

**The Nathan B. Stubblefield Foundation, Inc.  
Board Meeting Minutes of March 16, 2015**



<u>Board Member</u>	<u>P</u>	<u>A</u>	<u>Board Member</u>	<u>P</u>	<u>A</u>
Michael Bagby	P		Laura Keane		A
Julie Scheid	P		Kurt Madsen	P	
Craig Kopp	P		Richard Manning		A
John Francis	P		Michael Sedita	P	
Warren Hope Dawson	P		Lauren Adriaansen	P	
Priscila Miller		A	Kisha Linebaugh	P	
Kate Throo Williams	P		Catherine Lim	P	
David Harbeitner	T		Ian DeBarry	P	
Pamela Robinson	P				

**T – Participated by Telephone**

1. Call to Order – Michael Bagby: 7:18 pm.

2. Roll Call/Proxies/Agenda Review – Lauren Adriaansen:

David Harbeitner has the proxy of Priscila Miller and Laura Keane  
Kate Throo Williams has the proxy of Richard Manning

3. Visitors' Comments –  
Visitors: Cindy Reichard; Beth Bell

From James Moore & Co – Jennifer Forrester; Jane Lastinger; Bob Watson

4. Review Last Month's Minutes – Lauren Adriaansen

Motion for approval of the regular November 2014 Board of Directors (BOD) Meeting Minutes passed unanimously. Motion: Mike S/ 2<sup>nd</sup>: Kisha – passed by acclaim

5. Audit Review – representatives of James Moore & co  
Separate report given to station; not included in minutes

6. President's Report/Executive Committee Report – Michael Bagby  
Mike Sedita is leaving the board. We thank him for his service to the station over the years.

Volunteer Banquet: March 29, 2-6 pm, St Pete Shuffleboard Club  
BOARD RETREAT: April 11, 9-5, WMNF  
All Station meeting: April 14, 7pm, WMNF

7. Management Report – Craig Kopp:  
See Appendix A
8. Long Range Plan Committee – David Harbeitner:  
Next meeting in May
9. Personnel Committee – David Harbeitner for Laura Keane  
Will be meeting soon  
Want to develop personnel guidelines more  
Next GM survey: late July – to be revised by June board meeting – results by August  
Annual GM review not til Aug. 2016
10. Youth & Innovation – Ad Hoc Committee – Lauren Adriaansen  
Meetings are ongoing with a focus on young artist development and young audience engagement
11. Finance Committee – Mike Sedita:

Revenue currently exceeding the budget  
Looking at refinancing the mortgage by June 2018  
990 tax return on extension by 5/18/15 – board should review

We owe money to the ratings people

**RESOLVED:** The NBSF authorizes the General Manager to pay up to \$6095 from reserves to the Radio Research Constortium for their ratings services  
Moved by committee; Passed by acclaim

**RESOLVED:** Add Craig Kopp and Dwaine Terry as authorized users of the Visa card account  
Moved by committee; Passed by acclaim

12. Bylaws Committee – Richard Manning  
2<sup>nd</sup> readings:

I. Proposed Change to General Policy 4.2:

The committee moves that the following change to General Policy 4.2 be adopted on a first reading (language to be deleted struck through; language to be added in italics):

~~No expenditure of more than~~ *in excess of \$2,000.00 over budget* may be made without Board approval ~~unless it is a budgeted item or~~ unless it is a necessity to keep the station on the air until the next Board meeting. (3-6-85)

**Moved** by committee; passed by acclaim

II. Proposed change to Bylaws Article Two, ¶ 6(b).

The committee moves that the following change to Bylaws Article Two ¶6 be adopted on a first reading:  
The executive committee shall have no authority to:

(a) Sell or encumber the station's FCC operating license, real or personal property, with a fair market value of ~~\$5,000~~ *\$7500* or more.

(b) ~~Purchase real or personal property of a value of \$5,000~~ *Make expenditures, including for real or personal property, in the amount of \$7,500* or more.

