

**The Nathan B. Stubblefield Foundation, Inc.**  
**Board Meeting Minutes**  
**Date: 04/20/2020**



<u>Board Member</u>	<u>P</u>	<u>A</u>	<u>Board Member</u>	<u>P</u>	<u>A</u>
Will Greaves	T		Jack Timmel	T	
Sandy Wismer	T		Dyllan Furness	T	
Nancy Cox-Johnson	T		Jennifer Meksraitis	T	
Bob Ingham	T		Renz Kuipers	T	
Isha DelValle	T		Emmy Lou Fuchs	T	
Rick Fernandes	T		Matt Cuffaro	T	
Letty Valdes	T		Sean Kinane	T	
Pamela Robinson	T		David Downing	T	
Carson Holton	T				

**T – Participated by Telephone**

Agenda Item	Lead	Time
• Call to Order	Will Greaves	7:26
• Secretary Election	Will Greaves	7:26
○ Dyllan nominated by Katarina in previous meeting. Dyllan elected as Secretary of NBSF Board of Directors by unanimous vote.		
• Agenda review	Will Greaves	7:27
○ No changes to the agenda.		
• Roll Call / Proxies	Dyllan Furness	7:28
• Acceptance of items on Consent Agenda	Will Greaves	7:29
○ Committee Updates:		
▪ No meeting held:	Bylaws, Personnel, LRP, Diversity	
• Visitor: Cindy Reichard		
• Minutes Approved	Dyllan Furness	7:30
• Volunteer Committee Report	Isha DelValle	7:31
○ Isha introduced as new Chair of the Volunteer Committee. Has been a WMNF volunteer since 2014. Hosts LatinX on Monday nights. Grateful to represent the volunteers at WMNF. Elected during last Volunteer Committee meeting, April 6,		

when Katarina stepped down. Will upload new report to Basecamp when she has access.

- Held a temporary position for WMNF social media for three weeks. Stepped down from receiving a salary to maintain position as Chair, but will continue on a managing social media on a volunteer basis until a new person is found.
- Technology Committee Report                      Jack Timmel                      7:34
  - Did not have an official meeting but have been working remotely on the technology portion of the LRP. Made good progress on groundwork for where the station will go technology-wise in the next 5 years. Welcomes input from the Board.
- Finance Committee Report                      Bob Ingham                      7:36
  - Applauds Cindy and Rick for securing loans. Qualified for SBA PPP loan (\$162,500), most will be forgiven to the extent that it's used for things like payroll and utilities. And for CPB grant (\$75,000).
  - Cindy: WMNF loans were approved on April 15. Bank needs to have it out in 10 days and is waiting to hear if we're accepting the loan, and if we want it in a separate account. Asking bank if loan will cover our rent lease for the tower. Loan will pay taxes on employees' side but not employers' side. Cindy estimates we will use \$110,000. Signors will be Robert Lorei, Richard Fernandes, Robert Ingham, and Jon Greaves. 25% can go towards utilities. 75% goes towards payroll, including health insurance benefits. Loan allows for 403b match. Labor attorney asked, "If the plan allows us to make a match, would the Board consider making a match?"
  - Bob calls for vote to accept the loan under the terms agreed upon in Finance Committee. Loan would go into separate account. We would only access that account when we are 100% sure the funds would not have to be repaid.
  - Letty recommends adding a provision to the bylaws about how to receive and accept loans. Nothing specific currently in the bylaws.
  - Sandy clarifies that motions made by a committee do not need to be seconded.
  - Bob motions to approve the loan under the following conditions:
    - The loan proceeds will be maintained in a separate bank account; and
    - Funds will only be withdrawn from the separate bank account to cover costs that management believes are probable of being forgiven under the program.
  - Ayes have it. Loan acceptance approved.
  - Rick: CPB grant from Corporation of Public Broadcasting. CPB negotiated with congress for \$75 million. We get a \$75,000 portion based on our reach and budget range. Did not qualify for an additional \$37,000. Grant will hit the books in a few months. Stated that PPP and CPB grant are Band-Aids. They help close the gap based on some of our losses. The upcoming pledge drive is critical. Still need to hit our pledge drive numbers.
  - Bob: PPP loan and CPB grant will bring us close to breaking even.
- General Manager Report                      Rick Fernandes                      7:49

