

**EDUCATIONAL COMMUNICATIONS BOARD  
QUARTERLY MEETING  
ECB Board Room  
3319 West Beltline Highway  
Madison, WI  
Remote attendance by Microsoft Teams or phone  
July 21, 2023  
9:30 A.M.**

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MINUTES

Roll Call and Introductions

Board Chair Jim Zylstra called the meeting of the Educational Communications Board (ECB) to order at 9:30am. A roll call was taken and a quorum was verified. A complete attendance list follows:

Board Members Present: Jim Zylstra, Chair  
Chris Patton  
Dr. Darrell Williams  
Anne Chapman  
Alyssa Kenney  
Leah Lechleiter-Luke  
Dr. Eric Fulcomer  
Senator Romaine Quinn  
Angela Adams  
Roy Christianson  
Deborah Hamlett

Also Present: Marta Bechtol  
Aimee Wright  
Sarah Ashworth  
Lisa Nalbandian  
Jon Miskowski  
Amber Samdahl

Absent: Heather LaRoi  
Senator Chris Larson  
Representative Patrick Snyder  
Representative David Considine  
Eileen Littig

## **Approval of Minutes from the April 21, 2023 ECB Quarterly Board Meeting**

Dr. Eric Fulcomer moved, seconded by Roy Christianson, to approve the April 21, 2023 meeting minutes. The motion carried by unanimous voice vote.

### **Introductions.**

Board Chair Jim Zylstra opened the meeting noting that Board member Eileen Littig wouldn't be present at today's meeting due to a recent injury and added that a card was available for in-person attendees to sign, and virtual attendees may request to have the card signed on their behalf.

Mr. Zylstra then acknowledged the three Board members whose terms are ending and pointed to Executive Director Marta Bechtol to bid these farewells and celebrate their time with ECB.

First to be recognized was Bohdan Zachary who held the seat appointed by the Wisconsin Technical College System Board. Ms. Bechtol recognizing the tremendous achievement of relocating the Milwaukee PBS Master Control Center from a remote service in Florida to the Wisconsin Broadcasting Center. Ms. Bechtol celebrated this great partnership, stating it never would have happened without Mr. Zachary and the relationship that has been built between Milwaukee PBS and ECB. Mr. Zachary echoed these sentiments, stating it has been a great time and effort with long lasting benefits to both organizations.

Next to be recognized was Niles Berman, who held the ex-officio seat reserved for the Chair of the Wisconsin Public Radio Association (WPR). Mr. Berman came early to Board service due to the sudden passing of his predecessor. Ms. Bechtol made note that this difficult time facilitated a close mentorship for which she has become especially grateful. As a legal scholar (and fondly referred to as the "King of Robert's Rules") Mr. Berman has been instrumental in assuring compliance with Board protocols and bylaws. Ms. Bechtol also noted that both Mr. Berman and his wife are long-standing champions of Wisconsin public media. Ms. Bechtol added that while Mr. Berman will continue on with service to the WPR, the Board will miss having him as a member. Mr. Berman spoke with gratitude stating it has been an honor to serve on the Board of Directors, and in particular, a privilege to work with Ms. Bechtol as Executive Director. Furthering this sentiment, Mr. Berman recognized Ms. Bechtol as an extraordinary leader who has demonstrated that time and time again - most recently in the thought and care she (along with Heather Reese of WPM) took in selecting the new and impressive director of Radio, Sarah Ashworth. Before a final goodbye, Mr. Berman pointed with delight to his successor, Roy Christianson. Mr. Berman noted that Mr. Christianson will be an engaged Board member and a great representative and advocate for Wisconsin Public Radio.

