

WSPR Monthly Board Meeting

February 3, 2022, 2:00 pm MT

Attending: Kerry Swanson, Tammy Terwelp, Tom Michael, Jim Rondeau, Brenda Barnes

- Kerry surveyed the group for issues in the system that WSPR and PRRO should monitor during the year, for example, efforts toward integrated fundraising with NPR via the Stripe platform. Tammy noted KUNC's use of Stripe and participation in collaborative fundraising but that adoption does not seem to be widespread. Tom observed that some stations face institutional limitations on donor sharing or unapproved platforms. Jim noted NPR's strategic plan addresses strengthening the network-station relationship which could help overcome hesitancy about joint outreach.
- Jim suggested that PRRO's participation in organizing a comprehensive NPR board candidate forum would be useful this year, amid calls for reform of the nomination and election process.
- The SuperRegional Conference appears to be "on schedule" to be held April 11-12 in Denver. Kerry will coordinate with Patricia Cervini to help reach WSPR membership with information. The early registration deadline is February 19.
- WSPR has decided to offer \$1,000 scholarship assistance to attend the PRRO SuperRegional conference in Denver. Kerry will draft language and distribute the offer to members. Selection criteria will favor stations with budget limitations preventing any staff from attending.
- There was discussion of whether a formal WSPR meeting was needed in Denver because the conference will not coincide with the annual membership meeting. WSPR will consider scheduling an informal get together at the hotel instead. Tammy is familiar with the Denver Grand Hyatt and will consider options for a meeting place.
- There are currently 44 stations with paid memberships to WSPR. Kerry will consider sending an invitation to stations that have not responded. There were many new station contacts added in 2021 that receive WSPR communications and may decide to join.
- The WSPR Conversation about talent development, recruitment and retention is scheduled for Thursday, February 10 at 1pm PT/2pm MT via zoom. It will be a conversation among members to share what stations are experiencing on these issues. Brenda mentioned that compensation is an important aspect of the conversation in the current environment. Kerry will introduce the session. Forum responses may help identify topics or guest speakers for follow up events.
- The meeting adjourned approximately 2:40pm MT.