- Rick is flying to Pittsburg this week. Doctor recommended flying. Driving 18 hours has too many variables and chances to come in contact with the virus.
- Testing out a company called Musicshifter, which digitizes and delivers audio files from CDs to Wav files for playback on digital and streaming channels.
- Tested out remote studio. Studio is ready is a storm hits or have to leave the station for some reason.
- John Prine special raised \$1,110. Event saw a massive spike in listeners. Something like 7,500% increase. Lots of positive feedback from new listeners. Turned into an unexpected fundraiser.
- Public radio day went well.
- Some pushback from programmers who thought we were competing against ourselves.
- Ratings were interesting. Last two surveys from before lockdown showed increase in 35-44-year-old listeners. 20% of our audience is 35-44. This was the first survey in which there were more women than men listeners -- 55:45%. Bluegrass is kicking grass! Holds a 7% share. On Sundays, Latin Jazz and Caribbean Cruise topping the list. March 6 was biggest day. Not sure why.
- Feedback has been great in general.
- Public affairs getting good guests and good feedback.
- Development is running into challenges. Rick has lightened their load so they can deal with essential tasks.
- Rick will be leading the scheduled pledge drive in June. He will be forming a cabinet to help.
- Membership database scheduler has been put on hold.
- Extended the search for the news reporter. This is an important role not just for expanded coverage but also succession planning.
- Working with David Rañon on Facebook insights.
- Matt: Was the change in female/male listeners the result of an uptick/downtick in female/male listeners?
- Rick: will check and get back.
- David: how often do we survey?
- Rick: Survey/graph is from Jacobs Media. It highlights many of the things we do well.
- David: have we done our own survey?
- Rick: there was a report done years ago. Biggest thing he remembers from reading the report was that only 2% of people in the area know WMNF. Largest listener group was 65-74.
- David: Applauds the John Prine initiative. Have we done similar one before?

- Rick: Don't think so. Found out about John Prine death just before doing In the Groove show. Decided to play impromptu Prine tribute show. Got good feedback. Did a John Prine cover show a week later, and Randy suggested turning it into a pledge drive. Big success. Afterwards, made a pre-obituary list for possible future specials.
- Will: Previously did John Grant and Haiti fundraisers, which were significant as well.
- Rick: Although it was hard initially, WMNF has adapted to doing things remotely/digitally. Listeners call in saying we sound better. Programmers have access to more songs. They have a little more time to craft their programs. They're expanding to include sources they didn't include in the past. They're pushing themselves. People were initially hesitant of this digital process and using Spotify. But now they're all into it. Some ask if they can update the show right before the show. In all this craziness we're finding some good things that will help move us forward.
- Isha uses Spotify to research music. It's a great tool because of the accessibility. Spends a long time during the week crafting her programs and makes sure her songs flow. Perhaps listeners are saying the station sounds good is because people aren't switching between sources (CDs e.g.). They're playing from Spotify.
- Bob: Letter from listener included in the GM report was very nice.
- Jack: Why are we extending application time for reporter position?
- Cindy: We've received about 18 resumes i. Rob felt we needed more. We weren't reaching enough people. Want more applicants.
- Rick wants to set up succession for Rob and Sean.
- Renz: where is the location of the emergency studio?
- Rick: It's at the Riverview Tower. It's far from comfortable. It's a heavy security location. DT has access. Rob and Randy have letters giving clearance. It really is for emergency. Not for anything long term. Could probably do for a week without going nuts. Dedicated studio for WMNF.
- Cindy: WMNF received a grant fund from Department of Education to do that years ago.
- Dyllan: Where has job been posted?
- Cindy: CPB, Current, Monster, WMNF website
- David offers to share job posting via LinkedIn

