



**YOUNGSTOWN  
STATE  
UNIVERSITY**

**BOARD OF TRUSTEES  
INSTITUTIONAL ENGAGEMENT COMMITTEE  
Molly S. Seals, Chair  
Charles T. George, Vice Chair  
All Trustees are Members**

**BACKGROUND MATERIALS  
September 4, 2019**

- |  |              |
|--|--------------|
| <b>1. Alumni and Events Calendar</b>                               | <b>Tab 1</b> |
| <b>2. Marketing Communications Campus News of Note</b>             | <b>Tab 2</b> |
| <b>3. Campus Safety What To Do...</b>                              | <b>Tab 3</b> |
| <b>4. WYSU</b>   | <b>Tab 4</b> |
| • <b>Community Outreach</b>  |              |
| • <b>Academic Integration</b>                                      |              |
| • <b>Non-University Revenue versus University Support Analysis</b> |              |
| • <b>Comparison with other Ohio Public Radio Stations</b>          |              |

**TO:** YSU Board of Trustees  
**FROM:** The Office of Alumni Engagement and University Events  
**DATE:** September 2019  
**SUBJECT:** Alumni Engagement and University Events fall 2019 Events

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*The calendar below lists all scheduled events that involve local alumni, alumni in chapters across the country, Pete's Pride volunteers and campus and community events that are produced or assisted by Alumni Engagement or University Events. For questions or more information on any of these events, please call 330-941-2136.*

**Wednesday, August 14**

**Purpose:** Presidential address to campus and community  
**Place:** Chestnut Room  
**Time:** 9:00 a.m.  
**Contact:** Jackie LeViseur – 330-941-2136 or [jmlevisueur@ysu.edu](mailto:jmlevisueur@ysu.edu)

**State of the University**

**Thursday, August 15**

**Purpose:** Social gathering at Akron Rubber Ducks game  
**Place:** Canal Park  
**Time:** 7:05 p.m.  
**Contact:** Heather Belgin – 330-941-1591 or [habelgin@ysu.edu](mailto:habelgin@ysu.edu)

**Akron/Canton Alumni Chapter Outing**

**Friday, August 23**

**Purpose:** Team building/social gathering for alumni chapter  
**Place:** Lumberjaxes  
**Time:** 6:00 p.m.  
**Contact:** Heather Belgin – 330-941-1591 or [habelgin@ysu.edu](mailto:habelgin@ysu.edu)

**Pittsburgh Alumni Chapter Mixer**

**Saturday, August 31**

**Purpose:** Social gathering at Tampa Bay Rays game  
**Place:** Tropicana Field  
**Time:** 6:10 p.m.  
**Contact:** Heather Belgin – 330-941-1591 or [habelgin@ysu.edu](mailto:habelgin@ysu.edu)

**Tampa Bay Alumni Chapter Outing**

**Saturday, September 7**

**Purpose:** (Cocktails, group photo, dinner, live music)  
**Place:** Dana All Alumni Reunion celebrating 150 years  
**Time:** Powers Auditorium Grand Lobby  
**Contact:** 6:00 p.m.  
Catherine Cala – 330-941-2752 or [cacala@ysu.edu](mailto:cacala@ysu.edu)

**Dana School of Music All Alumni Reunion**

**September 13-15**

Purpose:

**Friday, 9/13**

Place:

Time:

**Sunday, 9/15**

Place:

Time:

Contact:

**Veterans & ROTC Alumni Reunion Weekend**

Alumni affinity event, recognition awards, fundraiser

**Veterans & ROTC Alumni Reunion Dinner**

(Cocktails, dinner, speaker, Cincinnatus Award)

Williamson Hall, Atrium

5:30 p.m.

**4<sup>th</sup> Annual Golf Event Benefiting YSU ROTC**

Avalon Golf and Country Club, Warren, OH

8:30 registration/10:00 a.m. Shotgun Start

Catherine Cala – 330-941-2752 or [cacala@ysu.edu](mailto:cacala@ysu.edu)

**Friday, October 11**

Purpose:

Place:

Time:

Contact:

**Criminal Justice and Forensic Sciences 50<sup>th</sup> Anniversary**

Reconnect with alumni to celebrate 50 years of the department along with the Peace Academy

Kilcawley Center Chestnut Room

5:30 p.m.

Catherine Cala – 330-941-2752 or [cacala@ysu.edu](mailto:cacala@ysu.edu)

**Wednesday, October 16**

Purpose:

Place:

Time:

Contact:

**Half Century Club Featuring the Class of 1969**

Celebrate this 50-year milestone with dinner and induction ceremony, followed by the Skeggs lecture

Christman Memorial Hall, Stambaugh Auditorium

5:00 p.m.