The third and final farewell was for Chris Patton, Deputy Secretary of the Department of Administration (DOA), who served as the designee for the ex officio seat held for the Secretary of DOA since 2019. Ms. Bechtol informed the Board that Mr. Patton would be taking on a new role at UW-Platteville. With much appreciation, Ms. Bechtol recognized Mr. Patton's service as being highly engaged, responsive, and helpful in conducting the business of the agency. Through his advice and support, the ECB has been able to do great work over these last few years and his presence will be missed. Mr. Patton

shared that while bittersweet, this new opportunity allows him to continue to engage in lifelong learning as Vice Chancellor of Administration at UW-Platteville. Mr. Patton spoke well of his time with the Board, commending Ms. Bechtol and her team for their leadership and dedication, and expressed his awe of Ms. Bechtol and her team to meet any challenge that arises. Mr. Patton ended with sharing his thanks and gratitude for the opportunity to serve on the Board for the last four-and-a-half years.

Each member received a plaque in recognition of their time and contributions to the Educational Communications Board. Board Chair Jim Zylstra then pivoted, introducing the three new Board members filling the aforementioned positions.

First to be introduced was Debbie Hamlett, the new Vice President and General Manager at Milwaukee PBS, and appointee of the Wisconsin Technical College System Board. Ms. Hamlett stated she was thrilled to be a part of the ECB.

The next introduction was Roy Christianson, the new Chair of the WPR. Mr. Christianson noted that while currently retired, previously he was an Environmental Consultant for 20 years, and before that worked in state government for approximately 14 years, with a portion of that time at DOA. Mr. Christianson expressed his pleasure in being on the WPR Board, and through that, the ECB. He stated he was looking forward to learning more about the ECB and its operation.

The third and final introduction was Angela Adams, appointee of the UW Board of Regents. Ms. Adams expressed her enthusiasm for serving on the Board, and made note of her orientation, tower tour, and tour of the Operations Center at ECB earlier in the week. Ms. Adams shared that she grew up in Indiana as a child of steelworkers and became the first college graduate in her family. Ms. Adams expressed that education paved the way for her to serve as a Strategic Communications Counselor, previously working with companies such as Pfizer and Franciscan Healthcare. Most recently she worked with Goodwill as their Chief Communications and Diversity Officer.

#### **AGENDA ITEM 1.** Report of the Board Chair

Board Chair Jim Zylstra began his report informing and reminding the Board of required FCC filings. Mr. Zylstra stated that a questionnaire has been distributed and must be returned by August 1st. Mr. Zylstra explained that members of the Board are FCC license holders and must report any adverse adjudications to the FCC. He further explained that if there are none, no report is needed.

Mr. Zylstra then turned it over to Executive Director Marta Bechtol for her report.

There were no other questions or comments from board members.

#### **AGENDA ITEM 2.** Report of the Executive Director

Executive Director Marta Bechtol opened her report introducing the new Director of Wisconsin Public Radio (WPR), Sarah Ashworth. Noting Ms. Ashworth's formal

introduction later in the agenda, Ms. Bechtol thanked Ms. Ashworth for joining the meeting and expressed excitement for her future service.

Ms. Bechtol moved focus to the agency's strategic plan, *Direction 1 Action 3* to inform and engage with legislators about the work that we do; and to *Direction 2 Action 3* to responsibly manage assets. Ms. Bechtol happily informed the board that both of these things have led to state support for ECB's budget request. Ms. Bechtol is pleased to have the governor's and legislature's support for the next biennium, and specifically expressed appreciation for ECB's finance team for their sound management of the agency's resources. Ms. Bechtol thanked the engineering staff for their exemplary maintenance of the assets and systems in support of the agency's public safety mission. Ms. Bechtol expressed deep gratitude for the public media advocates who made visits and wrote letters to impart the value of ECB and Wisconsin Public Media (WPM) services in their own lives. Because of these combined efforts, ECB and WPM are in good shape for the next two years.

Moving on to the federal budget, Ms. Bechtol stated that the environment in Washington is complicated right now between the federal deficit and the divided Congress, adding that many advocates of Public Media have warned of a challenging budget from the House. Ms. Bechtol shared that as of the prior Friday (July 14, 2023), the House Labor, HHS, Education Appropriations Subcommittee drafted a budget proposal that eliminates all funding for public broadcasting. Mark Pocan - US Representative for Wisconsin's 2nd Congressional District - sits on that committee and Ms. Bechtol informed the board that she has been in touch with his office, noting that as a member of the Democratic party in the House, his voice is but a small minority. Ms. Bechtol noted that Congress will break for an August recess and further budget negotiations will proceed in September.