- Social media policy approved with minor changes. This meeting is second reading.
- Letty: Was the policy posted at the station, because policy changes require posting. Volunteer and staff need to see and approve. Tricky because there is no one at the station but bylaws say it should be posted. Secretary used to post it. Nothing fancy.
- Jack: suggests 2/3 vote to allow for posting online.
- Jack motions. Bob seconds. Ayes have it. The policy will be posted on the website for ten days.
- Jack: Will anyone be left out of review if it's only posted online?
- Sand recommends posting online and at station.
- Will: Since Katarina stepped down there's an opening for Nominating Committee Chair. Position deals with election of new board members.
- Nancy volunteers for Nominating Committee Chair.
- Matt volunteers for Development Committee Chair.
- Will reviews the role of the Board as its written in the bylaws. Reads two brief statements. Governance, Role of the Board and Board Responsibilities.
- Will: We have to be careful not to overstep our roles and let the board's role grow into something it wasn't meant to be. Management did a good job dealing with lockdown. They've gone above and beyond with their work.
- Matt asks what this is in reference too.
- Sandy asks for context.
- Jennifer: I think it's in reference to my email. I found out there is a staff role and got frustrated with what I think should be done. Did not feel that Rick was being supported. Wishes the fundraising and development were being done differently. Sorry if it offended anyone.
- Letty shares concern that upon receiving the initial email (from staff) it didn't say what was expected for the board. Letty asked Rick to be more explicit about the intent and desire of emails.
- Will feels that staff needs more support.
- Renz: The UT MBA program analysis of the station will take place Thursday at 6:30pm via Zoom.

<ul style="list-style-type: none"> <li>• (PALS)</li> </ul>	Sandy Wismer	8:38
Participation 8 7 7 8 7 9 7 7 8 7 7 8 8 10 9 8 7 7		
Accomplishments 7 7 7 8 7 7 8 7 7 7 7 8 8 9 9 8 7		
Listening 8 8 9 8 8 8 8 8 8 9 9 8 8 8 8 9 8 8		
Scheduling 9 9 9 10 9 10 9 9 9 9 9 10 10 9 9 9		
<ul style="list-style-type: none"> <li>• Next Meeting</li> </ul>	Will Greaves	8:45
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>○ 5/18/2020.</li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li>• Adjournment</li> </ul>	Will Greaves	8:46

## THE BOARD'S ROLE

Governs the NBSF, which protects the FCC license, building and equipment, goodwill; employs staff. Establishes the mission of WMNF. Responsible for strategic planning. Establishes prudent financial policies, annual budget, annual audit, conducts planning retreats, approves personnel policies, style statements and programming policies. Participates in fund-raising functions of WMNF; approves non-budgeted expenditures over \$2,000.00.

\*We go into Executive Session only when proper criteria concerning purpose are met or to review/approve the previous month's Executive Session minutes.

By: \_\_\_\_\_  
Dyllan Furness, Secretary

Approved by the Board on: 5/18/2020



## MANAGEMENT REPORT

**April 2020**

Prepared by: Rick Fernandes, General Manager

### GENERAL MANAGER

We are operating the station programming as close as normal during the crisis. Finding the right balance of live and pre-recorded shows took us a little while to sort. But, between listener feedback and consulting with other radio stations, and feedback from NPR, we believe we now have the right mix.