Catherine Cala – 330-941-2752 or [cacala@ysu.edu](mailto:cacala@ysu.edu)

**Wednesday, October 16**

Purpose:

Place:

Time:

Contact:

**Skeggs Lecture Series presents Martin Sheen**

Promote thought and dialogue with diverse speakers

Stambaugh Auditorium

6:00 p.m. private meet and greet

7:00 pm. presentation

Jackie LeViseur – 330-941-2136 or [jmlevisur@ysu.edu](mailto:jmlevisur@ysu.edu)

**Sunday, December 15**

Purpose:

Place:

Time:

Contact:

**Commencement**

Celebrate the academic success of our graduating students

Beeghly Center

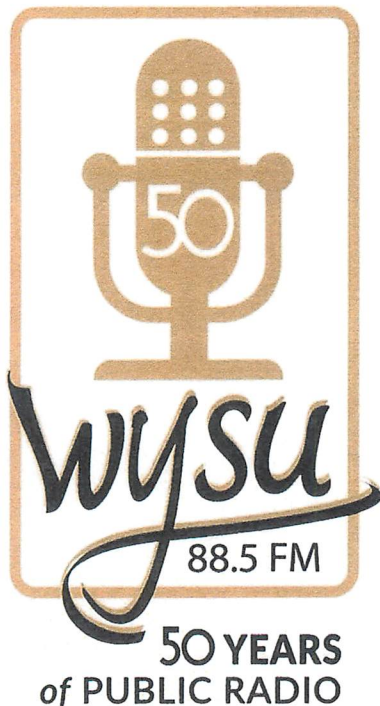
2:00 p.m.

Jackie LeViseur – 330-941-2136 or [jmlevisur@ysu.edu](mailto:jmlevisur@ysu.edu)

# 88.5 WYSU-FM is turning 50 this year!

Join us for one or more of these events as we celebrate:

CELEBRATING



**Friday, August 2<sup>nd</sup>** (5:00 p.m. to 7:00 p.m.)

## **WYSU Summer Listener Appreciation Event**

Join us for an evening of conversation, hors d'oeuvres, wine, and fun at our Summer 2019 listener appreciation night at Mastropiétro Winery (14558 Ellsworth Rd, Berlin Center, OH 44401).

**Saturday, August 17<sup>th</sup>**

## **WYSU Blossom Bus Trip**

Join WYSU-FM for our annual bus trip to hear The Cleveland Orchestra at the Blossom Music Festival, on Saturday, August 17. The concert will feature pieces by Sergei Rachmaninov, Leonard Bernstein, and Charles Ives. Tickets are \$40 for current members and \$50 for non-members. Bus departs WYSU at 5:30 p.m.

**Friday, September 27<sup>th</sup>** (7:00 p.m. to 10:00 p.m.)

## **Mad About The Arts 2019**

Join us for the 24th Mad About the Arts celebration! It's our annual fundraiser held at (and in conjunction with) YSU's McDonough Museum of Art. It's a fun evening of contemporary art, music, dancing, wine & beer tasting, and food sampling! Tickets are \$50 for current members and \$75 for non-members.

**Sunday, October 20<sup>th</sup>** (2:00 p.m. to 5:00 p.m.)

## **WYSU 50th Anniversary Celebration**

Join us at Mill Creek MetroParks' Davis Center Auditorium (123 McKinley Ave., Youngstown, OH 44509) as we celebrate the station's fiftieth birthday! The party will feature live music, appetizers, a 'champagne toast', and more! Admission will be FREE and open to all WYSU members, listeners and friends.

More information about these and other WYSU events is available on our website, [wysu.org](http://wysu.org), and on the **WYSU 88.5 FM** Facebook page.

# Campus News of Note

Fall 2019



## Best of the best

YSU and many of its academic programs are included on several national “best” lists, including rankings for best online colleges, lowest out-of-state tuition, best computer science and IT schools, best RN-to-BSN programs and best master’s degrees in Health Administration, Business Administration, Criminal Justice, Economics and Health Services.

## Oh my Darling

Two new endowed faculty positions have been established, bringing the total across campus to 11. The late Charles Darling, retired professor of History and longtime host of the popular “Folk Festival” radio program on WYSU-FM, left a gift of \$2.2 million in his estate to establish an endowed faculty position in American Social History. John “Jack” and Nuggie DePizzo, who owned and operated more than 30 senior care facilities across the region and who continue to develop and operate in Southwest Florida, donated \$1.625 million to establish a faculty position in Gerontology and to enhance their existing scholarship in the Williamson College of Business Administration.

