

The Nathan B. Stubblefield Foundation, Inc.
Board Meeting Minutes
Date: 05/18/2020

<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		A
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

<u>Agenda Item</u>	<u>Lead</u>	<u>Time</u>
• Call to Order	Will Greaves	7:17
• Roll Call / Proxies	Dyllan Furness	7:17
• Agenda review	Will Greaves	7:20
• Acceptance of items on Consent Agenda	Will Greaves	7:20
○ Committee Updates:		
▪ No meeting held:	Bylaws, Tech	
• Attendance Review	Will Greaves	7:21
• Review/Approve Last Month's Minutes	Dyllan Furness	7:21
• Volunteer Committee Report	Isha DelValle	7:22

Discussed bringing back volunteer newsletter to keep volunteers informed about station news. Has been in communication with Jeannie Holton about the "original" program guide that used to be issued, the newsletter will be similar but in a one-page format, published in an electronic format, and it will also be posted on the station news board. A portion of the GM report will be included along with committee updates. Working on volunteer committee member's profiles to introduce members of the volunteer committee to the volunteers, so they can better identify people around the station. Also shared information for volunteers who filed a complaint.

David: Will these complaints have legal ramifications?

Isha: No, they will be internal documents.

- Development Report Matt Cuffaro 7:26

Set an overall goal of \$160,000 for summer drive. In the week of May 25, Rick will send email about stripped down concept. Week of June 1, Randy will send email celebrating music DJs coming back. Week of June 8, Rob will send out email appealing for support of news and public affairs. On June 14, Laura will send out development ask. Will be running a social campaign to gather testimonials. Board is invited to provide their own testimonials. First drive day is Monday, June 15 and goal is \$35,000. Other drive dates and goals are Tuesday, July 14, \$38,000. Friday, August 15, \$36,000. Saturday, August 16, \$40,000

- Long Range Planning Nancy Cox-Johnson 7:31

Couple meetings in past month. Narrative of the LRP has come quiet a long way. We will be presenting to the board in the next month. Dyllan will edit and format into final version.

Dyllan: Added Human Resources and Policy Review sections. Will be sending the plan to the Board for review on June 1, hoping to give enough time to review before next Board meeting.

Nancy: Still hoping to do something with the retreat, it's just a matter of logistics. Chatted with Ingrid [Brendenberg] and think she will be a great help.

Renz: University of Tampa's MBA assessment is very thorough. 96 pages. Recommend everyone takes a peek at it.

- Community Advisory Board Nancy Cox-Johnson 7:35

Sparsely attended meeting. Held May 12 at noon. Rick, Nancy, and Ron Spoor from Habitat for Humanity attended. Going to follow up for another meeting. From the news department, Ron would like to hear more about the local community and people on the front lines. Thinks we're on track for what the community wants now but interested in further input.

Pam: Would like to be added to the Development Committee and Community Advisory Board email lists.

- Finance Committee Report Bob Ingham 7:39

Spoke last time about PPP loan of \$160,000 and CPB grant for \$75,000. One development on the PPP loan is we will have to repay about \$60,000, but that's still yet to play out based on evolving rules and regulations. That's the conservative calculation. The April results came in \$10,000 better than we were projecting. That doesn't include the positive results from the Sarasota Giving campaign. Things are starting to look better than the worst-case projection from last month because of the offset reduction and proceeds from PPP loan.

Will: What were the final figures on Sarasota Giving?

Rick: \$24,000 taken in. Assuming Around \$21,000-\$22,000 will be matched.

Sandy: Do you have an estimate on what the year-end numbers will look like?

Bob: Yes, but hard to say. With PPP loan looking at a net of about \$50,000.

- General Manager Report (Attached) Rick Fernandes 7:47

Highlights: Sent out a return to WMNF plan and most programmers will be coming back. Our Nielsen combined rating is 1.1. Ratings from 7pm-midnight are 2.3. Bluegrass show has most listeners with 5,000 followed by the 60s show, which has 4,000. For job, we're down to a handful of good potential candidates. Sarasota Giving challenge raised \$24,521 from 356 donors, most of

which will be matched. For Giving News Day, initial goal was \$8,850. Ended up getting over \$9,000. For St. Pete Free Clinic campaign raised \$4,000 for the station and \$1,000 for clinic, which funds over 2,400 meals. Should look into doing this with other groups in future months.

Testament to our listeners and the power of our brand.

Sandy: How do we tell people they did good work on these?

Rick: We can do it in a newsletter or Facebook. But looking into it and don't yet have a good answer.

Letty: We've talked about once a month or so highlighting a local organization. Maybe give an hour to a local org that can come into the station and discuss what they do. The following month perhaps have a fundraising event.