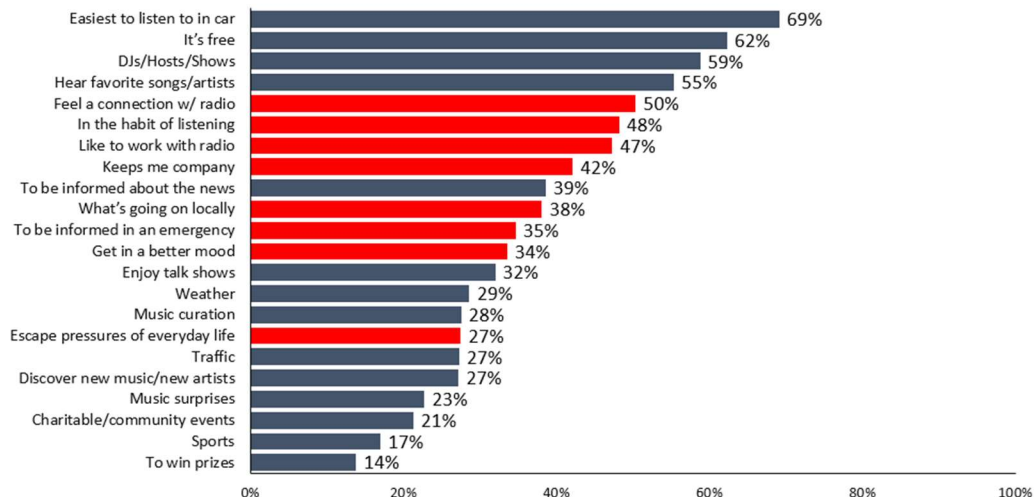
We are as close to a routine as you can get, and we are running as smoothly as you can with these challenges—we evaluate day by day for any tweaks.

I am planning to drive to Pittsburgh to see my family. I will work remotely from there from 4/21-4/28. Between DT and Mike B., my evening DJ'ing slot will be covered.

Listener responses have been very positive and often praise how they are happy to see us all working together during this crisis. They appreciate that their favorite shows are still on.

Below is a recent survey on the main reasons for listening to the radio. The red bars reflect what we have also been hearing from our listeners.

### Main Reasons For Listening to AM/FM Radio





## **OPERATIONS, IT, & ENGINEERING**

- **EMERGENCY REMOTE STUDIO**

Max and DT went to the transmitter site to test WMNF's emergency remote studio. They took over the local studio channel for about 4min to test the remote board, cd players, and the microphone. (test was successful). We are prepared for hurricane season as well as any other emergency that may have us vacate our facility.

- **DIGITAL UPLOAD**

Currently, 27 programmers are creating content from their home and or home studios. They send us the audio file via a digital upload portal; the files are renamed, ingested, and imported in the audio vault on a show page for playback.

- **DIGITAL MUSIC DELIVERY**

Multiple music playlist accounts have been created. Programmers can create music to play during their shows time slots, then these playlists are shared with the station, and our staff/board-op executes the program.

- **OVERNIGHT PROGRAMMING**

IT created a system to automatically record and schedule the playback of the morning and afternoon shows with breaks for the NPR news headlines at the top of the hour.

- **THE SALE OF OLD EQUIPMENT**

DT and Max have managed and negotiated an (as-is) deal with Beasley Media Group for the purchase of our old Vistamax equipment for \$8,000.

- **EXPLORING DIGITALIZATION**

DT has been in communication with "Musicshifter," a company that could digitize and deliver audio files from CDs to Wav files for playback on our digital & streaming channels. He performed a test to make the file format would be compatible with our Audio Vault system. (test successful)





- **THE PSA VOICEMAIL SYSTEM**

Created a voicemail box to record incoming messages from listeners for the "Everyday Heroes" project

- **PRSS CONTENT DEPOT**

We are currently working with PRSS on installation for our new equipment regarding the Meta Pub Project. The original projected install date was mid-March, but that has been delayed by the current pandemic.

- **ON-AIR STUDIO SAFETY**

Ordered and distributed latex gloves, Lysol wipes, disposal headphones, and microphone covers in all on-air and production studios.

Current (and possibly permanent) policy requires all board operators to wear gloves during their shift. They are also required to wipe down all equipment after their shift is complete.

