

The Nathan B. Stubblefield Foundation, Inc.
Board Meeting Minutes
Date: 07/20/20



<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		A
Isha DelValle	T		Emmy Lou Fuchs	T	
Rick Fernandes	T		Matt Cuffaro	T	
Letty Valdes	T		Sean Kinane	T	
Pamela Robinson	T		David Downing		A
Carson Holton	T				

T – Participated by Telephone

- **Call to Order** Will Greaves 7:18
- **Roll Call / Proxies** Dyllan Furness 7:18
- **Agenda review** Will Greaves 7:20
- **Acceptance of items on Consent Agenda** Will Greaves 7:20
 - Committee Updates:
 - No meeting held: Bylaws, Tech, Finance,
- **Attendance Review** Will Greaves 7:20
 Renz has missed two consecutive meetings.
- **Review/Approve Last Month's Minutes** Dyllan Furness 7:21
 Minutes approved but by fewer members than last month. Trending in the wrong direction.
- **Volunteer Committee Report** Isha Del Valle 7:21
 In the first stages of creating a volunteer committee profile and newsletter, which may be ready to publish in October. Had a programming update last meeting and discussed the calendar with Pam and the Diversity Committee.
- **Long Range Planning** Nancy/Dyllan 7:22
 Dyllan: We'd like to have the LRP ready for the next Board meeting, so please leave feedback in the next few weeks.

Nancy: The more input the better to improve what we've done.

- **Development Report**

Matt Cuffaro

7:25

Met with Laura over the phone. We talked about things the Development Chair does and what I can bring to the table to contribute to a development plan. I'd like to submit to the board a prospectus about engaging schools, libraries, and museums. Wondering about ways we can use our status as a community station in a deeper way to bring on a younger audience for the future. Nancy: Can you explain a little further?

Matt: When I worked at a museum, schools would ask for a small fee to come over and we'd do on-site science presentations. These would increase the relationship with museums and schools. To generate more youth interest, we should engage the youth more. We can develop a relationship with youth in the future by being present at schools. Open to ideas from the board about why it might or might not work.

Rick: This ties into an earlier idea of being present at schools and art studios.

- **Personnel Committee Report**

Sandy Wismer

7:29

Had a conference call in which the primary agenda item was to follow up on discussions about possibly creating a new employment category in order to clarify a perceived loophole with certain employee categories not receiving health insurance benefits. A draft proposal was created and submitted to station management for consideration. The proposal would create a new "part-time" employee category that would not be eligible for health insurance benefits and would not be eligible for a temporary assignment that would take them over a certain number of hours. The other idea was working with the executive committee as it relates to Rick's upcoming evaluation. Rick: When will I have my formal review?

Sandy: That's what we're working on now. Policy says president and personnel committee conduct this review once a year, starting in April and presented to the Board in August. We'll be lucky if we meet that. We're discussing how best to do that. In past years, we did a 360 review using Survey Monkey. We haven't quite figured out the mechanism for how this will occur but it will happen sooner rather than later.

Nancy: How many part-time employees do we have?

Sandy: At least four, if not five.

Rick: I'll have to check and it depends on specific definitions.

Sandy: Right, personnel is proposing the addition of a new part-time employee but there's already an existing part-time employee category, which is not proposed to go away. The definition delineates the number of hours per week that an employee is working, delineates between a regular part-time employee versus a regular full-time employee versus now what is being proposed as just a part-time employee. The ways the categories currently read, if you're a regular full-time employee you're eligible for healthcare insurance benefits. If you're a regular part-time employee, which means you work more than 25 hours per week and less than 32 hours per week, you're eligible for healthcare insurance benefits. And if you work less than 25 hours per week, you are not eligible for healthcare insurance benefits. The issue arose because we had a part-time employee who was placed on a temporary assignment that took them over the 25-hour limit but since they were in a temporary status, they technically didn't qualify for benefits. This addition is an attempt to address that issue going forward. We are seeking management's input.

Rick: This helps clarify for me. I see where the committee is going with this. I will need to check with Cindy but I support the first reading of this.

- **General Manager Report (Attached)**

Rick Fernandes

7:38

Highlights: For the recent one-day fund drive, our goal was \$45,000 and we hit \$55,000. Every show hit or exceeded its goal, which is important to me. For August, Laura has a \$78,000 total goal. If we hit our updated goal, we will have caught up on capital and operating expenses,

ending the year at zero. That doesn't include the PPP loan. Still tweaking the Fri-Sat fund drive plan. We hired a new senior news reporter, Daniel Figueroa. He starts August 3. All programmers who want to come back can come back. We finished our internal employee review process. We have started the 2020-2021 budget process. Hope to propose to the Board shortly. We feel positive about next year. Working remote in Pittsburgh next week. Robert Fitz has removed all email addresses from the webpage to cut back on scammers. A few younger people coming on air with new shows. We're back to 1.1 rating. One thing to look at in the pledge drive is that we had something like 250 people pledging. We had 466 pledges this month. Happy Feet back as an underwriter. Working with Hillsborough County Commission on possible COVID grant. I think it's more important to hit the goal psychologically than it is to set a goal too high. Will be considering lowering the goal to \$65,000 for August.