Ms. Bechtol continued with the anticipated flow of this budget with the next stop being the Senate. As the Senate is politically controlled by the party opposite the House, a much different budget draft is expected. Tammy Baldwin, US Senator Representing Wisconsin- is Chair of the Senate Labor HHS Appropriations Subcommittee. Ms. Bechtol reports that Senator Baldwin is a vocal supporter of public broadcasting. Senator Baldwin also recognizes this is a tight budget environment, and there will be plenty of negotiations when the House and Senate return from recess in September. Ms. Bechtol predicted a continuing resolution will probably be filed with negotiations likely to last through the remainder of the year.

Ms. Bechtol expressed that in the 52 years of the Public Broadcasting Act, the budget has never been proposed to be zeroed out before. Ms. Bechtol further explained that CPB funding has had a 2-year forward funding mechanism, so that funding for FY24 is assured. However, if CPB funding is zeroed out in the federal FY24 budget, the forward funding mechanism goes away. Ms. Bechtol added that CPB funding makes up just over 10% of ECB annual operating funds, so while it isn't a hugely significant piece of the budget, this money supports equitable service around the state. Ms. Bechtol stated that if donor contributions were solely relied upon, the metro areas would be able to generate enough funding to support local service. But CPB money that is the equalizer that helps serve the rural regions of Wisconsin where population density wouldn't create enough revenue to support a transmission tower. For example, Ms. Bechtol compared the tower site in Madison to the site in Park Falls; both consume energy at equal rates so the cost of maintaining them is the same, but the membership support bases are completely different. Without CPB funding, the ability to support rural sites is diminished.

Ms. Bechtol noted that it is her role to prepare for the implications of such an event. Her job is to advocate for this funding, asserting that the infrastructure does more than just air content – the agency has a direct and imperative public safety mission. From the state-wide broadcast relay for the Emergency Alert System, to the staff that manages the National Weather Service locations around the state, ECB does a lot of additional work on top of just broadcasting content. There is also a significant amount of coordination with other state and federal agencies to maximize the value of the infrastructure. Ms. Bechtol concluded that efforts to education decision makers remain high priority.

There were no other questions or comments from board members.

**AGENDA ITEM 3.** Action Item: Recommendation for update to Board bylaws

Board Chair Jim Zylstra moved to the next agenda item, stating it was a carryover from the April board meeting to approve changes to the bylaws based on discussions at that meeting. Mr. Zylstra specified the particular item to be changed and approved was **Article II, Section 6, Duties of the Vice Chair**. Mr. Zylstra refreshed the board's memory, stating that this change would eliminate the requirement that the vice chair serve as a delegate to America's Public Television Stations (APTS). Mr. Zylstra noted that fulfillment of that role hasn't occurred in either his or Marta Bechtol's tenure, which was the catalyst for this recommended change.

Board member Alyssa Kenny asked for clarification on the other proposed changes from the April board meeting, if they had been voted on then or needed votes today, to which Mr. Zylstra confirmed the other changes had been voted on, and this was the sole change today. Upon clarification, Mr. Zylstra asked for a motion to approve this change.

Chris Patton moved.

Angela Adams seconded.

The motion carried by unanimous voice vote.

There were no other questions or comments from the board.

**AGENDA ITEM 4.** Information Item: Quarterly Financial Report – *Aimee Wright, Director of Finance*

Jim Zylstra introduced Aimee Wright, Director of Finance, for the quarterly financial report.

Ms. Wright began with a reminder that the referenced report was created as of June 30<sup>th</sup>, end of Fiscal Year 2023 (FY23), noting that the deadline for closeout is August 8.

