

# Newsbreak



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

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## New Trustees Elected

At its 2002 Annual Meeting, the members of the National Friends of Public Broadcasting elected five new Trustees and elected five to return for their second term. The membership also affirmed the election of the Class of 2004 (all for second terms) following a one-year freeze of the Board during its transition. Congratulations to both new and continuing Trustees. May your time of service be rewarding for both NFPB and for yourself personally! Photos of our newest Trustees are found on the inserted page.

**Jeanelle Adamak** is Executive Vice President of WFYI in Indianapolis, Indiana. She served *ex officio* last year with the NFPB Trustees to lend her expertise in the marketing field. She has been a part of the WYFI staff since 1990 where she now oversees all areas of fund raising, marketing, public relations, finance, administration, human relations, and corporate communications.

**David Baker** is President of the Friends of WOSU Board of Directors and Representative to the OSU Alumni Advisory Council. He has been an active volunteer with WOSU for many years working on television pledge drives, their auction, digital television conversion advocacy, and executive volunteerism. In 2001 David received the NFPB Diane Papedo Outstanding Community Advocate Award and in 2000 the Friends of WOSU was honored with the NFPB Jan Mitchell Community Development Award.

**Audrey Burtrum-Stanley**, a volunteer with Arkansas Education TV Network for more than 20 years, has served a President of the AETN Friends Board. She serves as on-air talent during Festivals and is a strong advocate for public broadcasting. She has been involved in her communications career since her 21<sup>st</sup> birthday, and continues today in a volunteer capacity by hosting specials for AETN.

**Betty Crawford** has served as the Volunteer Coordinator for Friends of Louisiana Public Broadcasting for more than five years, and currently is the LPB Manager of Special Events and Volunteer Services. She also coordinates all special events such as the Louisiana Legends Awards Gala and Auction. Betty received a Certificate of Appreciation for Volunteer Management from NFPB in 1998.

**Virginia Gorodnitzki** has been an active Trustee on the NFPB Board for many years, and is returning after a brief break. She is an integral part of WNET's Friends of Thirteen. Most recently she served as member-at-large on the NFPB Nominating Committee.

## Beverly Lundquist Elected Trustee Emeritus

At the 2002 Annual Membership Meeting, Beverly Lundquist was elected Trustee Emeritus, joining Elizabeth Campbell and Elaine Conway. Beverly is a past Chair of the Board of Trustees and helped shape both the new rotation and term limitations process as well as formalizing the Trustee Emeritus program. Though no longer active as a Trustee, Beverly will remain involved in some aspects of the "reinvention" of NFPB. Thank you, Beverly, for your faithful service. Enjoy your "retirement"!

**SPONSOR STATIONS:** The Association of Public Television Stations/Washington DC - Friends of AETN/Conway AR - Friends of KOCE/Huntington Beach CA - KAMU/College Station TX - KCPT/Kansas City MO - KET The Kentucky Network/Lexington KY - KLVX/Las Vegas NV - KRWG TV/Las Cruces NM - Lakeland PTV/Bemidji MN - Maine PBC/Lewiston ME - Mississippi Education Network/Jackson MS - Mountain Lake PBS/Plattsburgh NY - Thirteen/WNET New York NY - WBGU/Bowling Green OH - WCTE-TV/Cookeville TN - West Virginia PTV/Morgantown WV -

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## Gleanings from the 2002 Annual Conference

If you were unable to attend the 2002 PBS Development Conference to share in the NFPB Volunteer Track, you missed some great opportunities to learn from other volunteers and coordinators of volunteer programs. So many ideas surfaced in response to the many questions that it is impossible to capture them all in the space available in this newsletter. But here are just a few!

### *What are some creative ways to recruit volunteers?*

One of the most effective ways to find trained, loyal volunteers is to look at other volunteer programs. Network by serving on boards of other non-profit groups (e.g. local museum). As they become aware of what you are doing, there will be those who will become interested. Also when you need special help, they many times will be there to help you (and vice versa).

Check schools, colleges, etc. for student services programs (honor societies, service groups, community service offices)

Service and honor fraternities at colleges have many of the skills we need and usually can be counted on for the duration of the time they are in school; many won't mind staying up late to staff a phone bank! They can train those coming in as they go out.

