

Newsbreak



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Congratulations to the 2001 NFPB Award Winners!

The National Friends of Public Broadcasting annually recognizes through six national awards outstanding volunteers, staff who manage volunteer programs, and volunteer-led programs. Normally these awards are presented at the Annual NFPB Meeting held in conjunction with the PBS Development Conference. Since that conference was canceled this fall, the awards were mailed to the General Managers of the respective stations for presentation on behalf of the NFPB Board of Trustees. Our heartiest congratulations to the following award winners:

Diane Papedo Grassroots Advocacy Award (created in 2000)

To recognize 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.

Congratulations to **David Baker**, President of the WOSU Friends Board (Columbus, Ohio), in recognition of his outstanding leadership in developing comprehensive position papers for and, in partnership with his station's General Manager Dale Outz, educating more than thirty members of the Ohio Legislature about digital television conversion. These documents have served as well as definitive guides and educational tools for the WOSU Board of Directors, senior Ohio State University administration, and University trustees.

Dorothy Kemps Achievement Award in Volunteer Management

To honor the volunteer coordinator (paid or volunteer position) who, through outstanding administrative and people skills, provides an effective bridge between staff and volunteers for mutually productive relationships.

Sandra Chatfield, WHYY Community Relations Manager (Philadelphia, Pennsylvania), was recognized for her boundless energy, enthusiasm, and tireless efforts to build WHYY's station-wide volunteer program since its inception in 1995 to today's smooth, productive operation. In addition to working with more than 750 volunteers (nearly 11,000 volunteer hours), Sandra also manages the station's college intern program, edits the WHYY employee newsletter and on-line news bulletins, and coordinates the speaker's bureau and station tours.

Elaine Peterson Distinguished Service Award

Recognizes individuals who, through community service, have made a significant and outstanding contribution to the public television station in their area.

Nominated as a "community leader and the consummate volunteer," **Patricia "Pat" Walker**, Chair of the Ozarks Public Television Board of Directors (Springfield, Missouri), was honored for her inspired initiative and outstanding leadership in securing the station's future, including the digital conversion for KOZK/KOZJ and a new partnership with a local university. Because of her strong leadership, the future of public broadcasting in the Ozarks is secured. Digital television conversion

(Continued on next page)

SPONSOR STATIONS: America's Public Television Stations/Washington DC - Friends of AETN/Conway AR - Friends of KOCE/Huntington Beach CA - KAET-TV/Tempe AZ - KAMU/College Station TX - KCPT/Kansas City MO - KET The Kentucky Network/Lexington KY - KLVX/Las Vegas NV - KPTS/Wichita KS - KRWG TV/Las Cruces NM - KUSM-KUFM/Bozeman MT - KVCR TV/San Bernadino CA - Lakeland PTV/Bemidji MN - Maine PBC/Lewiston ME - Mississippi Education Network/Jackson MS - Mountain Lake PBS/Plattsburgh NY - New Hampshire PTV/Durham NH - Rocky Mountain PBS/Denver

CO - **Thirteen/WNET** New York NY - **West Virginia PTV**/Morgantown WV - **WETA**/Arlington VA - **WFYI**/Indianapolis IN - **WGBH**/Boston MA - **WVCU**/Ft. Myers FL - **WTTW**/Chicago IL

2001 Awards - continued

will happen on or before the May 2003 deadline, and Southwest Missouri State University became in 2001 the licensee for public television stations KOZK and KOZJ. Pat's legacy is an Ozarks Public Television with a strengthened educational mission and a digital future.

Elizabeth Campbell Outstanding Public Broadcasting Volunteer Award

To recognize the volunteer or volunteers whose leadership, effectiveness, and unselfish devotion provides overall support of public broadcasting.

Awarded to **Irene Crews**, KPTS Board of Trustees Emeritus (Wichita, Kansas), for her tireless services to KPTS, involving herself in so many ways to "tell the KPTS story" to everyone from her next door neighbors to the governor. For over thirty years Irene's efforts have included a door-to-door campaign with a tin cup to meet early financial challenges, and continued through three decades as a volunteer and board member with KPTS, public television for south central Kansas. As her home is in a farming community approximately fifty miles from Wichita, her involvement takes on a special effort. At 80+ years of age, she has never curtailed her activity for the station. She was named the first recipient of the "Irene Crews Volunteer of the Year Award" — this award will be given annually by KPTS to volunteers who distinguish themselves by their service to public television.

[No nominees were received for the *Charlotte Hill Volunteers in Fund Raising Award* and the *Jan Mitchell Community Development Award*. Be thinking now of those volunteers, coordinator of volunteer programs, and/or volunteer-led programs at your station who would be worthy of recognition by NFPB. Nomination forms will be sent in late spring/early summer. Or contact the 2002 Awards Chair **Lisa Wayne** at wayne@wbgu.bgsu.edu for more information.]

From the Chair . . .

