000 grant which helped to provide nine \$500 scholarships to members of NFPB to assist them in their expenses, and to help underwrite other costs of the scholarship program.

It is the aim of the Scholarship Committee to give these scholarships and stipends to volunteers and to staff that work directly with volunteers. It is a goal that those receiving the scholarships attend the "volunteer track" workshops and other designated NFPB events.

Our congratulations to the following recipients of scholarships for 2000: **Steve Biando** (KCUC-TV), **Carole Chambers** (KUAC-TV), **Joan Coffin** (KUSM/KUFM), **Janice Garry** (WCTE-TV), **Gayla Grothe** (SDPB), **Kristine Hernandez** (KSMQ-TV), **Mindy Huhn** (WQPT), **Jennifer Koch** (KAKM), **Meredith O'Connor** (WCFE-TV), **Diane Palm** (WDCQ-TV), **Jay Richie** (WGBH), **David Satz** (Thirteen/WNET), **Cathy Schaefer** (WMVS/WMTV), **Mary Lou Smith** (KWCM/KSMM), **Jeri Waldeck** (WSEC-TV), **Mechelle Williams** (AETN), **Janet Wyer** (WNIN), **Kathleen Yoder** (KOCE-TV), and **Debbie Young** (WFYI).

## What's a Volunteer Worth?

In celebration of our 30<sup>th</sup> Anniversary, we were able to identify more than 100 volunteers who have remained active for the entire 30 years of NFPB! It is estimated that these volunteers give an average of 39 hours a year. At the current value of \$14.83 per volunteer hour, this means their 30 years of time is

## From the Chair of NFPB



The turn of the century and the millennium has brought changes and challenges for the National Friends of Public Broadcasting. Under the leadership of our Board of Trustees, we have established new term limits and rotations, and an orderly transition for our long-time leaders into the honored Trustee Emeritus role.

We have pondered ways to make our mission more visible. One result is a modified logo. Another is reexamining who NFPB is and what we ought to be doing in our next decade and more.

Under the very capable leadership of Kitty Connors, we once again held a very successful annual gathering in conjunction with the PBS Development Conference. At that conference we offered excellent panels and workshops in the Volunteer Track.

We honored more outstanding volunteers, staff who work with volunteers, and volunteer projects. We especially paid tribute to Paula Kerger for her many years of active support for NFPB and volunteers of public broadcasting.

We celebrated our 30<sup>th</sup> Anniversary by recognizing more than 100 volunteers who have given thirty years or more of service to Public Broadcasting. This was done with gifts of glass heart paper weights acknowledging these volunteers as the "Heart of PBS."

I hope you enjoy this issue of *Newsbreak* as we look back at 2000 . . . and celebrate our future.

worth a total of \$1.6 million dollars. That's about three month's of all volunteer hours in one year today. By extension this means that today **one year's worth of all volunteers' time is equivalent to \$6.4 million dollars** in support of public broadcasting!

**SPONSOR STATIONS:** America's Public Television Stations, The Friends of AETN (Conway AR), Friends of KOCE (Huntington Beach CA), Friends of Thirteen, Inc. (New York NY), KET - The Kentucky Network (Lexington KY), KRWG (Las Cruces NM), KVCR-TV (San Bernardino CA), Lakeland Public TV (Bemidji MN), Main Public Broadcasting (Lewiston ME), Mississippi Educational Broadcasting (Jackson MS), New Hampshire Public TV (Durham NH), Rocky Mountain PBS (Denver CO), Thirteen/WNET (New York NY), West Virginia PTV (Morgantown WV), WFYI (Indianapolis IN), WGBH (Boston MA), WGPU (Ft. Myers FL), WLRN (Miami FL), WTTW (Chicago IL)

Did you notice our newly augmented logo? It was prompted by concerns by newer members that the term "Friends" is so broadly used that it does not necessarily bring forth the image of our focus on volunteers. At some stations, "friends" is applied to their donors, at others to a group specifically charged with fund raising, and at yet others as the name for their working volunteers. As the Board searched for a way to express the heart of its mission, it was mindful of the heritage NFPB carries with it. Rather than changing our name, National Friends of Public Broadcasting, it was decided to simply add a descriptive phrase around the perimeter of the historical logo to provide a clear message about who we are.

## Meet Our Newest Board Members



**Pam Smart** has been with Maine Public Broadcasting for six years as a full-time paid staff person. For ten years prior to joining MPBC, she was Membership Director at Maine Audubon Society where she assisted on many fund raisers and began working with volunteers.

MPBC as a statewide network holds, in addition to an annual auction, three campaigns for TV and three for radio, each split between two communities. As a result, Pam is on the road six times a year. "I have had the opportunity to meet some terrific people who travel to us from all parts of the state. Some of our volunteers travel over a hundred miles to help us out."

Four years ago Pam received an NFPB scholarship to attend her first development conference. Once her supervisor realized how valuable the conference was with the volunteer track provided by NFPB, her future expenses were added to the annual budget.

Pam has been married for 23 years and has a son who is off to college next year. She enjoys "hanging out with my guys, poking along back roads, reading, cooking, and needlework."