Ms. Wright directed the board to the revenue section of her report, noting ECB brought in a total of 105% of predicted budget revenue in FY23. Ms. Wright informed the board that fundraising payments were coming in on target. Ms. Wright stated the main reason for being ahead on revenue overall was the debt service appropriation -

specifically GPR appropriation 103 - which came in at 2.9 million instead of the budgeted 1.8 million.

Ms. Wright reminded the board of the April board meeting where she had discussed that ECB received a larger than expected debt service invoice. Ms. Wright explained that state debt can be restructured to make additional payments on debt service and that had happened this year. Debt service is a sum sufficient GPR appropriation which has no beneficial or adverse effect on overall operations.

Ms. Wright moved on to expenses, indicating ECB landed just shy of 99% of staff expenses budgeted and pointed to strategy plan *Direction 2, Action 1*: ECB strives to compensate staff commensurate with skill sets and merit. Ms. Wright communicated that this year, ECB was more fully staffed than in past years, and was able to provide raises in accordance with the directive.

Ms. Wright pointed to the supplies and service budget which was at 92% as of June 30th. Media licenses and renewals were at 95% at the end of June, with approximately \$300,000 in encumbrances rolled over. Nearly \$285,000 in invoices had been received since the end of June and have already been processed.

Ms. Wright informed the board that ECB is spending all but \$10,000 of the utilities budget, the excess of which will be returned into the general fund.

Ms. Wright rounded out her report by looking at the maintenance repair, equipment purchases, and planned project expenses, which are still affected by supply chain issues. She noted that over \$700,000 was rolled over from FY22, which were spent in FY23. \$600,000 of that was spent in the three aforementioned categories. Ms. Wright concluded by stating that even with supply chain issues, ECB is still moving towards where it needs to be, with focus on professional development and other resources as part of the strategic plan.

Dr. Williams asked what type of professional development is being referenced, and who provides it. Ms. Wright shared that many things fall under that category, including Division meetings, engineering conferences, or public media conferences. Also included are virtual classes or specialized training at tech schools. Ms. Wright explained the internal process is a formal request that must be approved by leadership.

Dr. Williams followed up, asking if there is any professional development where staff come together in a meeting similar to this board meeting, where hired consultants come in to provide that professional development. Executive Director Marta Bechtol responded, pointing to Deputy Director Jennifer Dargan to explicate this question. Ms. Dargan shared that different types of training regarding equity and inclusion issues or wellness issues have provided to the staff. Ms. Dargan noted that most of these are held virtually and shared that there are wellness funds available that have been set aside by DOA for all agencies, allowing ECB to provide these trainings without using agency funds.

Ms. Wright then echoed previous sentiments, stating the importance of investing in the people of ECB, while still tracking the budget very closely throughout the year. Ms. Wright pointed to Engineering Division Administrator Adam Hargrove, sharing his development of a 20-year maintenance repair and technology replacement cycle that allows budget preparation to be very forward-thinking. Ms. Wright added the

advantage of constant contact with WPM and other partnerships which support these initiatives and maintain strategic outlook.

Jim Zylstra remarked on the excellent job of budgeting Ms. Wright and her finance team did last year.

There were no other questions or comments from board members.

**AGENDA ITEM 5.** Information Items: Wisconsin Biographies – *Jon Miskowski, Director of TV*  
Immersive Media Projects – *Amber Samdahl*

Board Chair Jim Zylstra introduced Jon Miskowski, Director of PBS Wisconsin, for his presentation.

Mr. Miskowski began by acknowledging the contributions and retirement of Alyssa Tzagong, Director of Education. Mr. Miskowski shared that Ms. Tzagong had built a wonderful team in her eight years as Director of Education, and was saddened to share that her health prompted her to make a decision to focus on her health and family.

Bridging that, Mr. Miskowski moved to speak about *Wisconsin Biographies*; a project that Ms. Tzagong built upon which has been very popular, well received, and well used by teachers across the state. Mr. Miskowski focused on the collaborations that developed the stories of Mahmoud Atta and Geshe Sopa, working closely with the Muslim community and others to create these enriching stories. These stories are used primarily in third- through fifth-grade classrooms as they focus on Wisconsin history. Mr. Miskowski shared that the next biography features Electa Quinney of the Stockbridge-Munsee Nation who was Wisconsin's first public school teacher. Mr. Miskowski informed the board that they are working with partners throughout the state including David O'Connor from the Department of Public Instruction and schools in Kaukauna and Appleton. The hope is that other schools will also find ways to recognize Electa's contribution and to celebrate Wisconsin's teachers.