Nancy: As a listener, the soft pitching and more music was great.

Rick: Listeners and programmers seem to enjoy the change.

Sandy: Can we have an update on the new boards?

Rick: No complaints so far. Most of the programmers had only done a few shows on the new board before the pandemic, so some occasional questions from programmers.

Isha: I like them. They're smooth. Well labeled and lit. The transition is smoother.

- **President's Report**

In Rick's employment letter there's a provision that he needed to have his family moved here in late June. But the times have made this an unfair demand. So we will be putting something in the letter that we still want him to come here for commitment to the station, but due to situations beyond Rick's control we will extend that for at least a few months.

Will Greaves

7:51

As it pertains to executive session minutes, it was decided that the Board will postpone the review and approval of executive session minutes until it is deemed safe enough to meet in person, or else a remote meeting will be held, during which the minutes will be read aloud for Board review and approval.

Sean: Regarding Cindy's email about posting the reason for entering executive session on the website, is that clear for next time?

Dyllan: Yes, there was miscommunication between Fitz and me, but it has been resolved.

Sandy: We need to remain diligent about complying with CPB regulations.

- **(PALS: Participation, Accomplishments, Listening and Scheduling)**

P: 5,6,6,6,6,3,6,6,5,5,5,7,10

A: 7,6,7,7,10,7,10,8,7,8,8,8,10

L: 8,8,10,8,9,8,10,9,8,10,7,8,9,10

S: 10,10,10,10,10,10,10,10,10,10,10,10

Sandy Wismer

7:58
- **Next Meeting**

Monday, August 17, 7:15 pm.

Will Greaves

8:04
- **Adjournment**

Will Greaves

8:04

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: 8/17/2020



MANAGEMENT REPORT

July 2020

Prepared by: Rick Fernandes, General Manager

GENERAL MANAGER

- WMNF had a very successful one day fundraiser this July 14. More details in the development section.
- We hired our new Senior News Reporter.
- WMNF is back to 24hr, seven days a week programmer shifts.
- Finished employee review process.
- Started 2021 Budget process.
- Planning to remote work from Pittsburgh the week of July 27th

OPERATIONS, IT, & ENGINEERING

- Completing the installation of the Meta Pub equipment by end of July.
- New Network capable CD players installed in on air studio 1 & 2
- Tree removals companies are reassessing their quotes from two years ago.
- One on one training with returning programmers who need a refresher.
- Two walk throughs with the DMS personal regarding the PECO grant project on security.
- Preparing computer/access for new Senior Reporter.
- Reactivating codes for returning programmers
- Re supply & reordering of PPE
- Ops & Engineering budget process for 2021.
- Working with Tampa VoIP to get admin phones ported to a new carrier

IT:

- New switches arrived and being configured in anticipation of VLAN (network separation)
- Third-party security awareness training in budget 2021
- Newly available Webroot Evasion Shield enabled
<https://community.webroot.com/news-announcements-3/it-s-here-welcome-to-the-webroot-evasion-shield-343238>
- Upgraded firewall at Transmitter to same as station, pfSense
- Added RDS equipment to station and transmitter



Web:

- Phishing prevention: added Cloudflare Email Obfuscation and ***organizational contact form to website***. Since we are not using our own homemade solution for obfuscation and Cloudflare appears to be doing an excellent job considering some of the pitfalls read about while investigating the issue, this should eliminate email address harvesting from website. We have the contact form to replace the organizational listings. Combined with site-wide obfuscation should be pretty effective. The obfuscation is used because Robert doesn't think we will prevent users from using the simple built-in email link generators of WordPress for adding email addresses to posts and pages. More about Cloudflare below.

Website updates under development include:

- Revamped home page
- Newsroom video project
- Removal of Marathon Mgr.
- MM membership portal replaced by BuddyPress
- Style updates
- New show pages with playlists and web archives
- Evaluating privacy practices on WMNF.org using DuckDuckGo to recommend changes
- Evaluating Amazon AWS Lightsail set up for website migration by end of year
- Cloudflare is probably the biggest provider of cloud security services on the web and they are devoted to some of the same missions as WMNF through their Project Galileo (<https://www.cloudflare.com/galileo/>). The project is for organizations working in the arts, human rights, civil society, journalism, or democracy. Robert doesn't think he ever told anyone, but last year after the web server came under one of its attacks (not the Ransomware attack), he looked into Cloudflare services. Colleagues had used and told him about it, but he was unaware of Project Galileo. Cloudflare is a super effective cache for speeding up websites and provides DDoS (distributed denial of service) type security. The problem for WMNF is it is very expensive; the cost would have been \$200 per month. Robert was able to obtain a required recommendation for WMNF to join through a current member, Fourth Estate (<https://www.fourthestate.org/>). To belong to Project Galileo is to get most all Cloudflare enterprise services at no-cost.