## A decade run

YSU, whose 145-acre campus boasts nearly 2,000 trees, has been designated a Tree Campus USA for a 10<sup>th</sup> consecutive year.



## Jambar at the top

YSU’s student media dominated the Society for Collegiate Journalist’s annual student media awards competition. *The Jambar* student newspaper placed first in Newspaper Overall Excellence, the second prominent recognition for *The Jambar* this year. In February, *The Jambar* was named top student newspaper in Ohio by the Ohio News Media Association.



## So is AM

YSU joins Drexel University in Pennsylvania and the University of Michigan as the winners of a national research contest focused on additive manufacturing. “This is yet another prime indicator of YSU’s continuing emergence as a national center for excellence in advanced and additive manufacturing,” said Eric MacDonald, YSU Friedman Chair for Manufacturing.

## Planetarium records

The 2018-19 season was record-setter for the Ward Beecher Planetarium. The planetarium hosted 11,088 visitors at 138 free shows, the highest attendance since the planetarium has been keeping records dating back at least 15 years. In addition, the planetarium hosted 8,152 elementary students, up 19 percent from the previous year. So in all, the planetarium counted 19,240 people through its turnstiles.



## Building bridges

A team of seven YSU students placed third out of more than 40 teams at the 2019 National Student Steel Bridge Competition earlier this year. YSU beat out schools such as at the University of California Berkeley, Brigham Young, University of Wisconsin, Drexel, University of North Carolina and Case Western Reserve University. Lafayette College placed first, while the University of Florida was second.



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Since our Lockdown incident in December of 2018 we have initiated many improvements in physical security of our facilities as well as educating our campus community. We solicited and received a great deal of feedback from campus on what they viewed as important issues to their safety.

As part of our continuing education efforts, I have sent out a monthly email with Safety Tips. One such email that was sent out shortly after the Lockdown Incident described what one should do if they were instructed to Lockdown, and what they should do if they were instructed to Shelter in Place. The email was well received and that the response I received was that many individuals found the email very informative to the point that they posted it in their offices and work areas for quick reference.

The idea stemming from this response was to formalize an emergency poster that would be similar to the Emergency Fire and Evacuation posters found in classrooms and public areas already. This poster would give the occupants of the room the vital information they would need in order to keep themselves safe in the event of an Active Shooter or similar incident. The information provided is short, concise, and to the point. The design of the poster is such that it would draw ones attention to it immediately. The poster will be placed in a prominent area of each classroom on campus.

Our goal is to provide as much information to as many people as possible. Even if an individual has not attended our Active Shooter training, the information that we provide on the poster although not a substantial substitute, will give the individual enough information to save their life and possibly the lives of others.

Shawn Varso

Chief of YSU Police



# YOUNGSTOWN STATE UNIVERSITY CAMPUS SAFETY

## What To Do...

### ACTIVE SHOOTER

- Do not panic. If you can, GET OUT OF THE BUILDING OR THE AREA AS FAST AS YOU CAN.
- If you cannot, FIND A ROOM OR AREA THAT YOU CAN LOCK YOURSELF IN.  
Classroom doors lock when closed. If the door does not lock, barricade it with heavy objects. Turn off lights. Silence phones. Stay away from windows/doors.
- ***If the shooter attempts to gain entry:***  
YELL, SCREAM, THREATEN THE SHOOTER AS LOUD AS YOU CAN.
- ***If the shooter gains entry,***  
USE ANY AND ALL OBJECTS AVAILABLE TO INFLICT AS MUCH INJURY AND PAIN UPON THE SHOOTER AS POSSIBLE.

### LOCKDOWN

- Remain where you are. Close/lock doors. Classroom doors lock when closed. If it doesn't lock, barricade it with heavy objects.
- Close blinds. Turn off lights. Silence phones. Move away from windows and doors.
- If someone wants in, use your best judgement. If you do not feel safe, do not open the door.
- YSU police will notify campus via Penguin Alert and the building PA system when the lockdown has ended.

### SHELTER-IN-PLACE

- Take refuge in a designated area of safety within a building such as a small, interior room with no or few windows to minimize exposure to outside risks such as chemical, biological or radioactive releases and weather emergencies such as tornados.
- Share the notification with others in the building if possible, but do not leave the area where you are sheltered-in-place.
- Close windows, doors, etc.
- Stay in place until cleared via Penguin Alert and building PA system.