Rick: Pam and Diversity Committee have calendar about supporting local orgs. This is a good way to tell people what WMNF does. "Every month we can raise money for local organizations." Decided to set \$160,000 pledge drive goal during this crisis and splitting drive over several says. Looked at past drives to see how much could be made in a day, excluding unique disaster raising situations. Typically, we could raise about \$32,000 per day. Will be informing listeners about the new pledge drive format/experiment.

David: New rating sounds like a big share for a community station. How long did it take us to get there?

Rick: Not sure but we've always been doing well. What helped was integrating the online listeners. We used to make estimates. A few months ago, we spoke to Nielsen and this is the first report to have both online and on-air numbers. When in Pittsburg, met with WYEP, which is successful. They said 1.1 is a great rating. The pandemic does help in a weird way because people are listening and staying with us longer.

Isha: What's the highest rating?

Rick: Highest was in the evening at 2.3. The longer they stay the higher it goes up. Good metric for advertisers because they want their commercials to be heard. Makes us more valuable to an underwriter.

- President's Report

Will Greaves

8:05

Need to move next month's meeting because it falls on the pledge drive day. Two options—either the 16th or 22nd.

Nancy: Motion to move the meeting to the following Monday, June 22.

Bob: Second.

All in favor. Motioned approved.

For Cindy, we need to have renewal our Solicitation for Contributions by July 1st. Cindy will be sending in the next month or so. Social media policy has been posted at station and on website for 10 days for reading.

Sandy: Motion to approve the current version pending lawyer review.

Nancy: Second.

All in favor. Motion approved.

Sandy: Do we have the mechanisms to enforce? Because it's pretty rigid in parts.

Rick: The policy allows us to stop someone from posting to our site if it's inappropriate.

David: If lawyers make changes does it have to be read and reviewed again.

Will: If there are substantial changes then yes. If small changes are made then no.

Will: Board expected to raise \$7,500. Homegrown Heroes is unrealistic.

Nancy: Agree it would be impossible to plan Homegrown Heroes.

Sandy: Financial projections that have been distributed have a zero line item for board. But encourage Board members to give back.

Nancy: Perhaps we can do an online thing. Everyone just think creatively.

Will: It's budget time so we need to think about what we will put in the budget for how much extra we will raise. There is \$1,500 for a board retreat. Does everybody agree with that in the budget for next year?

Nancy: Leave that in the budget for next year as we will likely have a retreat later on, particularly for the new board members.

Jack: Agree.

Will: How did \$7,500 become the goal?

Sandy: Based on what happened two years ago at Homegrown Heroes. Raised around \$11,000. Decided to compromise with around \$7,500. Would not like to see our contribution disappear completely.

Will: Start thinking about opportunities for something that we can do to raise that money.

Jack: Feel like the \$7,500 might be a little daunting. Seems like if we were to decrease the scope it would be less daunting. Suggest we scale back the budget line towards a more reasonable number.

Will: \$7,500 might look like a big number but a bunch of little things can add up to a big thing.

Bob: According to a report from August 2018, we netted almost \$14,000 from Homegrown Heroes. All came away thinking we could do better than that even. Wouldn't be too scared about raising \$7,500.

Dyllan: What are some other ideas?

Will: Wine pulls. People buy ticket and get a bottle of wine that gets pulled out of the hat.

Dyllan: Perhaps board members can offer services or skills as gifts for donations.

Jack: Spoke with Lauren Adriaansen and thought that we might be missing out on face-to-face interactions. Perhaps a virtual happy hour. Send ideas my way and we can plan for something in the coming weeks.

<ul style="list-style-type: none"> (PALS: Participation, Accomplishments, Listening and Scheduling) 	Sandy Wismer	8:22
Participation – 8,8,8,8,8,8,8,8,9,7,7,8,7,8,7		
Accomplishments – 8,9,8,8,8,7,8,6,8,7,9,8,8,9,7		
Listening – 8,9,8,9,9,9,9,9,9,9,7,8,9,7,8,		
Scheduling – 9,9,9,10,10,9,9,10,9,9,8,10,10,9,10		
<ul style="list-style-type: none"> Next Meeting 	Will Greaves	8:27
Monday June 22, 7:15pm.		
<ul style="list-style-type: none"> Adjournment 	Will Greaves	8:29

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: 6/22/2020



MANAGEMENT REPORT

May 2020

Prepared by: Rick Fernandes, General Manager

GENERAL MANAGER

We continue operating the station programming as close as usual during the crisis.