Mr. Miskowski elaborated, noting that this project was identified as a priority from teachers and partners who have worked on First Nations education and resources. While this important story in Wisconsin's history is not well known, it lends itself to wonderful lessons about values and perseverance and an understanding of Native American history in our state. Mr. Miskowski shared that the first step was to approach the Stockbridge-Munsee community, learn from them, and enlist them as partners in this project. Mr. Miskowski shared behind-the-scenes photos of this project, including pictures of the collaborators. Most project collaborators are from the Stockbridge-Munsee community and provided all aspects of the project including art, voice work, and story consulting. Mr. Miskowski expressed the amount of pride in this project which expects to roll out in November. Before concluding, Mr. Miskowski reiterated the legacy of *Wisconsin Biographies*, pointing to Alyssa Tzagong's expansion and ECB Executive Director Marta Bechtol's creation of this great library of work.

Mr. Miskowski then introduced Amber Samdahl, Creative Director at PBS Wisconsin.

Ms. Samdahl opened her presentation by communicating how critical innovation, inventions, and even history are to the future. Ms. Samdahl expressed how the media

landscape and content consumption are continuously evolving, and how important innovation is to maintaining relevance.

Ms. Samdahl connected this to both the mission of the PBS Wisconsin and ECB's strategic plan in *Directive 1, Action 3*: to continually evaluate and evolve methods of content delivery to ensure that ECB is providing relevant forms of media to the statewide audience, noting how PBS Wisconsin takes that to heart.

Ms. Samdahl stated that with these goals in mind, PBS Wisconsin has been exploring new types of content to expand storytelling and grow audience reach, specifying they have been exploring 360-degree videos, virtual tours, and virtual reality experiences. Ms. Samdahl reminded the board of a *Shipwrecks* virtual reality experience that was launched over a year ago in alignment with the on-air *Shipwrecks* documentary, as well as a digital interactive experience based on the story of the SS Wisconsin which sank off the Kenosha coast in 1929.

Ms. Samdahl dove further into the SS Wisconsin digital experience, showing it on screen for the board. Ms. Samdahl explained that the foundation of this project was an underwater photogrammetry scan taken by a diver who then worked with the UW-Madison Institute for Discovery to convert it to an authentic 3D model. Ms. Samdahl shared that to bring this together, extensive research was done using blueprints, brochures, survivor accounts, and newspaper articles, all put together to create not only a visual experience, but an auditory one as well. The virtual tour is narrated by the individual who investigated the sinking of the ship. Ms. Samdahl added that this project was also offered in the form of a virtual reality (VR) experience that was tested in many homes around the state via a mailed cardboard headset viewer that works with a smartphone.

Ms. Samdahl then informed the board of a new immersive project which was kicked off this spring as a collaboration among Nebraska Public Media, PBS Wisconsin and the Menominee Indian Tribe of Wisconsin with the working title *Menominee Homecoming*. Ms. Samdahl recognized the technology-focused team at Nebraska Public Media (NPM) has put them at the forefront of innovation in public media which complements PBS Wisconsin's design-first approach. Ms. Samdahl shared a serendipitous detail that one team member from NPM is Menominee and had previously lived in Wisconsin. Ms. Samdahl stated that the idea for this project came from the desire to collaborate and tell the stories of the Menominee Tribe. Ms. Samdahl described this as an interactive storytelling game, centered around the annual contest pow wow that happens every August on the Menominee Reservation. The project explores traditional Menominee customs and how they thrive today. This pow wow is held at the Woodland Bowl - a natural amphitheater - and includes dancing and drumming competitions. Local members of the tribe along with family and friends from all over return to the reservation to reconnect to their people and culture. Ms. Samdahl stressed the pride the Menominee Tribe has in the Menominee Forest with a deep commitment to sustainability and dedication to preserving their past, which will also be central themes within this experience. The project will be available as a downloadable application or a browser-based experience, targeting a general audience aged 10 through 50's. Ms. Samdahl expects this to be a two-year project anticipating a 2025 launch date.