More information:

YSU police, **330-941-3527** or **[www.ysu.edu/police](http://www.ysu.edu/police)**



## 88.5, WYSU-FM Community Outreach

*When President Lyndon B. Johnson signed the Public Broadcasting Act of 1967 into law on November 7, 1967, he said that, "It announces to the world that our nation wants more than just material wealth; our nation wants more than a 'chicken in every pot.' We in America have an appetite for excellence, too. While we work every day to produce new goods and to create new wealth, we want most of all to enrich man's spirit. That is the purpose of this act."*

WYSU-FM began broadcasting two years later.

- By its very existence, WYSU enhances the quality of life in the region, fulfilling its fine arts and educational service mission community for 50 years. The station's fine arts and high-quality news and information programs provide hourly life-long learning opportunities for YSU graduates and all members of the community.
- WYSU is one of YSU's most visible campus and community entities, having over 30,000 weekly listeners who spend 12 million hours annually with the station.
- WYSU makes clear its affiliation with Youngstown State University with over 200 daily announcements declaring WYSU as the "public radio service of Youngstown State University," a message which reaches far beyond YSU's traditional five county recruitment area.
- WYSU airs over 6,000 free public service announcements each year promoting community fine arts events and lectures, a \$115,000 community value (based on the underwriting rate of \$20 per message). Approximately half of those spots are YSU related events, a \$57,500 marketing value to YSU.
- WYSU has built partnerships to enhance programming and other services, with organizations such as the *City Club of the Mahoning Valley* and the *Business Journal*, with additional relationships emerging with other news providers, all allowing WYSU to have a local news presence without having a news department.
- Long-time local news anchor Gina Marinelli and YSU English professor Tim Francisco provide weekly substantive interviews with area residents involved in the arts, education, community development and politics, in addition to YSU faculty engaged in interesting research and community service projects.



- The Youngstown Radio Reading Service has operated on WYSU's sideband (*closed circuit portion of our broadcast signal*) for many years. The YRRS, part of Goodwill Industries, broadcasts print materials that are not otherwise accessible to its listeners.
- WYSU records, produces, and makes available on the internet the weekly program *Life on Life's Terms* in partnership with the local nonprofit organization Ebony Lifeline Support Group. The program addresses chemical dependency and recovery issues. Education at the grass roots level is the goal. Past programs are permanently available on the website.
- WYSU is a critical link in the Emergency Alert System, not only for our listeners, but for other radio stations, as well. The EAS is a state and national warning system for extreme weather events and other emergencies. WYSU has also developed its own Disaster Response Program, to assist YSU, Youngstown, and the region in the event of a widespread emergency.
- WYSU sponsors numerous concerts and lectures, often in partnership with other community organizations. WYSU has hosted NPR's Scott Simon and Cokie Roberts in the past two years, and WYSU is bringing in NPR's news announcer Korva Coleman coming this fall.
- WYSU is the media sponsor for monthly panel discussions by the City Club of the Mahoning Valley. The station records, edits, and produces the programs; airing and archiving them on its website as a community resource and service.
- WYSU provides two audio services capable of being received by anyone in the world. WYSU also offers its own smart phone app.
- WYSU is a true local service, locally licensed and governed, locally programmed, and locally staffed, meeting the needs of the community in which it is licensed.

## 88.5, WYSU-FM Academic Integration

- WYSU provides life-long learning opportunities. The station is available to students as an expansion of their academic studies, not only in music with its classical and jazz programming, and the daily news programs, but also with programs that allow for the deep explorations of issues that impact all of us. Examples include *Radiolab*, devoted to exploring our strange world; *Ted Radio Hour*, investigating new ways to think and create; *Freakonomics*, looking into the hidden economic side of everything; and *On the Media*, exploring how the media works and how it is changing.
- WYSU provides three annual academic scholarships: Robert W. Peterson Scholarship, awarded to a minority student majoring in English. WYSU Broadcasting Scholarship, awarded to a minority student majoring in Telecommunications. Barbara A. Krauss Memorial Scholarship, awarded to a Dana School of Music student, majoring in Music Recording and Technology.
- WYSU enhances the student experience for a number of WYSU student employees in on-air announcing, editing and production, broadcast technology, programming support, membership services, and listener relations.
- WYSU has a growing relationship with the YSU Cliffe College of Creative Arts and Communications to expose students and the community to nationally and internationally renowned artists.
- WYSU sponsors, and hosts, numerous concerts and lectures throughout the year that provides students the opportunity to engage with leading authors and performers.
- WYSU provides a great learning environment for students that complements their studies and helps prepare them for positions in whatever field they choose.

