

Newsbreak



Celebrating 30 Years of Service to Public Broadcasting

NEWS FROM THE NATIONAL FRIENDS OF PUBLIC BROADCASTING SUMMER 2000

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THE CHAIR OF NFPB

I hope you can join us in September at the NFPB/ PBS Development Conference as we celebrate the 30th Anniversary of the National Friends of Public Broadcasting. As usual NFPB recognize volunteer efforts with its annual awards, offer opportunities to network with other volunteer leaders and staff who work with volunteers, and present motivating speakers.

We will also recognize as many volunteers as possible who have made public broadcasting their cause for those 30 (or more) years! We've made a good start in gathering those names but know there are many more out there. Please take a moment to check the list which appears in this issue of **NewsBreak** — if your station's long-time volunteers are not included, please send their names immediately to Kitty Connors, Conference Chair (Kitty_Connors@KIXE.pbs.org) so we can include them in our recognition.

For many stations, volunteers make it happen, supplementing staff efforts to bring to their communities the quality programming PBS and local efforts produce. Help us recognize them at this national conference!



— Carrie Cinnamond, Chair, Board of Trustees

Zo Brown
Mississippi ETV

Jo Caines
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WTTW Chicago

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Diane Papedo, APTS National Volunteer Coordinator
RMPBS Denver

Elaine Peterson
WMVS Milwaukee

Dan Ringer
WNBP Morgantown WV

Jan Rudd
GDPT Dayton

Lisa Wayne
WBGU Bowling Green



YOU'RE INVITED TO A PARTY. . .

In celebration of the 30th Anniversary of the National Friends of Public Broadcasting, we want to honor volunteers who have served public broadcasting for thirty or more years. It will be all the more special if we have as complete a list as possible. Below are the names provided as of this printing.

Betty Anderson (KLRN 31 Yrs) Eleanor Hughes (KCET 35 Yrs) Ellen Moore Poulson (KLRN 30 Yrs)
Ann Bell (WYES 43 Yrs) Aggie Izacks (WYES 43 Yrs) Margie Scheurman (WYES 43 Yrs)
Billie Bowlby (KCET 35 Yrs) Barbara Jacobs (WYES 43 Yrs) Mary Scignar (WYES 43 Yrs)
Jeanne Cahill (KCET 35 Yrs) Virginia Keyes (KIXE 33 Yrs) Lucille Shavelson (KCET 35 Yrs)
Elizabeth Campbell (WETA 30+ Yrs) Bluma Klein (WYES 43 Yrs) Muriel Sheets (KCET 35 Yrs)
Estelle Coleman (WYES 43 Yrs) Rose Kline (KLRN 35 Yrs) Richard Skall (WVIZ 34 Yrs)
Ann Conroy (WYES 43 Yrs) Ruth Koch (KCET 35 Yrs) Harriet Smith (KCET 35 Yrs)
Mary Lou Conroy (WYES 43 Yrs) Jeanette Kornman (WYES 43 Yrs) Carmela Speroni (KCET 31 Yrs)
Donna Contois (WYES 43 Yrs) Hannah Kully (KCET 35 Yrs) Bill Syll (WYES 43 Yrs)
Irene Crews (KPTS 30 Yrs) Lou Lane (WYES 43 Yrs) Bob Tappan (WGBH 30+ Yrs)
Irene Crews (KPTS 30 Yrs) Barbara Laufer (WYES 43 Yrs) Margaret Thompson (KCET 32 Yrs)
Bob Eaton (WGBH 30+ Yrs) Ethel Levenson (KCET 34 Yrs) Delores Tidrick (KRMA 30+ Yrs)
Ernie Eckstein (WYPS 43 Yrs) Lois Linkletter (KCET 35 Yrs) Amiee Walker (KCET 35 Yrs)
Doris Factor (KCET 35 Yrs) Freda Lupin (WYES 43 Yrs) Pat Warner (WGBH 30+ Yrs)
Shirley Baskin Familian (KCET 35 Yrs) Carolyn Lyon (KCET 35 Yrs) Fay Beth Weedig (WYES 43 Yrs)
Cynthia Farmer (WYES 43 Yrs) Nancy Manella (KCET 31 Yrs) Steve Wells (WGBH 30+ Yrs)
Marjorie Fasman (KCET 35 Yrs) Carolyn McGavock (WYES 43 Yrs) John Welsch Jr. (Friends of
Tom Favrot (WYES 43 Yrs) Carol Meermans (WVIZ 34 Yrs) Mississippi ETV 30 Yrs)
Betty Flair (WYES 43 Yrs) Linda Mintz (WYES 43 Yrs)
Jean Frankel (WYES 43 Yrs) Jan Mitchell (WTTW 30+ Yrs)
Michael Garson (WVIZ 34 Yrs) Marjorie Fluor Moore (KCET 35 Yrs)
Virginia Gorodnitzki (WNET 30+ Yrs) Mary Lou Morison (WGBH 30+ Yrs)
Roberta Grady (KCET 35 Yrs) Kay Mortillaro (WYES 43 Yrs)
Vera O'Larry Handley (KCET 35 Yrs) Stephen Moses (WYES 43 Yrs)
Charlotte Hill (KLVX 29 Yrs) Merelyn O'Donnell (KCET 35 Yrs)
Adelaide Hixon (KCET 35 Yrs) Elaine Peterson (WMVS 33 Yrs)
Jane Howard (WGBH 30+ Yrs) Jean Platt (KCET 35 Yrs)

