



# NORTH WEST

PUBLIC BROADCASTING

*A community service of Washington State University*

March 25, 2022

APAC Council  
Washington State University  
Pullman, WA 99164

Re: Nomination of Sarah McDaniel for a 2022 Administrative Professional  
Contribution Award

Dear Members of the Council,

It is with great pleasure that I endorse the nomination of Sarah McDaniel for a 2022 Administrative Professional Contribution Award. In her some 26 years as an AP employee of Washington State University, Sarah has contributed to so many parts of the university, above and beyond her dedicated service in her roles at Northwest Public Broadcasting.

Sarah is a leader in membership operation of NWPB, WSU's region-wide broadcasting network. Her productivity is incredible: she works with more than 10,000 members annually, touching hundreds of thousands of people who value WSU's radio and television services. She is on site when fund drives begin at 5 am and is the last one to leave at the end of each drive day, well after 7 pm. And those are not the only days she does what it takes to get the job done; she is reliably on the spot when routine or unusual tasks need attention.

Sarah's problem-solving style is collaborative and effective. For instance, she brought NWPB on as the university's first unit to meet new credit card security standards; she worked with credit card companies, IT, and the university foundation, among others, to develop and implement a complicated system that works with university systems and NWPB membership systems. Thanks to her work, NWPB became a model for meeting increased security standards that are now university-wide.

As a colleague of Sarah whose work often overlaps with hers, I especially note and appreciate her ability to know when changes to membership systems, or contact with members, impacts my work with major donors. She always reaches out to keep me informed, collaborates on changes and fixes that impact us both, and accommodates my efforts. Her collaborative approach is not unique to me; it is Sarah's natural, normal character to be collaborative.

Not only has Sarah worked at WSU for many years, she is an alumna and former RA. She knows and values WSU, its educators, and its students. And she is engaged. Of course she is engaged through her work; NWPB is a community service of WSU, and her role is in membership services. In addition, Sarah attends cultural events—performances and lectures, primarily—keeping herself growing and supporting events. She participates in university and student-group events, from horticultural sales to Murrow Symposium events. She is an engaged participant in university-wide events and activities.

Sarah McDaniel is an exceptional employee who has contributed beyond doing a “good job” in her assigned duties. She exemplifies the spirit of the APAC AP Contribution Award, and I am honored to nominate her.

Sincerely,

Sandi Billings  
Development Director

March 11, 2022

AP Contribution Award Nomination Committee  
Washington State University APAC  
French Admin Bldg #344  
Administrative Professional Advisory Council  
Pullman, WA 99164-1038

Dear AP Contribution Award Nomination Committee:

I am thrilled to have this opportunity to share with a larger audience why Sarah McDaniel is deserving of the 2022 AP Contribution Award. Through her work as the Membership Director for Northwest Public Broadcasting she demonstrates productivity, innovative problem solving, positive working relationships and service to Washington State University and the community of communications professionals.

Sarah is constantly looking for ways to improve our productivity through streamlined work processes. When she learned that another department had arranged for outgoing calls to be made without needing to enter an access code, she made the same request through the proper channels and kept persisting until the change was implemented for her team, thus saving considerable time and physical small-motor movement in an outgoing call-heavy department.

Creative problem solving is often required when working with donors to Northwest Public Broadcasting who are trying to access their Passport service. This member benefit allows donors to stream public television shows at their convenience using a variety of methods, from Apple TV to Roku to Amazon Fire Stick. When Sarah realized that a caller was having extreme difficulty setting up her Passport service, Sarah initiated a Zoom call and shared her screen with the donor so that Sarah could walk the donor through the steps to successfully set up Passport on Roku.

In a separate transaction she assisted a caller who felt sure he was a member of Northwest Public Broadcasting, though his contact information was not found in our database. Sarah reached out to a colleague at KCTS, the Seattle public television station, to confirm that the caller was a member of that station. Sarah then responded to the caller to let him know his membership status was active at KCTS, as well as how he could get in touch with KCTS to get his questions answered.