Ms. Samdahl spoke to one more project in the works; a one-hour documentary on Wisconsin lighthouses. This be a showcase of some of the most unique lighthouses around the state and, similar to *Shipwrecks*, is expected to have a complementary interactive experience featuring the Cana Island Lighthouse in Baileys Harbor. Ms.



Sandal credited partnerships between the Door County Maritime Museum and Tech Renders out of Milwaukee for making this project possible, and noted inspiration from The Washington Post's interactive web page of the Tenement Museum. A launch date of December 2024 is expected.

Board member Angela Adams asked Ms. Samdahl to speak to the VR viewer distribution process, specifically which families or schools received these, and how that was determined. Ms. Adams also asked about the type of feedback or impact information that could be shared.

Ms. Samdahl clarified that the *Shipwrecks* experience was not targeted toward classrooms or considered classroom media, but was designed for a more general audience. Thus, the VR viewers were offered as a pledge premium when the documentary was featured during a membership drive.

Jon Miskowski added that the *Shipwrecks* project also had an extensive education component in a gaming mode, which is accessible to every school. However, with its intense media, PBS Wisconsin is conscious of limitations of broadband around the state.

Ms. Adams asked Mr. Miskowski to expound upon any feedback received from schools around the utility and impact of this education tool. Mr. Miskowski stated that at the base level they are able to track how many people use it which, to date, has been hundreds of thousands of plays. He elaborated that this was a collaboration with Field Day Lab, an education gaming unit associated with UW-Madison's School of Education. Mr. Miskowski noted that a number of teachers have reached out sharing they have expanded upon *Shipwrecks* by creating supplementary outdoor lessons such as visiting nearby lakes. Mr. Miskowski expressed that the work of PBS Wisconsin inspires educators to use new media in ways that are most relevant to their students.

Board member Dr. Darrell Williams asked if the presentation on the Native American teacher [Electa Quinney] was in the form of a book. Mr. Miskowski stated that while *Wisconsin Biographies* are all online resources, they all include reading components in the companion materials.

There were no other questions or comments from the board.

**AGENDA ITEM 6.** Information Items: Radio Updates – *Sarah Ashworth, Director of Radio*  
Regional Operations – *Lisa Nalbandian*

Executive Director Marta Bechtol gave the formal introduction of Sarah Ashworth, the new Director of Wisconsin Public Radio (WPR). Ms. Bechtol shared that Ms. Ashworth came to WPR with 25 years of experience in media journalism, beginning as a commercial TV reporter and most recently serving as Senior Vice President of Content at Vermont Public where she was a key leader in significant organizational change and rebranding.

Ms. Bechtol noted that in the interview process she [and Heather Reese, Executive Director of Wisconsin Public Media] felt very strongly that Ms. Ashworth's experience in rebranding leads right into the kind of work that will be happening with the

optimization of WPR. Ms. Bechtol expressed pleasure in being able to invite Ms. Ashworth to take on this role.

Ms. Ashworth began with gratitude to those involved in her hiring process, and in being present for the ECB Board meeting. She shared that she is originally from Minnesota, and worked at Minnesota Public Radio for some time. Ms. Ashworth noted her excitement for Wisconsin to be her new home state, saying she has already been inspired by the PBS Wisconsin content that had just been presented. Ms. Ashworth spoke of her orientation and tour of the ECB and Operations Center the previous day, and noted how great it was to learn about the rich, long history of public broadcasting in Wisconsin. She claimed this as one of the reasons she is excited to be here. Ms. Ashworth shared her eagerness to move forward with optimization, confident in the deep history WPR has in recognizing all regions in the state. Ms. Ashworth related her experience at Vermont Public to WPR, stating she was a part of a complete merger between Vermont PBS and Vermont Public Radio with service to Vermonters in mind, and the desire to serve them in the best way possible.