## **PROGRAMMING**

- Randy has been holding down the 4-9 am during the Safer-At-Home lockdown. Mornings are the most crucial part of the day for radio. He also has filled in at other spots and worked with Rick to create and modify the schedule.
- Thursday, April 16, was Public Radio Music Day.
  - Organized a tribute to John Prine - after the beloved singer songwriter's death from COVID 19. Instead of a concert, he invited local artists to record John Prine covers and send them in. About 40 songs were sent in, and they were played.
  - The online listening average was the 600's and peaked at 715. Close to an all-time high.
  - We raised \$1,110 in donations during this special.
  - The Facebook live event introduced WMNF new many listeners who never heard of our station.
- Randy has been working with David Ranon to get WMNF Facebook accounts organized and effective.



- Randy has initiated plans to develop two new HD streams of music:
  - "WMNF Classic," all WMNF hits but especially harkening back to earlier times, the 80s, 90s, 2000s, plus timeless songs from the 60s and 70s - comfort listening for longtime and older listeners, some of whom may not have been listening as much lately.  
Rob, Cam, and Marcie helped develop the list of over 700 songs.
  - "WMNF New Sounds," The new channel will have top songs from the charts; current songs from the past year or two that are still resonating; and classic songs of modern rock. This channel will need a constant update to stay current. We have to figure out an efficient, inexpensive, and legal way to operate these channels before we can announce the launch.
- Launch of Everyday Heroes campaign begins April 20.

#### **RATINGS:**

- Note: these are March ratings. Part of the month reflects covid19. April will show the lockdown effect. I believe the streams are folded in because I do not see them in the listings:

Weekly share .9

Weekly cume 58,200

Week Time Spent Listening 3.15 (this is higher than it has been, could be the result of streams added in)

6-10am .6

10-3pm .7

3-7pm .9

**7-12 pm 2.1 - wow!**

Weekend 1.2



## **NEWS & PUBLIC AFFAIRS**

- The news department has been focusing on the pandemic- trying to give useful information about testing, the number of cases, where to find unemployment forms, and how to protect against getting infected.
- Guests have included members of Congress, MDs, public health officials, county commissioners, mayors, and sheriffs.
- Online listening numbers continue to climb- with the COVID-19 oriented shows consistently having more than 500 online listeners. When we stray away from coronavirus, our online numbers on the main channel drop.
- HD3 continues to build online record numbers-- reaching over 100 in the early afternoons.
- About half the public affairs show hosts can record their programs for air. These shows include Talking Animals, Third Opinion, From a Woman's Point of View, and True Talk.
- We are airing pre-recorded shows from our sister community stations on Sunday Morning.

## **DEVELOPMENT**

### **ALLEGIANCE UPDATES:**

- CHANGE DONORS IN OFF-CYCLES TO CYCLE 1 AND 15 SO ALL BILLING SAME MONTH  
Ian converted cycles 1 and 15 on March 20, 2020. This means instead of on several days, the Circle of Friends credit card batch will run on the 1st and 15th.
- VERIFY ACH COF FILES BEFORE ALLEGIANCE TRANSFER  
Ian had still been working with Allegiance. We were to run the Circle EFT batch on April 6. However, Ian found some inconsistencies with the files to be transferred into Allegiance. Ian finally was able to get the encrypted files straight with Paya and Circle of Friend EFT information is now in Allegiance with a completion date 4/10



- **SEND PLEDGE REMINDERS**  
Ian will do this by April 30, now that most of the backlog of data entry has been completed.
- **DATA ENTRY INTO ALLEGIANCE FROM 11/19-present (includes EOY/Winter Dr)**  
Shemeica finished her allotted project. Unfortunately, Development found 200 hundred misplaced pledge cards. Shemeica has been extended to complete these additional new pledges.
- **TOKENIZE AND TRANSFER ACH FILES TO ALLEGIANCE**  
This was completed ahead of schedule.
- **COF & INSTALLMENT PAYMENT COLLECTIONS**  
Ira has approximately 1,000 records to contact and collect. He was able to reactivate pledges for Circle of Friends and installment pledges that would total more than \$12,500 when fulfilled. The lump-sum was not collected; instead, it accounts for monthly installment pledges and Circle of Friends credit card monthly payments.