In her greater work unit she made an extra effort to increase morale and show appreciation by assembling more than 25 caring containers (in a nod to Valentines, but from an appreciation angle) and distributing them along with notes of appreciation and small treats to NWPB staff. Her extra effort brought many smiles and generated reciprocal sharing of appreciation, leading to an even more positive work environment.

Sarah has served a term on the Administrative Professional Advisory Council, becoming further involved by also serving on the By-Laws committee. Nationally, she is a past president and current Treasurer of the Public Radio Association of Development Officers (PRADO), an organization that provides support, training and advancement for public radio development officers across the country.

Thank you for your consideration of Sarah McDaniel for the AP Contribution Award.

Sarah English

## AP Contribution Award

3/21/2022

Dear Committee Members,

I would like to include my nomination of Sarah McDaniel, Membership Director of Northwest Public Broadcasting, for this year's AP Contribution Award. She deserves this award for her consistent level of high performance over decades of service here at Washington State University.

Over the years she has guided the NWPB membership to become one of the largest donor bases of the University. People who would never dream of contributing to WSU have donated thousands of dollars to the service licensed by WSU. In a department of two when she first arrived, it has grown, as membership has grown, to a unit of four. This includes the addition of a Major Gifts officer just to handle the contributors over \$1,000 annually.

It's a big job. Three or four week-long on-air pledge drives each year for radio. One evening each week for TV. In radio, that involves coordinating the on-air talent to make support pitches and organizing people to handle phone calls and online pledges of financial support. Over the years, Sarah has evolved the manner in which the on-air talent has made their pitches. From the early days where they spoke off-the-cuff of ways and why people would want to contribute, to the current, fairly structured method of keeping talent on track and on point to efficiently and effectively get the message across. Sarah saw the need to keep people focused and has created a system that works for everyone. Very innovative.

She has managed to do all that and still keep the department compliant with new WSU requirements for financial security as technology developed. When I helped out with radio and TV membership drives in my early days in the 1990's we only asked listeners and viewers to call and donate. We would write down on simple paper forms all the pledge information: who was donating, their address, how much they wanted to give and how they planned to pay for the contribution. Hope you wrote clearly and quickly. Now, with the changes Sarah has made, people can still call but they can also make pledges online. If people would still like to call, volunteers can help them make a pledge by filling out the same online form for the donor.

In the early days, there were several "thank you gifts" available for donors. But they took time to describe both for the on-air talent and for phone volunteers, they also took time and money to purchase and ship to the donors, and they detracted financially from the value of the gift to NWPB. For radio, Sarah has dropped using gifts. All the money donated goes directly to the financial health of the service.

One of Sarah's primary attributes is her relationship building. With both her colleagues and with members of the public we serve, she has always been extraordinary. People like to work with her. You can count on her. She is likely to be the first to arrive and the last to leave. Perhaps her biggest downfall is that she lives to work rather than working to live. She lives for her job. She reaches out and networks with other public broadcasting professionals to trade stories of what works and what does not. She is not afraid to consider new ideas – and implement them if they will likely yield a positive ROI. McDaniel is great with the public. At station events, she is a terrific station representative. Always positive and courteous. Always aware that all people are the station's next supporter and that large contributors and small contributors are all treated with respect and appreciation.

I am lucky to have worked with Sarah McDaniel for all the year's she has worked here. She has always impressed me with her ethics and dedication. You could not find a better person to recognize with this award than her.

Thank you for your time and consideration,

A handwritten signature in black ink that reads "Tom Hungate". The signature is written in a cursive, flowing style with a large initial "T" and "H".

Tom Hungate

TV Program Manager, NWPB

hungate@wsu.edu

I first met Sarah McDaniel when I applied for a position in the Business Office at the Edward R Murrow College of Communications in Jackson Hall. She was on the interview committee for my position and I remember how courteous she was and that she went out of her way to get up from her position around the table to come shake my hand after the interview. I was offered the position and began working in the same office as Sarah, but on a different 'team', since she is the Membership Director for Northwest Public Broadcasting. However, the longer I worked at my new position and came into contact with Sarah, the more I knew it was she who I wanted to be working under. Fortunately for me, a position on her team became available and after applying and interviewing, I was selected.