- The daily grind does take a toll, and I am trying my best to pace myself, but it is becoming more challenging as every week passes.
- A "Return to WMNF" action plan was put together by the team and was sent out to all programmers. If all goes well, our first programmers arrive the day after Memorial day.
- I continue to have weekly Florida Public Media zoom meetings with fellow GMs.
- We held our second community advisory board meeting.

I am planning to visit Pittsburgh to see my family for my birthday. I will work remotely from there from 5/28- 6/5. I will be moving on June 6, to a new apartment.

OPERATIONS, IT, & ENGINEERING

- Roof Maintenance performed (gutters cleanout)
- Landscaping maintenance (weeding the ditch and around building)
- Replace Studio touch screens in studio's one and two.
- Re-order and purchase emergencies supplies (gloves, mask, wipes, mic guard, headphones guard)
- Purchased portable sneeze guard for on-air studios
- Purchased a UV surface sterilizer
- Replaced two led bulbs in Westside parking lots
- Installing of MetaPub equipment
- Activated the talkback function buttons on studio boards.
- All-star janitorial continues to clean, dust mop, wet mop, and sterilize all touched surfaces.
- Ops continues to process & convert programmers pre-produced uploaded audio files to audio Vault.



IT:

- Remote access with VPN
- Installing new switches for VLAN networking
- Intrusion detection
- Allegiance completion
- Website member area replacement
- Stream redundancy
- IT updates, backup, and monitoring

PROGRAMING

- This past month programming WMNF has been challenging as a skeleton staff has been keeping the station going. Spotify has become the essential tool for our music programming during this pandemic- for programmers to assemble their show playlist, and for Randy and other staff to create music playlists as needed.
- One benefit is that the Program Director has had to be closely tied in with many of the shows and has had productive email conversations about programming theories and choices.
- We have heard anecdotally that listeners think the station has been sounding great. They like consistent announcers and less talk. The station, without events to promote and most underwriting contracts canceled, has had a cleaner, less cluttered sound with only one or two announcements per hour. This may lead to limiting our scheduled announcements in the future less than they have been in the recent past.

April audience report

- We received the April audience reports, and for the first time, our **AQH share is 1.1**.
- Before we get excited, this result is because they are folding in the online audience - which could be 20% of our audience.
- Most of all, adding the online increases the Time Spent Listening, which increases the AQH.
- Even if this is a new way of counting, it is more accurate and reflects that our share is truly 1.1



Demographics

- We are still serving **an older audience....84% of our listening is 55plus.**
- The shows that do target older listeners get a big audience and support.
- And if programmers are targeting young listeners, he/she will be ignoring 84% of the audience.

For the second month in a row, the survey shows more females than males 53-47. The average for the last year is 62M-39F.

The dayparts are fascinating:

Monday-Friday

6-10am .9

10a-3pm .9

3-7pm .9

7-12 2.3

Weekend 1.5

The evenings are where typically radio listening is low; it's when most people watch television. We don't have more listeners in the evening, but the share is relatively huge. In fact, we compete favorably in the evening with WUSF and several commercial stations. In particular the 10 pm to midnight slot shows big numbers this month.

The Saturday numbers are also likely competitive, but they are combined with Sunday, which has a small audience.

Saturday listener numbers are more significant than Monday- Friday.

- Bluegrass Show: 5000
- Sixties Show:4000.

(Tops in Monday-Friday is Radioactivity with 2000



NEWS & PUBLIC AFFAIRS

- Online numbers for weekday news and public affairs continue to increase slowly.
- The highest points come at the 9 am, and 11 am hours on our main channel. Those hours range from 400-550 online listeners.
- Noon hour ranges from 350-500 online listeners.
- 10 am hour struggles and remains between 300 and 400 online listeners.

We've put some national programs on Sunday mornings while our volunteer programmers are away. The programs come to us from KPFA in Northern California and are aimed at an African American audience. So far, we received no negative feedback.

We've had a large number of applicants for the news position. Many have newspaper, public radio, and/or TV journalism experience.

Sean continues to do at least one significant interview with a news-maker every day.

Rob has asked Robert Fitzpatrick to help him develop a way for "community cell phone videographers" to post short videos about what's happening in their communities. Rob would like the website re-design to be able to accommodate more news items at the top of the page (instead of the current single item).

When we hire the new news reporter, they would be interested in selecting a person who can generate a range of quality content. That could be "print" stories, video stories, or radio stories. Rob aims to help make the WMNF web site a "go-to" site for quality information about Tampa Bay and Florida.



DEVELOPMENT

SPECIAL FUNDRAISERS:

Sarasota Giving Challenge: Tuesday, April 28-Wednesday April 29, noon-noon.