**Moved** by committee; passed by acclaim

III: Capitalization Policy

4.12 All equipment over \$1,500 is capitalized and depreciated using straight-line method over the estimated useful lives of the asset, which range from three to thirty years.

**Moved** by committee; passed by acclaim

Kate Throo Williams will discuss copyright policy with Craig and Cindy.

13. Community Advisory Council Report – Richard Manning  
Richard to work with Craig Kopp
14. Volunteer Committee– Pamela Robinson  
Minutes in Appendix B  
Next meeting: 4/6
15. Technology Committee – John Francis  
Board Webpage published  
John Francis will email out a survey to the board on what the board wants our page to have.
16. Diversity Committee– Warren Dawson  
See Appendix C for minutes  
Next meeting: 5/11
17. Development Committee – Kisha Linebaugh  
Tower House Party raised \$3680 – Tower efforts are currently at \$22,533.50  
Dev Committee would encourage the board to reach out and introduce people you know who could help the station to people at the station who can make the ask
18. Old Business / Follow-up:
  - None
19. New Business:
  - Executive session from 09:17 pm to 9:32 pm to discuss various topics.  
Moved: Mike S/ 2<sup>nd</sup>: Lauren – acclaim
  - New Treasurer: Dave Harbeitner – appointed by acclaim
21. Attendance Review – Lauren Adriaansen
  - All members are in good standing!
22. Evaluation – Michael Bagby:

Participation: 8.64
Accomplishments: 8.79
Listening: 9.29
Scheduling: 9.14
23. Adjournment – Michael Bagby: The Board meeting adjourned at 9:40 pm.

By: \_\_\_\_\_  
Lauren Adriaansen, Secretary

Approved by the Board on: \_\_\_\_\_

## **Appendix A – Station Manager’s Report**

Prepared by: Craig Kopp, General Manager

### **General Manager:**

I have met individually with most of the staff and gave them my initial priorities and discussed with them what their priorities should be. We are still in the shakedown cruise mode but are making progress getting to know and understand each other.

### **Finance**

The Financial Audit report will be presented by James Moore CPS’s tonight.

### **Programming**

Training meeting for Daytime Music Programmers is set for Monday 3-23 from 6:30p-8p. Craig and Randy will lead. This will be followed by a meeting for news and information programming and then a meeting of evening and weekend programmers. Radio Boot Camp is coming.

### **Engineering & Operations**

The dishes have been removed from the STL tower in prep for a new STL tower. An emergency studio is being built at the transmitter site. New and old programmers are being retrained on technical issues. We are still training HCC students.

### **Development/Marketing**

The fund drive is completed with over 250,000 raised. I made a couple of calls to lapsed donors for two thousand to help put us over the top. Heatwave sponsors are locked with Bank of Tampa coming in at the last minute, as well as Luna/Dean guitars which is in for cash and product for a raffle. We’re looking at 16,000 cash and two grand in trade at this point. Some money is still coming in from pre-Heatwave events.

Laura’s got over 46,000 dollars billed or yet to be billed in underwriting.

I upped car donation announcements to one per show and we picked up a 1200 Dollar donation there.

The last Tower house party raised 3400. Laura sent an email blast to former Capital Campaign donors to inform them of the new project. We are still working on a pitch for major donor support... and still putting together that list.

### **Outreach/Volunteers**

We had the Record Fair this past Saturday. Luna and Dean guitars offered up guitars at wholesale prices to spice things up.

WMNF did a live remote from Gasparilla Music Festival. We distributed 600 pockets... which are now in, by the way.

The new Programmers Agreement has been finalized and distributed.

WMNF Volunteer Party is Sunday March 29 from 2p-6p at the Shuffleboard Club in Downtown St. Pete. Board and staff are encouraged to be there.

The site map is done for the new website. Delays on our end led to a live date delay to late May. We have created new pages for Heatwave and Power to the Tower based on our new Wordpress structure so they can be seamlessly incorporated into the new site.