I cannot express enough how fortunate I am to have Sarah as my Supervisor. She took me under her wing and was so patient as I learned to navigate the database and complete the tasks associated with my position of Program Assistant. She has never once got irritated or showed any negative emotions, even when I struggled to comprehend some of my tasks. Instead she would keep telling me that my mistakes were not unusual and that she had made them herself! She truly cares about how her team members are doing and always made sure I wasn't getting too discouraged during my learning process. Also, Sarah is always quick to include the Membership team on many of the daily decisions she makes and takes our thoughts and opinions into consideration, making us each feel validated and important. She has 'gone to bat' for our team numerous times to ensure we have all that we need to do our best work, even getting permission for me to move my cubicle so I would be closer to the offices of the Membership team members.

One of her best strengths is how Sarah makes the jobs we do fun! She loves to make people laugh and is great at keeping our office light and fun by often telling funny stories or jokes. She also is one of the most dedicated people I know, making her such a huge asset to Northwest Public Broadcasting because of that dedication. Most days she is the first one in our office and the last one to leave. Whether it's balancing the budget, sending Proof of Deposit reports to our WSU Foundation, composing Promotions for our News Reporters to use on air, or heading up our Fund Drives, she always goes above and beyond what is needed.

Last June, my husband was diagnosed with cancer and having Sarah as my Supervisor was especially comforting. She has been so supportive and has walked with me through the months of treatment and recovery, listened to me with an understanding care and concern and approved me to use my sick leave to accompany my husband to his many doctor appointments. She even donated some shared leave to him when he used up all his sick leave. My husband refers to her as "Super Sarah"!

As I have said before, Sarah goes above and beyond what is required of her and in my opinion deserves to be awarded the AP Contribution award! Please consider her to receive this

prestigious award and honor the work and dedication she has given so freely for over 25 years of service to Washington State University.

Thank you for your time and consideration,

Paula Sloom

Program Assistant/Membership Services

Northwest Public Broadcasting/ Edward R Murrow College of Communications

AP Contribution Award Nomination Form

Dear Sir or Madam,

I'm not sure if I am doing this right, but I need to do it anyway.

Sarah McDaniel is a true treasure. She is one of the best assets that NWPB has, period.

My interactions with her have always been pleasant and professional. She is a joy to be around.

Bright, helpful, knowledgeable, resourceful, dedicated.

These are adjectives I do not toss around lightly or without reason. She is all of them and more. She demonstrates these attitudes to the extent that she inspires others within her influence to exhibit the same qualities. Being good at what you do is one thing; bringing that out in the rest of the organization is something else altogether.

I can think of no other AP professional at WSU that deserves this or any other award more than her.

Sincerely,

Ron Sloat



Sarah McDaniel should be given a 2022 AP Contribution Award. Why? Because she is just the best. Sarah had been with NWPB for decades and is, and has been, instrumental in its growth. She now oversees more than 9000 donors, and all NWPB listeners and viewers just love Sarah, some call just to talk to her, plus everyone in the organization thinks she's amazing. What's more, Sarah is always willing to listen and learn how to do better, sometimes with difficult criticism in a group setting. She brings a positive attitude and influence to the work environment.

Sarah is hard working and puts forth a tremendous effort during NWPB fund drives. She is a model for work ethic and dedication. Not only does she write the scripts we read, that take weeks to prepare, but the radio drives begin at 6 AM and end at 7 PM for days, up to a week, and Sarah is at the office helping and encouraging everyone each day of these events well before the start, to after the last call comes in. Sarah McDaniel deserves to be recognized for her exceptional contribution to WSU and NWPB, a community service of the Edward R. Murrow College of Communication and Washington State University.

Thank you for your consideration,

Thom Kokenge

To Whom It May Concern,

I would like to nominate Sarah McDaniel for an award as an AP Contribution Award.