- WMNF took part in the Sarasota Giving Challenge hosted by the Community Foundation of Tampa Bay. The fundraiser was a success! \$24,521 (356 donors.)
- Most of the funds will be matched. We estimate a \$45,000 check to be received by July.

#GivingNewsday: Tuesday, May 5, 6 am- Midnight.

- on-air, email and social media push to support WMNF, we raised
- \$9,117 (119 donors.)

The Partnership with St. Petersburg Free Clinic continues.

This is only an Email / Mail campaign. As of Friday, May 12:

- **The total amount pledged so far: \$5,526 (WMNF Portion \$4,176)**
- **The amount for Clinic to receive:\$1020 (Equals 2,430 Meals)**

SUMMER PLEDGE DRIVE:

Laura priced out a call center for the June Pledge Drive when we determined we could not have volunteers answer phones, but it was prohibitively expensive. Staff will be trained to take phone pledges, but we will drive donors to make online donations instead of calling.

We will also not be doing a traditional seven-day drive. It will be spread out over three months.

Summer drive overall goal: \$160,000

Drive Dates (6 am –Midnight):

- Monday, June 15, \$35,000
- Tuesday, July 14, \$38,000
- Friday, August 14, \$36,000
- Saturday, August 15, \$40,000

The remaining \$11,000 will be made up by Wednesday, Thursday and Sunday programs doing soft pitches.



Awareness Plan:

- WEEK OF MAY 25-Rick sends out an email explaining why we need to do our pledge drive this method.
- WEEK OF JUNE 1-Randy sends out an email celebrating the return of music DJs June 15
- WEEK OF JUNE 8-Rob sends out an appeal to support News and Public Affairs.
- JUNE 14-Laura sends out Development ask/reminder

SOCIAL MEDIA: We will begin gathering testimonials on social media about why listeners love and support WMNF. We'll find good ones and ask donors if they would record them for playback.

ALLEGIANCE ISSUES TIMELINE 5/12/2020:

Updates on April Deadlines

- SEND PLEDGE REMINDERS IAN 4/30/2020

Ian began sending out letters April 30 to those who haven't paid by credit card after Ira confirmed his list. Laura and Ira finished by sending out reminders to those who pledged to pay by check May 7. actual completion date 5/07/2020

- DATA ENTRY INTO ALLEGIANCE FROM 11/19-4/30/2020

Shemeica had almost finished her work when more pledge cards to be entered were discovered. She will now be completed by Friday, May 15.

- TOKENIZE AND TRANSFER ACH FILES TO ALLEGIANCE 4/30/2020

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 Friends, and EFT was moved into Allegiance as of April 10. He successfully imported the files but ran into an unexpected error when trying to run the Circle EFTs through Allegiance. He thought the process was the same as running credit cards through Paya in Allegiance. Because he had never run EFTs through Allegiance, he encountered an error. We had to run them through Bank of Tampa one more time in May. He has since confirmed with Allegiance that the file is set to run June 1. They inspected the PAYA EFT function for errors and said the file was ready to run. Completion scheduled 6/1/2020



May Deadlines

- CREDIT CARD COLLECTIONS 5/15/2020
Ira has contacted each donor whose credit card we have not been able to process at least three times. A letter was sent to those he could not reach. He has effectively collected \$17,507.13. This includes restarting non-active Circles where credit cards did not work and needed to be updated for various reasons. Completion date 5/11/2020
- CALL 1,500 LAPSED DONORS/CLEANUP DATABASE/RENEW MEMBERS 5/31/2020
Ira has been cleaning up improperly-formatted and invalid emails. He expects to finish this Friday, May 15. Ira will begin making lapsed calls Monday, May 18, by extending him to May 31.

UNDERWRITING:

Underwriting has slowly begun to return with three contracts:

1. Ruth Eckerd Hall.
2. The University of Florida.
3. A new contract from the USF School of Public Affairs.

Happy Feet had suspended their April spots but resumed in May and June.

GRANTS:

Laura is still in talks with the Hillsborough County Commission on how to proceed with the solar panel grant.

FINANCE / HUMAN RESOURCES

- News reporter posting closed on Friday, May 3. We received a total of 23 resumes. Sean and Rob have reviewed and selected candidates to move forward in the interview process.
- We have resumed employee evaluations and will be completed by May 31, 2020.
- Received the \$75K grant from the CPB Sustainability Fund.
- Received the SBA PPP loan funds in the amount of \$159,512, not the original amount reported of \$162K.
- The 2021 Budget process will kick off starting next week.