### **News/Public Affairs**

Seven new news volunteers have been trained and graduated and will now be incorporated into morning newscasts, street reporting and night event coverage. There’s a possible public affairs even planned for November at the Palladium in St. Pete with economist Richard Wolff.

## Appendix B – Volunteer Committee

Prepared by Julie Scheid – filling in for Gabrielle; Lauren Adriaansen (paraphrasing from minutes)

Members Attending: Pamela, Ian, Michael, Robert, Greg, Dave

Absent: Gabriella

Staff: JoEllen, Craig, Randy, Julie

Visitors: Michael Slosberg, Lauren, Blannie

### Craig Kopp – GM Goals

present goals to the committee: programmer sessions for different groups: Daytime M-F, 6-Midnight, Weekend, etc

YouTube reinstatement – not currently happening due to quality issues. Its better to download and make into a playable sound. Youtube quality is inconsistent and there are copyright issues on occasion. May become available for some access, but certainly not *air quality*.

Also: trying to streamline number of WMNF channels. Need better sound quality on them and need to have one music channel.

Overall goal: Make sure certain things EVERYONE needs to know and do on the air and meeting broadcast standards

Next Drive (end of May into June): meeting on on-air fundraising and steps to ensure funds get raised, slow down the phone number call out and avoid leaving money on the table

- 1) Fund raising and development money is the GM's responsibility – concentrate on doing a good show. Shows will not be determined by making goals – the goal is the *station goal*, not individual shows  
We have a mission as a station and some shows that help fulfill that mission but may not fundraise as highly will be covered.
- 2) Programming – great music and concepts are out there and not going to change, we just want to get the skill level up to communicate it – learn the basics and go as crazy as you want
- 3) As the GM, he will market the station

Every show must be promo'd with social media eventually – vertical and horizontal promo across shows  
Want the public to *sample* the station and welcome them in and have them come back

### Open House

Successful – large diversity of ages showed up

**Black History Month** events

Programmers played promos; poet James Tokley came in; some shows did special programming

One event at Downtown Library was especially successful and that may be a future venue for events

**Programmers** – read your agreement, do your test, sign and turn in by 3/21

Board book needs copies of the Programmer's Agreement

**All Station Meeting** – Tuesday, April 14, 7pm

Complaining posts on public forums have dropped lately – the all station meeting is a good place to ask questions directly.

Next meeting :April 6, 6:30

## Appendix C – Diversity Committee

Prepared by Julie Scheid – interim Diversity Committee Secretary

Diversity Committee Meeting at WMNF ~ 3/9/15

**Members Attending:** Pamela, Catherine, Warren, Rob, Lauren, Julie

**Absent:** Kisha, Ian

**Guests:** Alvaro Montealegre, Elizabeth Parramore, Mike Bagley

~ Looking for a secretary for this committee

~ Diversity Calendar – Each month to honor a different ethnic group/ July perhaps could be American History (see notes from e-mail)

~ “Welcome Week” (formerly World Refugee Day) in September could combine with WMNF’s Birthday event/s

~ Calendar is a good idea, but we should do our own w/o Coca-Cola ads... Too many groups to be recognized (ie: Irish, etc)... Not only persecuted peoples... Calendar should be more representative of all people and activities by community groups

Events need to be tied to WMNF for maximum numbers in turnout

~ Blue Moon 211 (a church-based group) @ MacFarlane Park on 4/4/15 –Suicide Prevention Organization within the African American & Latino Community

~ Juneteenth, Pamela is speaking with Scott Elliot to plan

~ Black History Month PSA's w/o date for evergreen use – Ira is helping

~ ? October is Hispanic Heritage Month (Eliz)... How does diversity fit into WMNF – Let’s deal with diversity issues, internally, too

~ Rob - We need to define “DIVERSITY”, a working definition (Julie to work on)

Qualities to add: African-American, Arab, Latino, Asian, American Indian, LBGT, Caribbean, as well as Religious/Gender/Age diversity & Deaf/Blind/other physical disabilities

~ “Introductory Program” for Youth – Lauren to take this to the Youth & Innovation Committee – Elizabeth “We need to get them more involved in programming”

~ Lighthouse for the Blind – Heatwave Outreach?