Is your name or those of your loyal volunteers missing? Contact: Kitty_Connors@KIXE.pbs.org

TRUSTEE EMERITUS

Elizabeth Campbell
WETA Washington

FROM

SPONSOR STATIONS: America's Public Television Stations, The Friends of AETN (Conway AR), Friends of Iowa Public Television, KERA/KDTN (Dallas TX), KET (Lexington KY), KRMA/KRMJ-TV (Denver CO), KRWG-TV (Las Cruces NM), KVCR-TV (San Bernadino CA), Friends of Mississippi ETV, New Hampshire PTV, WDSE-TV (Duluth MN), West Virginia PB, WETA (Washington DC), WFYI (Indianapolis IN), WGBH (Boston MA), WLRN (Miami FL) WNET (New York NY), WTTW (Chicago IL), WYCC-TV 20 (Chicago IL)

What Can You Expect at the NFPB Annual Conference?

Kitty Conners, NFPB Conference Chair, has announced the line-up for the coming NFPB Conference held in partnership with the 2000 PBS Development Conference. Join more than 1,000 development colleagues and NFPB members at the Desert Springs Marriott in Palm Desert, California, from September 20-23. The Volunteer Track offers a wide variety of subjects for volunteers and managers of volunteer programs:

Brainstorming with Seasoned Volunteer Coordinators - back for a third year by popular demand, one of the best sessions of the Conference — don't miss this one!

WGBH Volunteer Program - ever wonder what having four thousand volunteers would be like? Find out here as the "big guys" discuss their program.

Listen to the Volunteers - What are stations doing wrong? What are stations doing right? Find out what your station is missing. Listen to what the volunteers have to say. Panel discussion with long term volunteers.

Round Tables: Volunteers from Hell and Changing Roles of Volunteers **Susan Scribner** returns for another enthusiastic session on working in the wonderful world of volunteers.

NFPB Annual Luncheon which will be held this year at the host hotel. And the whole thing starts with the **NFPB Newcomers Reception**, a time for new and experienced NFPB members to meet each other, and for our newcomers to connect with their mentors for the Conference.

Don't forget, your NFPB membership benefits include reduced registration fee for the PBS Development Conference. Hotel reservations should be made by calling 800-331-3112 by August 17. Room rate is \$150 per night plus 9.1% sales tax.

NFPB will not have its own resource room this year but you are invited to send materials about your volunteer program to PBS for their resource room. Include a note that your resources should be placed under the NFPB sign.



Have You Submitted Your Nominations Yet?

In late July your station GM and Volunteer Coordinator should have received nominations packages for the annual volunteer awards from the National Friends of Public Broadcasting. **If you did not received your package**, contact Carrie Cinnamon, NFPB Board President (carrie@se-tel.com) so another set can be sent.

Now is the time to acknowledge those outstanding volunteers, volunteer groups who give time to the larger community, innovative coordinators of volunteer programs, and those creative, imaginative community projects your station and volunteers have organized. Are your volunteers the best? Only one way to tell — nominate them for one of the awards!

Gleanings

From the Rocky Mountain PBS Volunteer Newsletter **VolunteerVision**, Jane Schaefer, Volunteer Recognition and Development Chair, described some of the ways they have to say "thanks" and "we're so glad you're here." She writes "We volunteers celebrate the daily extra efforts of other volunteers by writing up the Kudos Korner sheets. We have recognition events for hours of donated time. We have the prestigious Diane Papedo award for excellence as a volunteer. Each February we present the From the Heart Award. We have photo boards all around the station, and FredCam on the website."

If you'd like to learn more about RMPBS ways to recognize volunteers, contact Jane via RMPBS at 1089 Bannock St., Denver CO 80204 or e-mail Victoria Evangelista, Volunteer/Grassroots Coordinator, at <v_evangelista@krma.pbs.org>.

Welcome New Sponsors

We welcome three new sponsor stations (\$250 level): **New Hampshire Public Television**, **West Virginia Public Broadcasting**, and **WLRN Miami FL**.

Benefits of being a sponsor include discounted registration for the coming NFPB/PBS Development Conference! For information on how your station can become a Sponsoring Member of NFPB, contact Dorothy Pacella, Friends of THIRTEEN, Inc., 450 West 33rd St., New York NY 10001 or via e-mail at pacella@wnet.org. Come join us at this prestigious level!

Congratulations to . . .

NFPB Board Trustee and APTS/CAT activist **Darrell (Dan) Ringer** (WVPTV Friends) who was named American Bar Association's *Solo Practitioner of the Year*. He received this recognition at the ABA's annual meeting in New York in July. Among Dan's many acknowledgments is the local production *The Law Works* for WVPTV. Visit their web site at <www.wvptv.wvnet.edu/lawworks>. Dan recently wrote "I think the award was mostly because of my work with public television. At least the legal community values what we all do!" And both NFPB and ABA recognize a valuable person when they see one!