Allegiance Corrective Action

<u>ISSUE</u>	<u>Assigned To</u>	<u>EST. COMPL DATE</u>
1. VERIFY ACH COF FILES BEFORE ALLEGIANCE TRANSFER	IAN/LAURA/PAYA	4/15/2020
2. COF & INSTALLMENT PAYMENT COLLECTIONS	IRA	5/15/2020
3. SEND PLEDGE REMINDERS	IAN	4/30/2020
4. CREDIT CARD COLLECTIONS	IRA	5/15/2020
5. CHANGE DONORS IN OFF-CYCLES TO CYCLE 1 AND 15 SO ALL BILLING SAME MONTH	LAURA	5/15/2020
6. DATA ENTRY INTO ALLEGIANCE FROM 11/19-present (includes EOY/Winter Dr)	SHEMEICA	5/8/2020
7. DATA ENTRY INTO ALLEGIANCE FROM 11/19-present (includes EOY/Winter Dr)	TO HIRE 20 HOURS	5/15/2020
8. TOKENIZE AND TRANSFER ACH FILES TO ALLEGIANCE	IAN/LAURA/PAYA	4/30/2020
9. CALL 1,500 LAPSED DONORS/CLEANUP DATABASE/RENEW MEMBERS	IRA	5/31/2020

*ASSUMPTIONS

1. VERIFY ACH COF FILES BEFORE ALLEGIANCE TRANSFER	IAN/LAURA/PAYA	4/15/2020
Ian is working on validating 30-40 questionable files before we send them to Paya to encrypt/tokenize in order to get ready for transfer for Allegiance.		
2. COF & INSTALLMENT PAYMENT COLLECTIONS	IRA	5/15/2020
Ira has approximately 1,000 records to contact and collect. He can do 100 per week. Dividing 1000 by 100 equals ten weeks, which is why we have an estimated completion date of 5/15/20. Ira would then have until 5/31 to canvass laped donors.		
3. SEND PLEDGE REMINDERS	IAN	4/30/2020
Ian can do this once the data is entered.		
4. CREDIT CARD COLLECTIONS	IRA	5/15/2020
See assumption 2.		
5. CHANGE DONORS IN OFF-CYCLES TO CYCLE 1 AND 15 SO ALL BILLING SAME MONTH	LAURA	5/15/2020
Laura is investigating this with Allegiance to see if this is part of their standard service or something we would have to pay extra to do.		
6. DATA ENTRY INTO ALLEGIANCE FROM 11/19-present (includes EOY/Winter Dr)	SHEMEICA	4/30/2020
<u>INCREASE SHEMEICA'S HOURS TO 50 PER WEEK UNTIL 4/30(TEN HOURS OVERTIME): THERE ARE APPROXIMATELY 2,000 CARDS TO ENTER.</u>		
Laura and Shemeica will evaluate her progress 4/1 to see if she is on tract to complete her entry by 4/12. At the rate of 30 cards entered per hour, we estimate this will be completed by 4/12. If that deadline is not met, I will request an extension to 4/20. Shemeica would take another week to double check her work. But considering bookeepng duties and other contingencies, I am requesting the final deadline for all data entry and verification be finalized by April 30.		
7. DATA ENTRY INTO ALLEGIANCE FROM 11/19-present (includes EOY/Winter Dr)	TO HIRE 20 HOURS	5/15/2020
If she needs help, I have contacted Mike Bagley who would be available for 20 extra hours a week from 4/30-5/15/2020		
8. TOKENIZE AND TRANSFER ACH FILES TO ALLEGIANCE	IAN/LAURA/PAYA	4/30/2020
Laura, Ira and Ian had a conference call with Allegiance on this March 11, 2020. They estimate it would take two to three business days. As of 3/12, I have not received an answer as to how long once these files are tokenized (encrypted) will it take to be tranfsered into Allegiance. So I am putting a 4/30/2020 date on this.		
9. CALL 1,500 LAPSED DONORS/CLEANUP DATABASE/RENEW MEMBERS	IRA	5/31/2020
If Shemeica completes data entry by then, Ira can make these calls.		

Allegiance Corrective Action

UPDATES

March Board Update

IAN/LAURA

5/15/2020

5. 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.

actual completion 3/20

April Board Update

1. VERIFY ACH COF FILES BEFORE ALLEGIANCE TRANSFER

IAN/LAURA/PAYA

4/15/2020

Ian had still been working with Allegiance. We were to run the Circle EFT batch April 6 but 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 Friends EFT information is now in Allegiance.

actual completion date 4/10

3. SEND PLEDGE REMINDERS

IAN

4/30/2020

Ian will be set to do this by April 30 now that most of the backlog of data entry has been completed.