Check with your corporate sponsors; often they hold seminars for those about ready to retire to help them cope with the extra time they may now have.

Don't forget the church community which shares many of the same values as public broadcasting; check with your local ministerial association/council of churches for possible publications where you might put a notice of volunteer needs.

Ask your volunteers to bring people they know who might be interested..

When you have phone volunteers in the studio, give an overview of other volunteer opportunities; have a profile ready for them to complete so you can match them to jobs.

Staff booths/tables at community events and recruitment fairs at companies and colleges; have ready a brochure or sheet describing the volunteer opportunities available.

When you send out surveys to your membership (highly recommended!), include a question about interest in volunteer opportunities.

Check into "community service" programs through the court system; many are doing community service for non-violent offenses. Also if you have a minimum security prison, they may be able to help in supervised circumstances, or if you can take jobs to them (for example stuffing a mailing).

If you have military reserve units, they may be a potential source especially if you need a group to handle large crowds (the uniforms make a difference in authority image!).

Veteran rehab facilities many times need meaningful activity as residents recover from a wide variety of problems.

Add a question to your pledge form "Would you be interested in volunteer opportunities at (your station)?" A simple yes or no question; respond with a brochure listing ways volunteers can help; include a profile they can complete and mail in.

Create an inexpensive "buck slip" to insert in your thank you letters and premiums asking about interest in volunteering.

When you are calling for auction items, invite the donors to also serve on the phone bank.

Invite food volunteers to bring their staff with their food to answer phones.

If you are fortunate to have a marquee on major street, flash the phone number on the board when you have a special need; you'll get calls from passers-by with cell phones!

Solicit your corporate supporters for volunteers.

Check with the RSVP (Retired Senior Volunteer Program).

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### *What do you do to retain volunteers?*

Reward volunteers with significant hours (100 or more) with membership in the station (they get a member card).

Have a basket or other container with premiums they can select from when they are in for events.

Spotlight different volunteers in the station newsletter.

During Volunteer Appreciation Week, have luncheon for volunteers with 50 hours or more -- give special awards.

Distribute tickets to sporting events donated by local teams.

Provide on-going volunteers with laminated name badges and station-ID

shirts after serving certain level of hours.

Have a suggestion box for volunteer ideas. This helps them know their input is important.

To make volunteers feel welcomed, have a hospitality person come in ahead of time to turn on lights, fix coffee/snacks. Invest in/get donated a

popcorn machine – the smell of popcorn helps people feel at home.

***How do you prioritize the many great ideas you get at this conference so you don't burn out trying to do it all?***

Make a list of the best ideas then look at the holes in your program, the types of volunteers you have on board, and the resources you have. This will become a self-selection process allowing you to implement the one or two good things you can do that will make a difference.

When you can, bring in someone else to look at the ideas and help decide what's doable and how it can be done; usually that person will catch the vision of the idea and make it happen.

If you have committees, look at the ideas you've gathered and see what might be appropriate to share with them. Then let them take the ideas and brainstorm, adapting them for their own use.

***Talk more about using committees – for pledge, auction, etc. How do you start these committees? How do you manage them? How do you help staff work with them?***

Consider organizing your volunteers into specific areas, inviting them to select if and where they want to work. For example, if you want to have volunteers handle recruitment, training, and recognition of other volunteers, begin with these areas. The Volunteer Coordinator (and perhaps other staff persons) would support that committee as needed – this also assures staff input on ideas (a reversal of the way to get volunteers involved in projects). Let the group do the dreaming, lay out the options, set priorities, develop steps of implementation, and help make it happen. Establish terms of service to help keep fresh ideas coming and to forestall burnout. Ask committee members to recruit others to serve as they go off the committee.

***We have different boards at our station. The Foundation Board does major fund raising and community development, helps to identify corporate givers, and organizes one major funding event each year. The other is the Friends Board, representing volunteers who support the station but is not primarily a fund raising-group except for small projects to support themselves. How can we bring the two together more?***

It is important to have a presence in each other's events. For example, the Friends could help with the major fund raiser. Likewise, the Foundation Board members should be helping to answer phones during the drive or auction so they also have a view of what happens "in the trenches."