KOCE/Huntington Beach CA launched its first annual *Aristeia Awards* in May to honor individuals within KOCE's broadcast area who provide outstanding community citizenship and service. *Aristeia* is an ancient Greek word meaning prize for excellence . . . the best and bravest. The first *Aristeia Award*, the "Jo Caines Expanding Minds Award," honored overall excellence and leadership in community service. This award is named after NFPB Board of Trustee and KOCE's own **Jo Caines** "one of the most prominent and influential women in community service in Orange County."

Especially for Managers of Volunteer Programs . . .

(From The Volunteer Management Report, Vol. 4, No. 2)

Make the installation of your volunteer organization's officers something unique with the help of just a few dollars and a trip to the local thrift store. Marge Croushore, volunteer coordinator at Mesa General Hospital in Arizona, did just that as a special way to recognize those vital helpers. She purchase old hats at the thrift store, then decorated them appropriately for each office. "A brimmed black hat decorated with hearts for our president, because she's the Queen of hearts to us. A green straw hat decorated with flowers for our vice president because in time she will grow to be our president. A hat with goggles on it for our secretary because she sees the story of our organization. And a hat with (play) money on it for the treasurer."

(From President's Newsletter, Ketchum Public Relations as printed in The Manager's Intelligence Report)

Experts say that you need only 30 minutes to plan your entire week. How to do it? Follow the OATS formula.

O: Objectives - What results do you want to see by the end of the week? Write them down and rank them.

A: Activities - What do you have to do to achieve your goals? List the necessary activities, and put them in sequence.

T: Time - How much time will each activity require? To plan realistically, allow yourself more time than you think you will actually need. This gives you flexibility if unexpected problems develop.

S: Schedule - Look at your calendar and decide when you can do each activity. Most people underestimate the power of a schedule, but you won't get anything accomplished if you don't schedule time to do it.

(From How to Organize Your Work and your Life by Robert Moskowitz, Doubleday, Garden City NY)

Time-management experts recommend setting aside an hour a day to make and return your phone calls. *But which hour?* The best times of the day are the first two hours of the morning and the last two yours of the afternoon. That's when most people are in the office and accessible by phone.

(From Managers As Mentors, Chip R. Bell, Berrett-Koehler, San Francisco CA, as printed in Team Management Briefings)

Be wary of the phrase "Let me show you how" when coaching a team member through a new task. When you're in a rush, it's tempting to demonstrate a task rather than to provide supportive direction. The real motivation behind "Let me show you how" is usually to get the work done rather than to help the team member learn. This may boost short-term performance, but long-term proficiency suffers. Before you demonstrate a task, ask yourself:

1. Am I supporting her or helping myself?
2. Will my demonstration increase or decrease her independence?

(From ragan's WORKPLACE SOLUTIONS)

At the end of the day, start a task — and leave it half finished when you go home for the day. Then, when you show up in the morning, you can jump right into the task and finish it. This will eliminate the urge to procrastinate, chat with coworkers, have coffee, read the paper — and otherwise delay starting the workday.

"Don't be afraid to take a big step. You can't cross a chasm in two small jumps." — David Lloyd George *former British prime minister*

A Tribute

Edie Halstead of University of Michigan Public TV recently reflected on her journey with UMPTV and NFPB:

"I have been with TV 28 for nearly 18 years. I came as a volunteer and was fortunate enough to be hired as the first paid Volunteer Director at UMPTV. In fact we had to write a job description. It has been so rewarding I could write reams of reasons.

Needless to say, being a part of NFPB has been the most meaningful and fulfilling perk of my job. The women who were mentors my first year (in St. Louis) were Charlotte Hill, Dotty Kemps, Bev Lundquist, Carol Welch, and especially Elaine Peterson, Jan Mitchell, and Diane Papedo. All of these fine women lead by example and have always shared their knowledge and experiences. Above all, they treated me with warmth, compassion, and respect.

I recall the first time I met Jane Krutz. I thought if we all had a Jane Krutz at our station, we would never have to worry about convincing anyone that PBS is truly indispensable. Jan exemplifies to me what a real VOLUNTEER is.

Throughout my nearly 18 years I have been privileged to be a part of NFPB and I hope I can continue to learn and grow. I have always hoped that one day a new volunteer coordinator could say that I helped them. So my thanks goes out to each and everyone of you who have helped me become a better person and employee."

Thanks, Edie, for a fine (and unsolicited!) reflection on the value of NFPB in your life as a Volunteer Director.

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Scenes from Capitol Hill Day

(Courtesy of Elaine Peterson, NFPB Board of Trustees)



NFPB Chair Carrie Cinnamon
and WETA Mgr. Sharon Rockefeller



Jay Rockefeller and NFPB Board
Sandy Johnston



Pat Mitchell
makes a point at her first
appearance before Public
TV's general managers

Wanted . . .

Let others know about successful volunteer-related efforts at your station. Send information for printing in the next NewsBreak to Editor Judy Dunson at <jdunson@earthlink.net>. News and comments welcomed!