6. DATA ENTRY INTO ALLEGIANCE FROM 11/19-present (includes EOY/Winter Dr)

SHEMEICA

4/30/2020

Shemeica had almost finished her work when more pledge cards to be entered were discovered. She now estimates she will be finished by Friday, May 8

5/8/2020

8. TOKENIZE AND TRANSFER ACH FILES TO ALLEGIANCE

IAN/LAURA/PAYA

4/30/2020

See number one.

actual completion date 4/10

May Board Update

1. SEND PLEDGE REMINDERS

IAN

4/30/2020

Ian began sending out letters April 30th to those who haven't paid by credit card after Ira confirmed his list.

Laura and Ira finished by sending out reminders to those who pledged to pay by check May 7.

actual completion date 5/07/2020

2. DATA ENTRY INTO ALLEGIANCE FROM 11/19-present (includes EOY/Winter Dr)

SHEMEICA

4/30/2020

Shemeica had almost finished her work when more pledge cards to be entered were discovered. She now will be finished by Friday, May 15.

actual completion date 5/15/2020

3. TOKENIZE AND TRANSFER ACH FILES TO ALLEGIANCE

IAN/LAURA/PAYA

4/30/2020

Ian had still been working with Allegiance. We were to run the Circle EFT batch April 6 but 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 Friends and EFT was moved into Allegiance as of April 10.

He successfully imported the files, but ran into an unexpected error when trying to run the Circle EFTs through Allegiance for the May processing date. He thought the process was the same

as running credit cards through Allegiance. Because he had never run EFTs through Allegiance, he encountered an unexpected error. We had to run Circle EFTs through Bank of Tampa one more time.

He has since confirmed with Allegiance that the file is set to run June 1st. They inspected the function for errors and said the file was ready to run.

actual completion scheduled 6/1/2020

4. CREDIT CARD COLLECTIONS

IRA

5/15/2020

Ira has contacted each donor at least three times. A letter was sent to those he could not reach. We are already getting replies with updated credit card numbers.

actual completion date 5/7/2020

5. CALL 1,500 LAPSED DONORS/CLEANUP DATABASE/RENEW MEMBERS

IRA

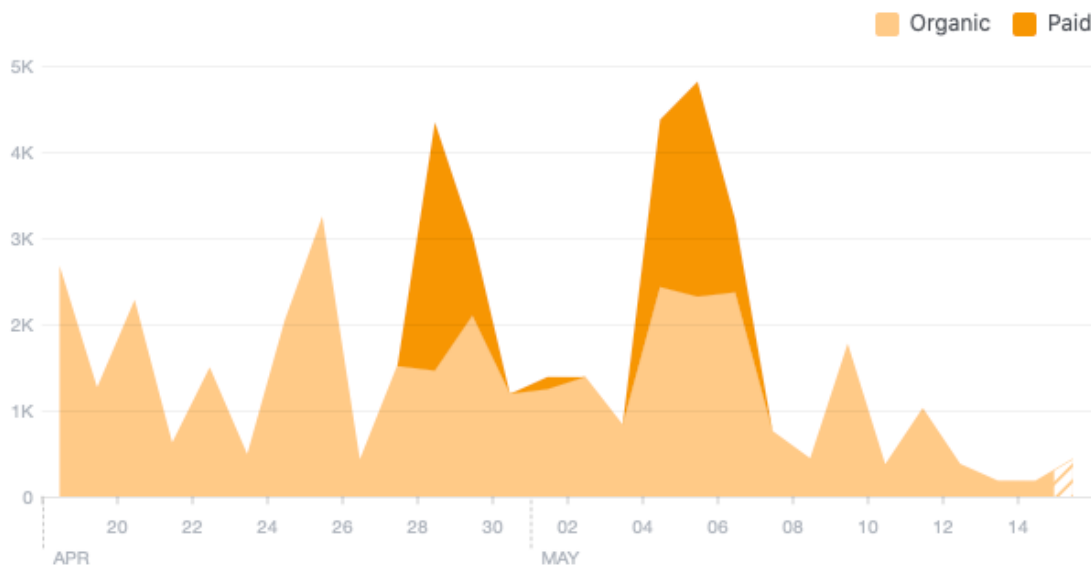
5/31/2020

Ira is ready to do this as of Monday, May 18 if his time is extended.