Sarah works with Northwest Public Broadcasting taking great care with our donors. She often is the first at work and the last to leave. Her dedication is inspiring. I learned that throughout the pandemic, Sarah came to work to answer listener calls and make sure the financial donations were on track and submitted to the Foundation. She was often here alone but kept the lights on for the station.

Sarah has produced, written and guided hundreds of on-air pledge drives which bring in funding for the station. This involves coordinating staff at all hours of the day, keeping up everyone's spirits and motivating staff to reach goals. She also makes a mean cup of coffee to assist with our energy levels.

Sarah also teaches and mentors those around her. I have learned about development and fundraising from her. For example, she taught me that asking people for money is helping them reach their own goals. People want to give to organizations they believe in.

On a personal level, she is also a friend who helps you when you need it. When I was going through a difficult period of time, Sarah made me meals, took me out and offered a listening ear to help me through it.

I hope you will consider her long (27) years at WSU and Northwest Public Broadcasting as proof of loyalty and dedication to the mission of higher learning and teamwork.

Sincerely,  
Sueann Ramella  
Program Director  
Northwest Public Broadcasting  
509-335-6537  
[sramella@wsu.edu](mailto:sramella@wsu.edu)

March 24, 2022

Administrative Professional Advisory Council  
PO Box 641038  
Washington State University  
Pullman, WA 99164-1038

Hello Advisory Council,

I am writing this letter in support of nominating Sarah McDaniel for her extraordinary contributions to WSU and her community. Sarah has been with WSU for more than 27 years and has been my supervisor for 26 of those years (I retired last June). In those 26 years, I stayed with the same department mostly because of Sarah. She was just that great of a supervisor.

Sarah, as Membership Director for Northwest Public Broadcasting, has done many innovative things. The first one, and the reason for my hire, was to see that NWPB had its own database to track its own donor records and contributions. As you might imagine, this was not done by many departments (other than athletics) 27 years ago and took a lot of collaboration with the WSU Foundation and many departments. This donor database has evolved over the years to meet the needs of donors and changing times, including a web module so donors can make their own secure donations online, pin pads so we can continue to securely process credit card donations and many more, all under Sarah's leadership.

As Membership Director, Sarah has managed hundreds of pledge drives (the bread and butter of public broadcasting) for NWPB, which includes radio and television. For many years, radio had at least three 10-day drives and TV had just as many. Radio pledge drives began at 5 or 6 AM and ended at 9 or 10 PM. Sarah insists on being present every second of every drive. Have you ever worked 10 days in a row for 14-18 hours a day 6 times a year AND maintain a cheerful and positive attitude?? That doesn't even cover all the pre-pledge drive work, writing scripts, pitch practicing, scheduling, recruiting and training volunteers. It's unfathomable how she did it. Pledge drives aren't as long now, but they are still very busy and intense. Sarah is still present every single second.

PRADO is a national organization that stands for Public Radio Association of Development Officers. Sarah has not only been a member, but on the board and president of that organization for many years. As an experienced development officer, she has found it important to mentor new development talent. Many development officers in the system owe their knowledge and successes to Sarah's mentoring.

It's hard to talk about Sarah's many contributions without talking about money because it is part of Sarah's goal each year. I cannot remember how much was contributed by listeners and viewers over the years, but I can estimate about 1.2 million a year times 27 years for a little over 32 million dollars that she had a significant role in raising for NWPB and WSU.

Sarah is also one of the most generous people I know. Many times office collections are taken for colleague celebrations. Sarah is the first one in line to help or contribute and often both. Shared leave has been donated by Sarah by the hundreds of hours. The feral cat population is down in Moscow because she helps trap them in her neighborhood and takes them to be spayed or neutered. And, in her free time, Sarah has volunteered to be a subject of several WSU studies involving memory. Her home is shared with her many nieces and nephews so they can go to college and not worry about living expenses. If there is someone in need and Sarah finds out about it, they won't be in need much longer. She exemplifies generosity of spirit!

Finally, I do hope you select Sarah as one of your exemplary Administrative Professionals. I know there are many WSU staff worthy of this award and I do not envy your position. I honestly cannot think of anyone more deserving.

Sincerely,  
Sue Sheppard