#### **OTHER MEMBERSHIP:**

- Allegiance is already set up to take pledges through the volunteer portal. April would have been the month to start training volunteers and staff on the new pledge software. However, as the uncertainty of when volunteers will return to the station, and with this being the middle of the month, Laura made the following two decisions.
- We will begin using Allegiance exclusively for all donor pledges as of May 1.
- Laura will train staff on how to use the new system. It is very similar to the old Marathon Manager system. After meeting with the Development team, some more testing needs to be done to sure all pledges are correctly processed. That testing will take place in early May.



#### **DEVELOPMENT PLAN UPDATE:**

- Laura has put her development plan on hold due to her workload.
- She is also cutting back on filling in Programmer Slots during the crisis. We will accommodate by hiring Mike B for more hours to cover.
- Sarasota Giving Challenge: Tuesday, April 28-Wednesday April 29, noon-noon, WMNF is taking part in the Sarasota Giving Challenge hosted by the Community Foundation of Tampa Bay. This online giving challenge works this way. WMNF donors will be directed to a specific link on [wmnf.org](http://wmnf.org). The Patterson Foundation will match each unique donation of between \$25 to \$100. Shows that fall in that 24-hour range will get to keep half the pledge for their show goals. The other half will go to a general challenge fund to be used for the summer drive.
- Laura is pricing out a call center for the June Pledge Drive After discussing it with the Development Committee, who wondered if the money could be better spent by having staff answer phones and encourage listeners to use the tip jar. Others wondered if the call center could take rollover calls, which they can. Laura is checking references to see how their experience is with this and how long these calls take to fulfill.
- Partnership with St. Pete Free Clinic. This is only an Email / Mail campaign.

#### **SUMMER PLEDGE DRIVE:**

- Rick will take the lead in the strategy for the upcoming pledge drive as Laura is busy.