General Facebook Metrics

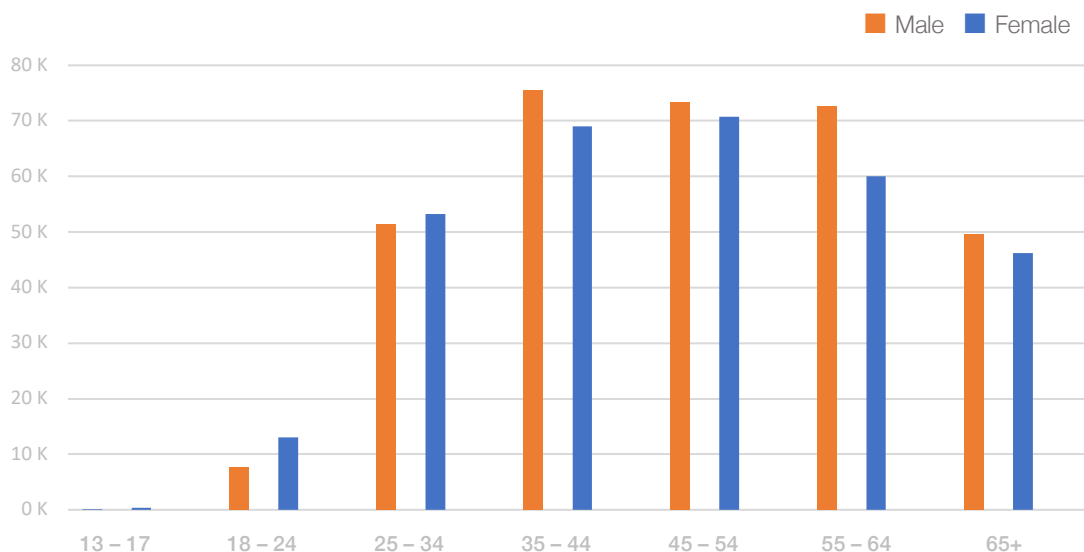
Both the WMNF Community Radio and WMNF News pages saw significant interaction and reach over this period reaching nearly 75,000 Facebook users. Paid promotion over the two days of fundraising, The Sarasota Giving Challenge and Giving News Day, brought the page's reach to its highest point in the period.

Also included here are the current demographic breakdowns of the main Facebook page. Younger engagement 13-24 is very low and needs to be a priority moving forward. This group is not well represented on Facebook in general, but we are still well below the overall Facebook demo for this age range. We also skew slightly male, when Facebook overall skews slightly female. We are over performing in the 35-54 age range relative to Facebook's general demographic.



Facebook Daily Reach – WMNF Community Radio

Number of Facebook users who saw posts from the page during the period.



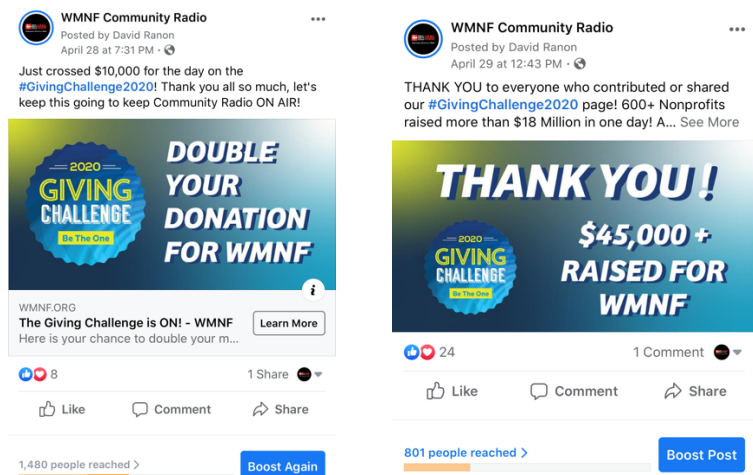
Age and Gender Breakdown – WMNF Community Radio

Demographic distribution of the ~25,000 users who currently like the page.

Fundraising Campaigns

Sarasota Giving Challenge – April 28-29

This fundraising day saw a boost in page traffic, especially with paid promotion, as seen on the graph on the first page. Paid campaigns were implemented to drive traffic directly to the WMNF's page on the Giving Challenge website.



Giving News Day – May 6

As day of fundraising focused on News the strategy for the day was of course to raise funds, but also to increase the content and reach of the WMNF News page, which has a significantly smaller follower base than the main WMNF Community Radio Page. The strategy for the campaign was to boost the News page by sharing it from the main page more often than normal and to launch a series of remote video interviews completed by Seán Kinane featuring local elected officials and others.



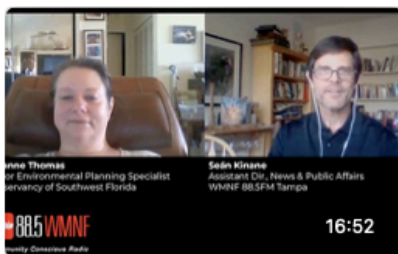
As shown above, there were modest gains in “Likes” of the page for the period, but more so there was a large spike in video views. The number above only represent those of the News page, the initial small spike in video views is from Giving News Day, but perhaps the best result of the day is that the significant increase in video views came to the WMNF News page after the Giving News Day campaign meaning those viewers we retained. You can see a breakdown of the interview subjects and view counts on the following page.