Representatives of both boards should sit on the each other's board. Not only does it give visibility to the other group but also opens up opportunities to do planning together. It makes it a collaborative effort.

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***How do you deal with seasoned employees who have had their job for many years but you have some new ideas and know***

**volunteers can help them . . . but they resist?**

Ask staff to identify their needs in writing (use the profile study form). Then work with them identifying questions, problems, logistical issues, etc. This will help them be thinking of all the options early, and by working in concert with them will give them ownership of the solutions.


If you can identify the need, then break the job into smaller pieces, working with the staff person to identify the baby steps. Learn the job yourself, then train a volunteer to do it. You can take both the job and the volunteer back to the staff to help bridge the gap and build the trust with the staff about having a volunteer do the job. It does take more of your time and energy but it is a way to integrate the volunteer. You become the job trainer.

This profile study form) Then work with them identifying questions, problems, logistical issues, etc. This will help them be thinking of all the options early, and by working in concert with them will give them ownership of the solutions. work for the long term: Implement a process where a person representing the volunteers (could be a staff or a volunteer) sits in on the beginning planning of any project. That person's role is to constantly say "how can volunteers help you accomplish this task?" That person's role is not only to look at what volunteers can do to help, but also identify what is needed to equip volunteers so they do it. Once you start that pattern, it will become a regular part of the process.

Go to each department to make sure staff know you are there to help them with their projects, whether they need a single volunteer or a group. Help them learn they can count on you and your volunteers, and that you will work with them to identify their needs and help meet them.

One thing that is really helpful in raising the consciousness of staff is to keep your numbers out there every single time: Had a pledge drive? We had xxx number of volunteers giving xxx number of hours, representing xxx dollars in labor. Post the data on the bulletin board or on the refrigerator in the staff break area. Do an annual report giving the total number and value of hours given by volunteers. Also list the types of jobs volunteers do; staff rarely have an idea of all the things volunteers do. Make a mock check to publicize the value of hours – the website [www.pointsoflight.org](http://www.pointsoflight.org) provides the hourly value of volunteer help. Those types of numbers are impressive especially when you look at shrinking budgets!

Plan now to join us in Denver for the October 2003 Annual NFPA Fire Service Development Conference!



**How do you handle a volunteer who has misused or abused his/her authority?**

Generally you should prevent it from happening in the first place by having a progressive process to the paper/key holder. This should contain information describing positions so there are ample opportunities to both work with and watch the person in action to learn about that person's work habits and abilities to work with others.

Establish job descriptions that clearly define the job, term of the job, how much time is anticipated to accomplish the task, who the volunteer is to report to, and who the volunteer oversees. Every year review the job description with the person asking "is this still a valid job description, what needs to be changed, etc." Coupled with the review is an appraisal. If you have a volunteer who is not doing the job as described, then together you can determine that maybe that's not the job for that person, and is there somewhere else you can place them that is more appropriate.

involve your volunteers in writing the job descriptions. Be sure to write the job description for the job to be done, not for the volunteer working on it. If you are coming in new to your position, and job descriptions do not exist, remember that "new brooms sweep clean" so you can more easily say that perhaps there is a better way to do things and begin to implement development of job descriptions. But keep in mind, it takes time . . . it doesn't happen overnight. One of your challenges is to do this while keeping on doing what needs to be done!

It is important to give good training for new volunteers. They need to know what is expected of them and what their limits are. Staff need to monitor the work of the volunteers, not in the nitty gritty but in reaching the overall goals.

Limit the time in a position (such as one or two years) so if a person does become a problem, he/she is not invited back in that same role. Have a suggestion box to encourage input to identify problems and opportunities for improvement.

## Have you heard about SAM?

Rocky Mountain PBS Volunteers in Denver, Colorado, have been working arduously on a fascinating project to preserve the history of their station. The project, known by the acronym SAM, stands for *Station's Archived Memories*.

The SAM Project serves the past, present, and future of Rocky Mountain PBS by assuring that the history of the station and its importance to PBS and to the Colorado community will survive for generations to come. Rocky Mountain PBS encourages all PBS stations to consider establishing a SAM Project!