WYSU-FM, Youngstown State University Radio  
 Non-University Revenue versus University Support Analysis  
 FY's 2014 - 2019

FY	Underwriting Revenue	* Membership Revenue	CBP Grant	BEMC Grant	Endowment Revenue	Capital Fund	TOTAL Non-University Revenue	Non-University Revenue as a percentage	TOTAL University Support	University Support as a percentage	TOTAL REVENUE
2014	\$90,906	\$237,152	\$137,265	\$23,166	\$25,605	\$77,500	\$591,594	50.3%	\$584,940	49.7%	\$1,176,534
2015	\$95,030	\$286,835	\$134,443	\$23,166	\$6,178	\$50,000	\$595,652	51.5%	\$561,219	48.5%	\$1,156,871
2016	\$98,310	\$286,237	\$145,521	\$35,149	\$10,605	\$87,600	\$663,422	55.1%	\$540,652	44.9%	\$1,204,074
2017	\$108,584	\$267,118	\$131,649	\$34,224	\$18,816	\$25,020	\$585,411	51.8%	\$545,428	48.2%	\$1,130,839
2018	\$112,079	\$259,020	\$133,374	\$33,198	\$15,463	\$12,520	\$565,654	50.7%	\$549,866	49.3%	\$1,115,520
2019**	\$116,990	\$273,773	\$130,459	\$33,198	\$19,931	\$0	\$574,351	50.5%	\$562,613	49.5%	\$1,136,964
Totals	<u>\$ 621,899</u>	<u>\$ 1,610,135</u>	<u>\$ 812,711</u>	<u>\$ 182,101</u>	<u>\$ 96,598</u>	<u>\$ 252,640</u>	<b>\$3,576,084</b>	<b>51.7%</b>	<b>\$3,344,718</b>	<b>48.3%</b>	<b>\$6,920,802</b>

Note\*: Membership revenues for 2015 and 2016 reflect special appeals carried out as a result of the university's financial crisis.

Note\*\*: Amounts for 2019 do not include any year-end accounting adjustments. Amounts are subject to change.

### WYSU Comparison with other Ohio Public Radio Stations

CATEGORY	WYSU	WKSU	WCSU	WOSU	WOSA	WOUB	WGTE	WDPR	WCBE	WYSO	WVXU	WGUC	WCPN
<b>MARKET DEMOGRAPHICS:</b>													
• City of License	Youngstown	Kent	Wilberforce	Columbus	Columbus	Athens	Toledo	Dayton	Columbus	Yellow Springs	Cincinnati	Cincinnati	Cleveland
• Type of License	University	University	University	University	University	University	Community	Community	CPS	University	Community	Community	Community
• Market Size	371,800	610,300	839,500	1,698,600	1,698,600	NA	513,300	839,500	1,698,600	839,500	1,844,800	1,844,800	1,744,400
• High School Graduates %	83%	86%	83%	89%	89%	96%	85%	83%	89%	83%	87%	87%	79%
• College Graduates %	13.4%	20.8%	17.7%	34.6%	34.6%	63.1%	18.5%	17.70%	34.60%	17.70%	43.40%	43.40%	16.40%
• Poverty Rate	36.80%	24.10%	32.70%	20.80%	20.80%	51.60%	26.50%	32.70%	20.80%	32.70%	28.70%	28.70%	35.20%
• Income Average	\$26,295	\$36,223	\$30,128	\$49,478	\$49,478	\$24,326	\$35,808	\$30,128	\$49,478	\$30,128	36,429	36,429	27,854
<b>STATION OPERATIONS:</b>													
• Staff*	7.5	30	5	22	22	18	NA	13	13	11	38	38	45
• Budget (\$M for FY17)	\$1.09 M	\$4.50 M	\$ .36 M	\$10.63 M	\$10.63 M	\$5.18 M	NA	\$.89 M	\$1.29 M	\$1.88 M	\$6.50 M	\$6.50 M	\$25.45 M
• Format	Classical/News	News	Urban/Jazz	News	Classical	News	News	Classical	AAA	News	News	Classical	News
<b>STATION RATINGS:</b>													
• CUME Listeners**	27,150^	115,800	7,200	155,500	51,300	33,700	43,600	35,400	72,200	63,100	162,000	70,800	126,400
• AQH Market Share***	2.7	2.7	0.2	4.5	0.9	1.8	2.8	0.1	NA	2.6	2.6	1.8	3.6
• Time Sent Listening****	6:50	5:20	2:40	3:39	2:14	6:44	8:05	4:11	3:37	5:07	4:13	1:58	3:55

\* Radio Only

\*\* Total Weekly Audience      ^WYSU has audience in the Cleveland & Pittsburgh markets that is not measured

\*\*\* Percentage share of the radio market

\*\*\*\* Average time (in hours and minutes) a person listens in a week

WOSU & WOSA are operated by the same licensee

WVXU & WGUC are operated by the same licensee