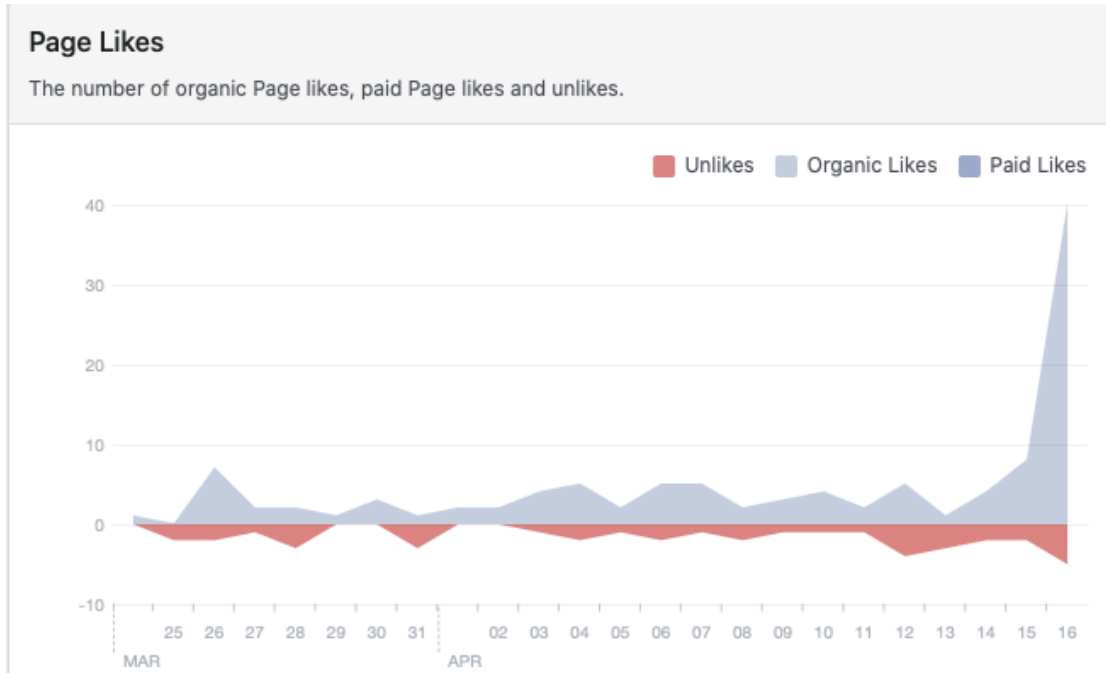


## **FINANCE / HUMAN RESOURCES**

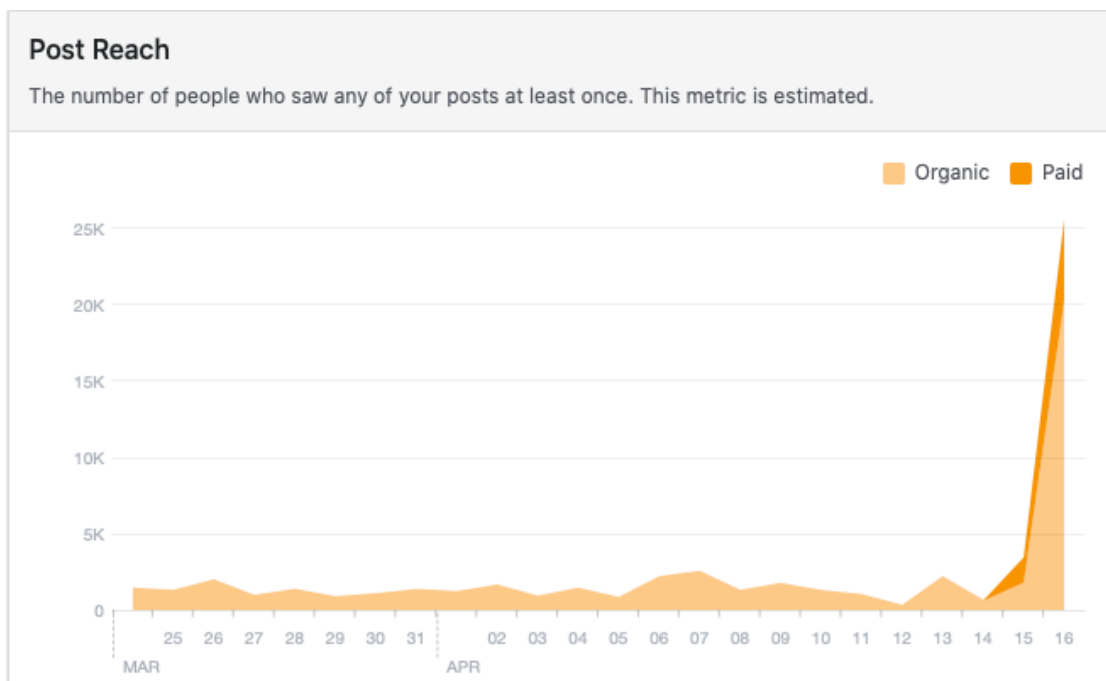
- SBA PPP loan approved for \$162, 535. We will have funds in 10 days.
- We will receive a CPB Stabilization grant for \$75,000 within the next few months.
- Received \$8 K from Beasley this week sold parts of the old boards to them.
- CPB approved our Annual Financial Report.
- Employer 403b match was paid to Mutual of America for \$10,719.32. This was a 3% match for qualified participants.
- Received approximately 18 resumes for the Reporter position, so far, we would prefer a larger pool. Thus we are extending to the application deadline until the end of the month.