Along with several executive volunteers, retired staff members (including Don Johnson, Lydia Winkler and Trudy Fowler) are volunteering their time as chairpersons on this project. A SAM Committee of eighteen volunteers, along with the help of many other volunteers, is digitizing thousands of photographs, conducting oral history interviews, collecting and digitizing station memorabilia, entering historical information into a database, and authoring historic documentation on current and past station events (e.g. Auctions, Festivals, other special events and much more).

This exciting project has attracted the interest and participation of veteran volunteers, new volunteers, and retired staff who were "pioneers" of the station. Current staff members are participating, too! The project is being done through a grant from The Future Fund of the Corporation for Public Broadcasting.

The SAM Committee will be presenting a lively and informative seminar at the October 2003 DevCon in Denver. When the agenda is released for the Development Conference, be sure to mark the SAM Presentation as a "must-attend" session!

If you have questions, please contact **Laura Sampson**, the SAM Chairperson at Rocky Mountain PBS:

Home: 303-674-5860

SAM Voicemail: 303-620-5734

Email: [rmpbs\\_sam@krma.pbs.org](mailto:rmpbs_sam@krma.pbs.org)

Volunteers and retired staff members of Rocky Mountain PBS (Denver) have joined together to preserve the history of their station. Pictured is a photo identification party categorizing numerous historical photographs for the archives.



Metropolitan Indianapolis Public Broadcasting  
1401 North Meridian St.  
Indianapolis IN 46202-2389

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## From the Chair . . .



As I write this column, it has been almost one year to the day when the Board of Trustees of the National Friends of Public Broadcasting met in Las Vegas during the NETA Annual Conference to select Cornerstone Consulting Associates to guide us through our “reinvention” — a journey actually begun about three years earlier with a series of special sessions where we re-examined the history, goals, and programs of NFPB. During the months between the Las Vegas meeting and the 2002 Annual Meeting in October, your Board has been hard at work building a detailed historical synopsis, seeking input from members and the wider public broadcasting staff and volunteer community (our stakeholders), examining volunteer trends, exploring ways to move toward a governance board, and much more.

We’ve spent hours defining what we feel NFPB could and should be five years from now, and what it will take to get us there. We have identified types of programs and resources we might offer to best meet needs you as the volunteers and volunteer coordinators in public broadcasting have identified. We’ve determined the types and sources of finances we would need not only to offer those programs but also to hire a full time Executive Director and establish a permanent office. We’ve envisioned a governance board comprised of those with the expertise to help us live into that future.

And we’re not done yet! At the end of February, we will have our final meeting with Cornerstone to more thoroughly prioritize our goals and develop our five year timeline to reach those goals. Your Trustees have contributed hours and hours in this labor of love, and more will be asked of them over the next several months as we put the gift wrap on the “reinvention” of NFPB.

We could not have done any of this without the support of the Corporation for Public Broadcasting, and especially the care and concern of Joe Krushinsky who has nurtured our vision of a vital NFPB to encourage the building and support of “social capital” in public broadcasting.

Volunteers have long been the lifeline of pubcasting, providing valuable support for auctions and pledge drives, giving much needed assistance in offices and behind the scenes in so many ways, and making a vital connection between the local PBS/NPR affiliate and their community. They do more than stuffing envelopes and answering phones, although these are important tasks. They also serve on station boards and organize special fund raisers. They become spokespersons for and on behalf of public broadcasting. They are the **public** in public broadcasting.

As the public broadcasting industry ventures into new areas such as digital television and faces the serious challenges of declining funding, volunteers will become increasingly valuable as they develop their skills to help their local stations continue to offer vital services to their communities. NFPB will be there to help coordinators of volunteer programs, development staff, and station management to build even more effective volunteer strategies.

— Judy Dunson, NFPB Chair

**NFPB is a support system for volunteers and coordinators of volunteer programs. Join NFPB to connect with others** who share your concerns and problems . . . and have solutions! Membership levels are Individual (\$50), Friend of NFPB (\$100), and Sponsor (\$250). To request a membership application and further details, contact **Dorothy Pacella, NFPB Membership Chair**, c/o Friends of Thirteen, 450 W. 33<sup>rd</sup> St., New York NY 10001 — or via e-mail at [pacella@thirteen.org](mailto:pacella@thirteen.org) — or call her at 212/560-2708.