Like many, we were disappointed with the cancellation of the 2001 PBS Development Conference and, thus, the Annual meeting of the National Friends of Public Broadcasting. But the Board of Trustees was able to meet via conference call (thanks to the generosity of WFYI Indianapolis) to approve the Nominating Committee's slate of new officers and affirm the earlier decision of NFPB Executive Committee to freeze the trustees during this time of revisioning and consultation. Leading NFPB for the next two years are:

- Judy Dunson - Chair** (volunteer WFYI)
- Vicki Reynolds - 1st Vice Chair** (volunteer RMPBS)
- Dan Ringer - 2nd Vice Chair** (volunteer WV Public TV)
- Penny Zent - Treasurer** (staff KAMU)
- Lisa Wayne - Secretary** (staff WBGU).

Serving on the 2001-02 Nominating Committee are **Pam Smart** (Maine PBC), **Charlotte Hill** (KLVX Las Vegas), **Juliet Spall** (WETA Arlington VA), **Jeanelle Adamak** (WFYI Indianapolis), and **Virginia Gorodnitzki** (WNET New York).

See the sidebar on the first page of **Newsbreak** for a complete list of the NFPB Board of Trustees.

The NFPB Board will convene in Las Vegas in mid-January concurrent with NETA to meet with potential consultants who will help further define the future for National Friends and aid in securing the resources needed to assure that future.

Be sure to attend next fall's NFPB Annual Meeting/PBS Development Conference where we hope to unveil the NFPB of tomorrow to better serve volunteers, coordinators of volunteer programs, and their stations.

Become a better speaker . . .

Speak a bit louder than normal and accompany this with larger gestures than you feel comfortable with.

Use pauses in between statements instead of inflicting "ums" and "ahs" on the audience.

Avoid reading a speech — remember your parents read to you to put you to sleep. Work from an outline and trust yourself.

RMPBS Volunteers Preserve Station's History

by Laura Sampson

Volunteers of Rocky Mountain PBS in Denver have embarked on an impressive 5-year preservation project of its station's 50-year history. Known as the SAM Project: Station's Archived Memories, the project has brought together veteran and new volunteers, staff, and community members to create a living history of Rocky Mountain PBS. RMPBS made its on-air debut on January 30, 1956.

Since May 2000, RMPBS volunteers have worked tirelessly — in excess of 3,500 volunteer hours — collecting, identifying, documenting, and archiving station photographs, newspaper articles, memorabilia, and historical documents. The volunteers are also creating an audio-taped archive of oral history interviews of former staff members, community leaders, longtime volunteers, and current staff. Teams of writers are being developed to draft documentation of the station's historic events and activities.

Underwritten by a grant from the Corporation for Public Broadcasting, the SAM Project and its committee of volunteers will write a toolkit (release date to be announced) for other PBS stations so that any PBS volunteer corps can request a detailed "how-to" manual on ways to preserve its station's rich history.

RMPBS volunteers encourage your station staff and volunteers to begin now collecting and saving whatever history you have available. Remember, today is tomorrow's history! By saving your current and past history, you'll be ready to follow the step-by-step guidelines being written by the RMPBS volunteers!

Questions? Call Laura Sampson, SAM Chairperson, at 303-674-5860 or JAMBL@aol.com.



For the Archives

The National Friends of Public Broadcasting appear in the Biennial Report of National Public Broadcasting Archives at the University of Maryland. The following report was prepared by Thomas Connors, Curator in June 2000:

"This collection came to the Archives in 1995 and 1996 and was processed by Melody Haymire in 1998. It documents the work of the NFPB from initial efforts to form a national friends group in 1969 to its activities as of 1990. Interesting documents are minutes from early planning meetings, original by-laws, and NFPB's certificate of incorporation."

Most of this material was sent to the Archives during a three-day session in 1995 in Washington DC. It is my intention to forward all pertinent material in my possession to the National Public Broadcasting Archives by the end of 2001. I encourage all NFPB members, past and present, to do the same if you feel that what you have is important to the history of NFPB.

For information on where to send your materials, contact me at lundquis@thirteen.org or call 212-560-2800 (Friends of Thirteen, Inc.)

— Beverly Lundquist, Past Chair

Especially for Managers of Volunteer Programs . . .

Here are two approaches to leadership that have served one senior manager very well:

1. **Think and act as if you work for your volunteers — not the other way around.** Words like "boss" and "direct report" or "subordinate" reinforce the idea that your volunteers work for and support you. A more fruitful way to think about the relationship is that you should carry the support role.

Your support takes many forms. You have to ensure that volunteers have everything they need to do their jobs well — tools, resources, and information. In addition, you should serve as a sounding board for new ideas, a facilitator to help get things done, and a mentor skilled and willing to give advice and feedback.

To offer this kind of support and do it well, you have to work on yourself. It's not easy. You must be approachable, open-minded, empathetic, and a skilled listener.

2. **Don't try to motivate people — focus on removing de-motivating conditions.** People want to work and do their best. Let them!

One way to do this is to spend time thinking about conditions that might de-motivate volunteers and remove those conditions. You'll gain much more by eliminating the conditions than by creating new incentives and perks.