## Rocky Mountain PBS Launches Conference for Leaders with Vision

Rocky Mountain PBS launched its inaugural Volunteer Leadership Development Conference on November 4, more than 70 volunteers and staffers gathered for the opportunity to improve their leadership skills within the volunteer arena and more specifically for Rocky Mountain PBS.

The half-day conference featured Keynote Speaker, Don Johnson, retired President and GM of KRMA, who addressed the strategic value of the volunteer corps to both Rocky Mountain PBS and the PBS network in general; and Round Table Sessions on a wide variety of topics such as working with kids and the technical production, membership trends, and the legislature and capital campaign.

At the end of the day, attendees were enthusiastic, better informed, and better prepared to take on stronger leadership roles — garnering invaluable skills and information to enable them to perform assignments more effectively.

In future conferences, additional classes will be offered on topics covering PBS operations, fund raising, special events, and the "care and feeding of volunteers." After a successful first endeavor, RMPBS Volunteer Board of Directors is looking forward to taking a major role in improving skills not only for its volunteers, but also eventually for volunteers from a multitude of organizations.

For information on how to organize your own leadership development conference, contact Victoria Evangelista, RMPBS Volunteer Coordinator (v\_evangelista@krma.pbs.org).

*"I'm grateful we have an organization like NFPB to rally volunteers for public broadcasting. Both at PBS and WGBH, I've seen the energy and enthusiasm NFPB engenders among volunteers. We need volunteers more than ever.*

*— Jonathan Abbott, General Manager WGBH*

**Juliet Spall** and her British husband became involved in public broadcasting shortly after their move to the Washington DC area in 1976. WETA-FM which features classical music quickly became their favorite radio station. "When my two children were young, I used to sneak into their rooms at night and re-tune their clock radios to WETA-FM so they would wake to classical music. I think they've now forgiven me in their adult years!"

Juliet's human resources recruitment experience plus secretarial skills made her a perfect fit for an opening at WETA when in June 1991 Elizabeth Campbell (NFPB Trustee Emeritus) was looking for someone who could wear two hats: one as her assistant, and one as volunteer coordinator for daytimers and special events volunteers.

The fit still is perfect as Mrs. Campbell and Juliet will celebrate ten "extremely happy years together" in March!

When asked how she became involved in NFPB, Juliet writes, "Attending the Development Conferences in Atlanta and Miami opened my eyes to the strengths and possibilities of NFPB both as an information source for volunteer coordina-tors . . . and as a strong organization that could and would make its collective voice known in support of public broadcasting. When I was asked whether I'd consider serving on the Board, I said 'yes' immediately!"

*Welcome Pam and Juliet to the NFPB Board of Trustees!*

## DON'T FORGET . . .

APTS Capitol Hill Days

April 1-3, 2001

Renaissance Hotel, Washington DC

PBS/NFPB Development Conference

October 4-6, 2001

Adams Mark Hotel, Dallas TX

*Congratulations to the NFPB  
Award Winners for 2000 . . .*

*Jan Mitchell Community Development Award*  
**The Friends of WOSU**  
Columbus OH

*Elaine Peterson Distinguished Service Award*  
**Aristides W. Georgantas, Chair**  
New Jersey Network Foundation

*Elizabeth Campbell Outstanding Broadcasting Award*  
**William Sturtevant**  
Friends of New Hampshire Public Television

*Charlotte Hill Volunteers in Fund Raising Award*  
**The Millennium Pledge Team**  
Rocky Mountain PBS

*Dorothy Kemps Achievement Award in Volunteer Management*  
**Linda Hill**  
KCPT Coordinator of Volunteer Services

*Frances P. Schuman Founders Award*  
**Paula Kerger**  
Station Manager, Thirteen/WNET New York

## Letters of Appreciation . . .

(Sent to Elaine Peterson of the NFPB Awards Committee)

“I wish to take this opportunity to express my thanks and appreciation to National Friends of Public Broadcasting for honoring me at the PBS 2000 Development Conference in Palm Desert. Please pass my thanks to members of your Board of Directors and the committee that reviewed the nominations.

“To receive the Elizabeth Campbell Award as the outstanding volunteer in Public Broadcasting is an honor of me and my peers throughout the system, and in particular those at New Hampshire Public Television.

“The many hours volunteers bring to Public Broadcasting each day, month, and year are acknowledged and appreciated by each individual station. It is the volunteers who assist the professional staff of each station to bring high quality programs that ‘Entertain, Educate, and Enrich’ viewers throughout the USA.

“I also wish to thank the staff from New Hampshire Public Television who placed my name in nomination.”

— William F. Sturtevant  
New Hampshire Public Television

(Sent to Judy Dunson, NFPB 2<sup>nd</sup> Vice Chair and Coordinator of Mentors at the Annual Conference)

“The conference was much more than I expected. I am still floating! I received so much information and met so many wonderful people it is hard to believe I was only there for a few short days. I have [sent] my thank you notes to the J. Seward Johnson Sr. 1963 Charitable Trust . . . and to my station President for recommending me for the scholarship. . . I am thrilled and honored to be awarded the scholarship and look forward to many more development conferences.”