WMNF News - Video Interviews

Seán Kinane has begun conducting many of his interviews over Zoom, which has allowed us to share them via Facebook to reach a wider audience. This was started as an initiative for Giving News Day, but we have continued the practice to increase content and interaction on the **WMNF News** Facebook page.

Over time this will increase the engagement and followers of the **WMNF News** page. While not every video will see a high viewership, the content is easy to direct to interested parties through paid promotion which will increase the potential viral reach of the page.

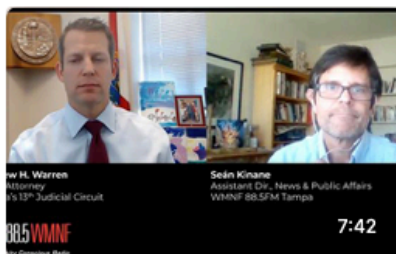
Interview	Impressions	Views
City of Tampa Mayor Jane Castor	5965	2849
U.S. Rep. Kathy Castor	3800	1570
State Attorney Andrew Warren	2543	1102
Dr. Guilherme Oliveira TGH	2186	841
Dr. Fadi Matar TGH	524	207
Julianne Thomas, Conservancy of SW FL	454	170
Total:	15472	6739



Seán Kinane speaks with Julianne Thomas about M-CORES, a Toll...

2 days ago · 170 Views

Grant Hart and 10 others



State Attorney Andrew Warren Speaks with WMNF's Seán Kinane

4 days ago · 1.1K Views

Blannie Whelan and 14 others



Dr. Matar from TGH and USF speaks with WMNF's Seán Kinane

a week ago · 207 Views

Katarina Lauver and 13 others



Dr. Olivera shares the success of Convalescent Plasma Treatment...

a week ago · 849 Views

11



U.S. Rep. Kathy Castor Speaks with WMNF's Sean Kinane About...

a week ago · 1.6K Views

13



Tampa Mayor Jane Castor Speaks with Sean Kinane

a week ago · 2.9K Views

Grant Hart and 10 others

Standout Posts

WMNF Community Radio
Posted by Blannie Whelan
May 6 at 10:08 AM · 🌐

WMNF News Director Robert Lorei on the cover of WEDU Premiere Magazine.



110 Likes · 6 Comments · 5 Shares


Like · Comment · Share

2,264 people reached >

Boost Post

WMNF Community Radio
Posted by David Ranon
May 4 at 1:15 PM · 🌐

City of Tampa Mayor Jane Castor and St. Petersburg Mayor Rick Kriseman both came on-air today to speak about the impact of #coronavirus... See More



WWW.WMNF.ORG
Tampa Mayor Jane Castor Speaks with Sean Kinane

Learn More

47 Likes · 10 Comments · 9 Shares

Like · Comment · Share

4,957 people reached >

Boost Again

WMNF News
Published by David Ranon · May 6 at 4:05 PM · 🌐

Thank you all for your support yesterday, we broke our goal of \$8,850! More than \$9,000 was raised for our News Team.
#GivingNewsDay



1,404 People Reached · 65 Engagements

Boost Post

21 Likes · 5 Shares

WMNF News
Posted by David Ranon
May 4 at 7:29 PM · 🌐

Tuesday at Noon on WMNF's MidPoint, we will hear a new BBC documentary:
... See More



WMNF.ORG
WMNF 88.5 FM Tampa - Community Conscious Radio

Learn More

76 Likes · 6 Comments · 29 Shares

Like · Comment · Share

2,258 people reached >

Boost Again

Stream Average

Broadcast	The Source	hd2	hd4	total	year-month
268.77	27.82	6.68	3.89	307.16	2020-May
256.45	29.12	6.24	3.55	295.36	2020-April
205.5	25.16	5.56	3.8	240.02	2020-March
165.54	20.98	8.38	3.96	198.85	2019-May
172.9	19.8	8.59	4.46	205.75	2019-April
155.8	18.62	6.59	5.58	186.6	2019-March
138.96	17.19	7.32	7.11	170.59	2018-May
132.24	16.05	6.74	5.57	160.61	2018-April
133.7	15.66	6.18	5	160.56	2018-March
110.4	15.89	6.33	4.9	137.52	2017-May
108.95	16.11	7.52	5.54	138.12	2017-April
112.26	16.84	6.51	5.16	140.77	2017-March
94.45	14.82	null	null	null	2016-May
99.97	14.2	null	null	null	2016-April
99.59	14.75	null	null	null	2016-March