~ National Diversity Council - Nationally recognized (commercial, mainstream)

~ Warren spoke of TPD event at Lowry Park on Saturday (3/7/15) with table presentations, demonstrations, speeches, Buffalo Soldiers, mounted police, food trucks, etc. – It was a Minority Officers celebration (NABPO) National Association of Black Police Officers.

~ Catherine – News diversity assessment. She contacted Sean Kinane & looked at the Public File, categorized by issue, she will produce a survey for diverse communities & subject matter in our stories/interviews/coverage. Is Art in Your Ear a news or music program?

~ Warren – “News just happens” – Bad events find their way into the news. There is a fertile field of news that may not be covered. Missing Children: Black vs. White, which gets more coverage?

~ Alvaro – evaluation of the news “cancellation” issue: Not cut? 1 hr became 30 minutes, which then became 15-20 minutes in the 2015 schedule. Very little time for “activist news”. 5 minutes/day – Local interest, immigration, people of color... "based on conversations with WMNFers and community people, Alvaro proposes the restoration of the News to at least a half hour with daily 5 minute reports on the environment, People of Color, housing/homelessness/feeding of hungry people, anti-war actions, poverty, Immigration and significant activists' political actions.”

~ “Firewall” between Board of Directors & programming staff. Input vs. control – Adverse to Diversity? Would the BOD step in at this point?

~ Lauren – Grievance process is in place. There are many policies to deal with issues before it goes to this level.

~ Catherine – Survey of the News coverage. If it’s complete by 4/14, she can present at the All Station Meeting (7pm)

~ Talk shows for about 4 years have had no “people of color”, except Mabili filling in occasionally (however, Mark Beiro has a Latino background & Mitch is ½ Latino)

The problem with this is that although the background may give them some sensitivity, in order for people to

help de-segregate and to help develop a window and a bridge between WMNF and the Latino Community, in this case, the hosts need to be a part of that community. They need to speak the language, be aware of (and be a participant in) activities, publications, places of gathering, and issues of importance to that community. The blood background, alone, is good but it doesn't help us build active links to that community.

~ Mike B – Diversity in Music Programming, Scott Elliott is the only person of color in prime time – Why is this the case? It came up that a possible reason is more White males are programmers is "...because they have more free time and make more money." (**THIS IS JULIE'S OPINION**, not Randy's, just to be clear!)

~ Rob – should we do a "Music Report", statistical analysis in Music Programming, too?

~ Warren – Mike's comment is valid & should be remedied by whoever is in charge

~ Mike B – It's not just about the music (diverse artists), but also the hosts. The HOT BOX is a rotation of CDs to play that may help get airplay for music that can cross genres (It lives in the library, in front of the NEW RELEASES)

~ Pamela – "Black History Box" was placed in the library during the month of February

~ Mike B – Hip Hop was missing from the Black History Box selections

~ Alvaro – Set-up at Ella's, the commercial station they had on the stereo played a more diverse selection of tunes than WMNF does

~ Rob – Diverse Music strip was suggested years ago, but not followed through on

It should also say that the issue of the make up of the Programming Committee came up. Alvaro's claim that the Programming Committee had only had (during Sydney's time) one member of Color in it was disputed.

However, nowadays, the Programming Committee only has one person of Color in it. It is not representative of WMNF. That needs to be corrected.

~ Mike B – We need newer music in the future, not just looking back & going with "old genres" (ex: Reggae & Blues), and we need younger programmers

\*\*\* Next Diversity Committee Meeting scheduled for May 11<sup>th</sup>