— Cathy Schaefer  
Board Member, Channel 10/36 Friends

(Sent to David Brugger, then President of APTS)

“I wanted to take this opportunity to thank APTS for the scholarship that helped with my costs to attend Development Conference 2000. By attending the conference I am able to grow professionally and personally by not only benefitting from the many sessions and speakers, but also by the informal networking with others, especially since I am on the Board of Trustees of NFPB.”

— Edie Halstead  
WFUM Development Officer

## Commemorative Booklet Available

A limited supply is available of the 30<sup>th</sup> Anniversary Commemorative Booklet listing all known 30+ year volunteers in public television broadcasting. Request a copy from *Judy Dunson, NFPB 2<sup>nd</sup> Vice Chair, 5108 N. Kenwood Ave., Indianapolis IN 46208-2620*, phone at 317-923-2938, or via e-mail at *jdunson@earthlink.net*.

## NFPB Honors David Brugger

David Brugger’s retirement as President of APTS was observed with some special gifts from NFPB and CATS. A colorful 13x20 inch board with a montage of photos from several recent and past gatherings on one side, and on the other side testimonials from several NFPB Trustees and other volunteers.

In addition, he received a four-foot stuffed Christmas Moose which wore size 2T outback clothes including hiking boots and a CATS pin.

*“First and foremost, David, thank you for believing in the important of volunteers and sharing your wisdom with our group. Last but not least, thank you for a shining example of cool, clear, logical thinking in all things. You have been public television’s beacon in a dark storm for many years. Your presence has steadied the course and navigated the rough waters making APTS the tugboat of the public broadcasting system. You will always be remembered and loved by all of us...”*

— Carrie Cinnamon, Chair NFPB Trustees

You may have heard me speak about the need for a two-pronged approach to advocacy at your stations: **grassroots** and **grasstops**. *Grassroots* advocacy is about taking social capital and transforming it into political capital. When a group of citizens who actively support your station as members and viewers are inspired to express their support to their elected officials, your assets are essentially doubled. Now they represent not only social but political capital as well.

*Grasstops* advocacy is even more striking. In grasstops, you are essentially tapping directly into political capital that already exists and harnessing it for your legislative objectives. And, just like financial investing, the more political capital you develop, the more you have to tap into.

— David Brugger, Remarks from  
PBS Development Conference 2000

## National Friends of Public Broadcasting

c/o WFYI TelePlex  
1401 North Meridian St.  
Indianapolis IN 46202-2389

Non-Profit Org.  
US Postage  
PAID  
Indianapolis IN  
Permit 3283

### New Award Created

The *Diane Papedo Grassroots Advocacy Award* will be given annually by the Board of Trustees to a volunteer or volunteer coordinator at a public television station who has demonstrated leadership skills in organizing, maintaining, or enhancing a grassroots government advocacy program at his/her station resulting in a significant contribution to that station or to the public television system. Nominees will be received as an integral part of our current awards program.

### Dues Categories Changed

The Board of Trustees at its Annual Meeting in September approved a change to the NFPB dues structure. There are now only two levels of dues: **Individual Membership** at \$100, and **Sponsor Membership** at \$250.

**Individual Membership** is open to either volunteers or station staff who are interested in supporting public broadcasting. Benefits include a subscription to *Newsbreak* and special rates at the development conference and other NFPB events.

**Sponsor Membership** is open to public broadcasting stations and volunteer groups associated with public broadcasting stations. Benefits at this level include recognition on NFPB printed materials, subscription to *Newsbreak*, designation of two representatives (one of whom must be a volunteer), and an opportunity for each representative to receive special rates at the development conference and other NFPB events.

**All members** are entitled to vote at the NFPB Annual Meeting, and to serve on the Board of Trustees. Request a membership brochure from **Dorothy Pacella, NFPB Membership Chair**, via e-mail at [pacella@thirteen.org](mailto:pacella@thirteen.org) or by regular mail: c/o Friends of Thirteen, Inc., 430 W. 33<sup>rd</sup> St., New York NY 10001

### Especially for Managers of Volunteer Programs . . .

#### *What did you learn from your volunteers this week?*

As a manager, do you *really* listen to your volunteers? Take this test. Every Friday afternoon, write down three things that you learned from volunteers that week. *Examples:* a better way to handle a process; reasons why a project didn't work; an insight about a viewer/listener. There's so much to learn from volunteers that if you can't list at least three things a week, you're probably not listening carefully enough. — adapted from **Positive Leadership**, Lawrence Ragan Communications Inc., Chicago IL

#### *You can stop ramblers from stealing your time*

Listening to someone who rambles on and on can drain your time. But there's a quick technique you can use to stop ramblers in their tracks. Once you feel the person has reached the real point of the conversation, say: "Let's make sure I've got this. You're saying"... That's a subtle signal that the point has been made — and the conversation can end.

— "How to Survive - and Thrive - in Accounts Payable" by *SkillPath Seminars*