Ms. Ashworth stated her belief that everyone deserves equal access to trusted information and music, entertainment, and educational resources. Ms. Ashworth believes that WPR can do that on an even deeper level, with some regional realignment and reorganization.

Ms. Ashworth introduced Lisa Nalbandian, WPR Regional Director and Interim Chief of Development, to speak about what that looks like.

Ms. Nalbandian introduced herself by sharing that she has been with WPR for 21 years, and for all of those years she has been based in regional offices. Ms. Nalbandian stated that the purpose of any organization, be it for profit or not, is to serve society. She then posed a thought to the board, asking how they thought WPR serves society. Ms. Nalbandian said the answer would probably align with the mission of WPR, which is to inform, entertain, engage and inspire individuals and communities.

Ms. Nalbandian referenced a visual presentation illustrating the state-wide regional structure that holds the key to realizing that mission. Ms. Nalbandian noted that what she has been asked to do as Regional Director is to increase the impact they have at that level. She described a renewed emphasis on regional bureaus in local communities through radio programming, digital information station events, and community engagement. Ms. Nalbandian noted that knowing where the audience calls home while still maintaining their commitment to providing essential statewide and national content is of the utmost importance.

Ms. Nalbandian walked the board through a 2021 audience research study and related those findings to the regionally-focused reorganization:

- 54% of Ideas Network listeners are outside of Madison (13%) and Milwaukee (33%)
- 51% of News & Music listeners are outside of Madison

Ms. Nalbandian stated WPR noticed a need for regional reinforcement based on those numbers, with each Regional Manager and team focusing on four areas:

- Regional content on-air and online
- Regional community engagement and outreach
- In-person and virtual events
- Regional PR and communications

Ms. Nalbandian stated that while this presentation described a regionalized approach, collaboration will be the key to making it all happen; thoughtfully working together and supporting each other. She shared she will be taking the lead on creating Project Charters and Team Agreements with leadership of each Regional Department. The regions will outline how they will collaborate, including communication, preferred processes, and shared goals by creating living documents that will be reviewed and improved upon regularly.

Board member Roy Christianson commented that as a supporter of Wisconsin Public Radio, it is gratifying to hear there will be a real, clear structure to the communications and collaboration, which is a really positive thing. Ms. Nalbandian expressed her gratitude for his sentiment.

Board member Angela Adams related, commenting that with her previous role in communication and community relations, she understands the heavy lift and appreciated the work that Ms. Nalbandian and her team are doing. Ms. Adams wondered what engagement and events in high-density populations versus the outlying areas across the state and all the regions might look like from an equity lens.

Ms. Nalbandian gave a current example relaying what is happening in Green Bay with StoryCorps. She stated that while their mobile both could come to the Packers stadium and sell out every seat, that didn't align with the goals of either WPR or StoryCorps, so they decided to hold it at the Aging and Disability Resource Center in Green Bay, which serves low-income populations-- a location that just felt right to everyone involved. Ms. Nalbandian also mentioned that Regional Manager Ellen Clark is working with both the Oneida and Menominee Nations to facilitate gatherings with the folks from StoryCorps, sharing meals and stories of the tribes. Ms. Nalbandian concluded that those sorts of events and outreach are always a priority.

Board member Dr. Darrell Williams appreciated Ms. Nalbandian's presentation and was grateful for the work she was doing. He urged not only WPR, but the ECB as well, to always keep high priority, high need areas [like Milwaukee and Iron County] in mind, and to be unapologetic and intentional in that focus.

There were no other questions or comments from the board.

#### **AGENDA ITEM 7.** Questions/Comments from Board Members

There were no questions or comments from Board members.

#### **AGENDA ITEM 8.** Adjournment

Dr. Fulcomer moved, seconded by Alyssa Kenney to adjourn. The motion passed by unanimous voice vote. Jim Zylstra announced the meeting adjourned at 11:08am.