## WMNF Facebook Insights

General Insights from March 24th - April 17th



Page “Likes” fluctuated as normal for this period slightly increasing approximately 1% until Public Radio Music Day, when the page saw its largest single day increase in “Likes” in at least the last two years.



Similarly, “Post Reach” remained steady at ~1,500 users per-day throughout the period, until Public Radio Music Day, an estimated 25,494 unique users saw posts from WMNF, with 20,244 being organically reached and 5,270 being reached through paid promotion (Approximately \$40).

# WMNF Facebook Insights

General Insights from March 24th - April 17th

## Public Radio Music Day Posts

 Engagement Organic/Paid 
  Post Clicks 
  Reactions, Comments, Shares

04/16/2020 9:02 PM		Shevonne Live! on WMNF's Public Radio Music Day.			15.4K		3.7K 939	
04/16/2020 8:18 PM		Kristopher James Live! As part of WMNF's Public			2.1K		194 32	
04/16/2020 5:43 PM		WMNF shares John Prine covers to remember the			5.9K		1.1K 234	
04/16/2020 5:33 PM		Beep! Beep! head over to wmnf.org for Traffic Jam on			992		29 14	
04/16/2020 5:00 PM		FayRoy live from quarantine!			3.9K		528 162	
04/16/2020 3:57 PM		WMNF Community Radio			559		12 6	
04/16/2020 3:50 PM		Head over to wmnf.org for WMNF "It's The Music!"			828		14 19	
04/16/2020 3:06 PM		WMNF Community Radio			757		44 12	
04/16/2020 1:36 PM		Here's a taste of what you'll be hearing tonight in our			928		57 24	
04/16/2020 12:34 PM		Live Streams from 3-10PM Max Norton • J.T. Brown			901		18 25	
04/15/2020 7:11 PM		Have Gun, Will Travel's Matt Burke will be Live from			344		6 5	
04/15/2020 5:34 PM		Prine tributes Thursday at 6:00pm and from 7:00-8:00			1.1K		43 41	
04/15/2020 9:00 AM		Join us on April 16 for Public Radio Music day!			88		0 51	
04/15/2020 9:00 AM		Join us on tomorrow to celebrate			645		7 5	

The Live Streamed content reached more users than any previous post from WMNF in the calendar year, even without the the additional viewers with paid promotion. WMNF saw a 97,500% increase in "3 second video views" on the day.

## Live Stream Engagement

Shevonne	15,400
Kristopher James	2,100
John Prine Tribute	5,900
FayRoy	3,900
JT Brown & Max Norton*	1,316
<b>Total</b>	<b>28,616</b>

Due to technical difficulties, the JT Brown and Max Norton Streams were made from their pages and not WMNF's, meaning the bulk of the engagement is reflected on their page, and not in these numbers



4-2-20

DEAR MR. FERNANDEZ,

THANK YOU FOR EVERYTHING  
YOU'VE DONE AND THANK YOU  
TO EVERYONE AT WOMNF FOR  
EVERYTHING YOU'VE DONE  
ALSO. WHAT A GREAT SERVICE  
TO THE TAMPA BAY AREA AND  
ALL YOUR LISTENERS. PLEASE  
STAY SAFE AND WELL SO WE  
CAN CONTINUE TO ENJOY YOUR  
COMPANY.

I JUST WANTED TO TELL  
YOU HOW IMPORTANT YOU  
ARE TO ME AND PROBABLY  
OTHERS AS WELL. YOU ARE  
MY NEWS, MY TV, MY INTERNET  
MY DATA AS WELL AS MY  
MUSIC ENJOYMENT. I LIVE  
ON A TIGHT BUDGET SO  
I'M UNPLUGGED, DISCONNECTED  
AND I THINK MUCH BETTER  
OFF FOR DOING SO.

KEEP UP THE GREAT  
WORK THAT YOU ARE ALL  
DOING AND PLEASE TAKE  
CARE OF YOURSELVES.