— adapted from Jim O'Shea, *NEPA Hotline* (703) 527-2333
www.newsletters.org (appeared in **Leadership Strategies**)

Insert at least one visual aid every 10 minutes into your speech. Show a slide or circulate a handout, for example. That will keep your audience engaged in your presentation.

— *Communication Briefings* www.briefings.com

If you grow tense as the workday wears on, get moving. Squeezing in short walks helps you counteract stress. Here's how:

Arrange "walk meetings." Instead of conference rooms, talk with co-workers and volunteers while walking around the block. *Bonus benefit:* Some people reveal more of themselves or think more creatively when they're outside the workplace.

Visit colleagues rather than e-mailing them. Walking up a few flights of stairs to see someone not only lets you exercise, it enhances your conversation since you can observe the other person's reactions.

Loosen up. If you're planted at your workspace all day working on a stressful project, set an alarm that sounds once an hour. Use that time to take five-minute walks. Do that for an eight-hour workday and you'll have exercised for 40 minutes.

— adapted from *Shape*, Weider Publications (818) 884-6800
(appeared in **Communication Briefings**)

For the past six years, the value of volunteer time has steadily increased. For the year 2000, the value increased to \$15.39 per hour. The comparative figures are:

- 1994 \$12.45	- 1995 \$12.84
- 1996 \$13.23	- 1997 \$13.73
- 1998 \$14.30	- 1999 \$14.83

The hourly value is updated yearly and is based on the average hourly wage for nonagricultural workers published in the Economic Report of the President. This figure is then increased by 12% to estimate fringe benefits.

— **2001 INDEPENDENT SECTOR**

Diane Papedo Receives Brugger Advocacy Award

A long-time volunteer leader in public broadcasting and a member of the Board of Trustees of the National Friends of Public Broadcasting, **Diane Papedo** was recognized in April 2001 by APTS with its first "David J. Brugger Grassroots Advocacy Award." The award was given by APTS Chair Beth Courtney, president and CEO of Louisiana Public Broadcasting, during the association's annual meeting. Papedo was hailed as "a role model for grassroots advocacy with a profound commitment to her local station as a volunteer and fundraiser."

A volunteer and fundraiser for Rocky Mountain Public Broadcasting in Denver, Papedo was asked by APTS to create a national program to encourage local volunteers at public television stations to become active in advocacy. She worked with APTS to create the Community Advocate Teams (CATS), volunteers at public television stations around the country who can be mobilized for action as needed; it works!

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National Friends of Public Broadcasting

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The massive loss of life and the cruel decimation of families has filled most of the coverage about the events of September 11 — and rightly so. However, in New York, America’s media capitol, virtually every broadcast media outlet — including three of the four major commercial networks and Thirteen/WNET New York — had the core of its broadcasting equipment swept into the snarl of rubble that had been the World Trade Center.

For Thirteen, it was a particularly crushing blow. The station suffered a deep personal loss in the death of one of its key engineers, 16-year veteran Rod Coppola (who was at his post in the Thirteen transmission station atop Tower One of the World Trade Center). In addition, New York’s leading PBS station lost \$20 million in high-tech equipment, including its analogue transmitter and antenna . . . and its new digital transmitter and antenna.

Although Thirteen sustained terrible losses in the attack, they found themselves in a unique position to help. In the immediate aftermath, they opened their doors to the Red Cross and the Mayor’s Office of Emergency Management, which had been located in another one of the collapsed buildings. They used Thirteen’s phone banks to operate a 24-hour emergency response center to assist families of the victims. Thirteen also provided temporary work space to Port Authority staff members who had lost nearly 200 of their colleagues, and to the staff of WNYC-Radio.

In the days and weeks that followed, Thirteen responded to the needs of the tri-state community with special crisis programming. Within a week they were broadcasting again from a back-up tower in Alpine, New Jersey, but at a much lower power. They produced and presented a range of programs including live Bill Moyers specials to provide information, analysis, perspective, and reflection. Helping children cope with the tragedy was a priority. In addition to offering guidance to parents on how to talk to their children about terrorism, they expanded their regular children’s programming to give an alternative to the recurring images of destruction. Online, they dedicated a portion of their web site to a list of hotlines and resources, and set up a discussion board addressing the tragedy.

Dr. William Baker, President of Thirteen, wrote in *voice*, the newsletter for Thirteen’s staff and volunteers, “Television is the most powerful medium and the primary source of information for most people. As a local public television station and major producer, Thirteen is committed to providing programs that keep us informed, help us heal, and prepare us for the uncertain times ahead.”

— excerpted from the November 2001 issue of *voice*

Don’t Know About NFPB?

Ask for an NFPB Membership brochure. Contact Dorothy Pacella, NFPB Membership Chair. E-mail: pacella@thirteen.org. Phone: (212) 560-2708. Fax: (212) 560-2091. NFPB is a support system for volunteers and coordinators of volunteer programs. You’re not alone — others share your concerns and problems . . . and many have solutions to pass on. Take the first step — contact Dorothy!