PROGRAMMING

The scheduled return of programmers is completed although some programmers have chosen not to return yet.

Three shows have ended as a result of pandemic.

- Alternative Frequencies (Thursday 3-6am) is replaced by **Audio After Hours, hosted by Tarryn Meyers**. Tarryn has been assisting the Monday Morning Show and did college radio.
- Grand National Championship (Wednesday 10pm to midnight) is replaced by **Cosmic Slop, a freeform show hosted by Ben Herring**. Ben has been assisting on Room 1210 and did a show for community radio in Asheville NC.
- Psycho Realms has ended, and **Tim Shroyer** is moving **The First Call** show from Monday/Tuesday to Sunday night/Monday morning 1-4am. Tim will play more metal and punk in the new spot.
- **Grant Hart** is taking the Monday night/Tuesday morning 1-4am with a new show called **Grave's Pizza Party**. She has been Katarina's assistant on the Thursday Morning Show and is on the Volunteer Committee. Assisted by WMNF Social Media Coordinator **David Ranon**, this show is described as a "journey through time, space, music, and pizza..... eclectic, with different genres, themes and lots of cheese."

Several programmers are not ready to return but hope to come back soon:

Reverend Billy is recording the Rhythm Revival at home.

Trenna Reddick is returning for Morning Energy on July 31

Sean Kinane remains remote reporting and has been producing news reports and Midpoint shows from home.

Janelle has not returned yet for Friday Midpoint.

Mary and Arlene are producing "From a Women's Point of View" from home for the time being.

Live Music Showcase is playing archive shows until we can have live bands again.

Nancy Cee is in Cape Cod and is sending playlists on Spotify to play for Tuesday ITM.



The Ratings

June 2020 we are back to 1.1 weekly AQH. The spring average is 1.1, as two of the three months were 1.1. Some, if not all of this increase this quarter involves adding our stream to the AQH before this quarter.

The Dayparts:

6am-10am	1.0
10am-3pm	1.1
3pm-7pm	0.9
7pm-12pm	1.5
Weekend	1.1

The hourly shows unexplained big share for M-F 10pm-midnight.

Bluegrass is back as top show in the schedule, 5500 AverageQuarterHour.

It is useful and interesting to see **how online listening might relate** to these RadioResearch numbers. As more people are listening to online sources, online is a bigger part of our audience.

Here is a way to calculate:

8 to 9am, the last hour of the Morning Show, is typically 400 to 500 online (sometimes even a higher peak). Let's say 450 is the online AQH. The RRC says the 8am AQH is 1800. This would indicate that a rough guess of your Average Quarter Hour at any time is to look at the online number and multiply by 4. This is a rough estimate, some shows may represent online more or less than 1 to 4.

To make it more complicated, the AQH given by RRC is for the metro audience only (Tampa, St. Pete, Clearwater). Sarasota, Lakeland, Pasco County etc. are not counted and add about 30% to our audience when counted.

To calculate the actual audience, go ahead and multiply by 5.

NEWS & PUBLIC AFFAIRS

- The news Department continues to cover the two major stories COVID 19 and BLM.
- One of Josh Holton's stories on BLM was mentioned in the Tampa Bay Times.



DEVELOPMENT

JULY 14 PLEDGE DAY:

- Once again, the listeners spoke, and we exceeded the goal set for the day of \$45,000 (Which itself was upped after our June drive) It was a success!
- The pledged amount was \$55,000.41,
- Including \$6945.00 in either new or increased Circle of Friends.
- 466 pledges came in as well.

NEXT SUMMER PLEDGE DRIVE DATES AND TENTATIVE GOALS:

- Friday, August 21, \$36,000
- Saturday, August 22, \$40,000

We are still working out the logistics goals for Sunday, Wednesday and Thursday shows though pledges have been coming in for them.

UNDERWRITING:

- Happy Feet renewed annual contract for July 2020-June 2021 at \$1,000 a month.
- Laura also followed up with Goodwill which is trying to determine when they can return. They slowly reopened stores and began collecting donations in May. Laura is also still perusing Sprouts and continuing to determine their interest. Finally, she is in the process of updating her media kit to include digital underwriting and sponsorships.

GRANTS:

- WMNF and the Hillsborough County Commission will not proceed with a solar panel grant this calendar year. In speaking with Hillsborough County Commissioner Pat Kemp's office, we found that largely due the crisis surrounding COVID-19, the County does not have any grant funding for us this fiscal year. However, Commissioner Kemp has a plan to reserve money of the five million ear-marked for Hillsborough County for WMNF and to Straz Center. We are to begin talking with her about this in January 2021.
- Laura and Operations Manager Dwaine Terry are working with the State Department of Education and Department of Management Services to spend the station's allotment from the 19-20 PECO Security System grant. In June and July, contractors from DMS came out to WMNF to assess installing new outdoor lighting.
- Laura submitted the PECO grant for FY 21-22 to install security gates. The west parking lot seems to have more room to do so.



FINANCE / HUMAN RESOURCES

HR:

Hired Senior News Reporter, Daniel Figueroa

Finance:

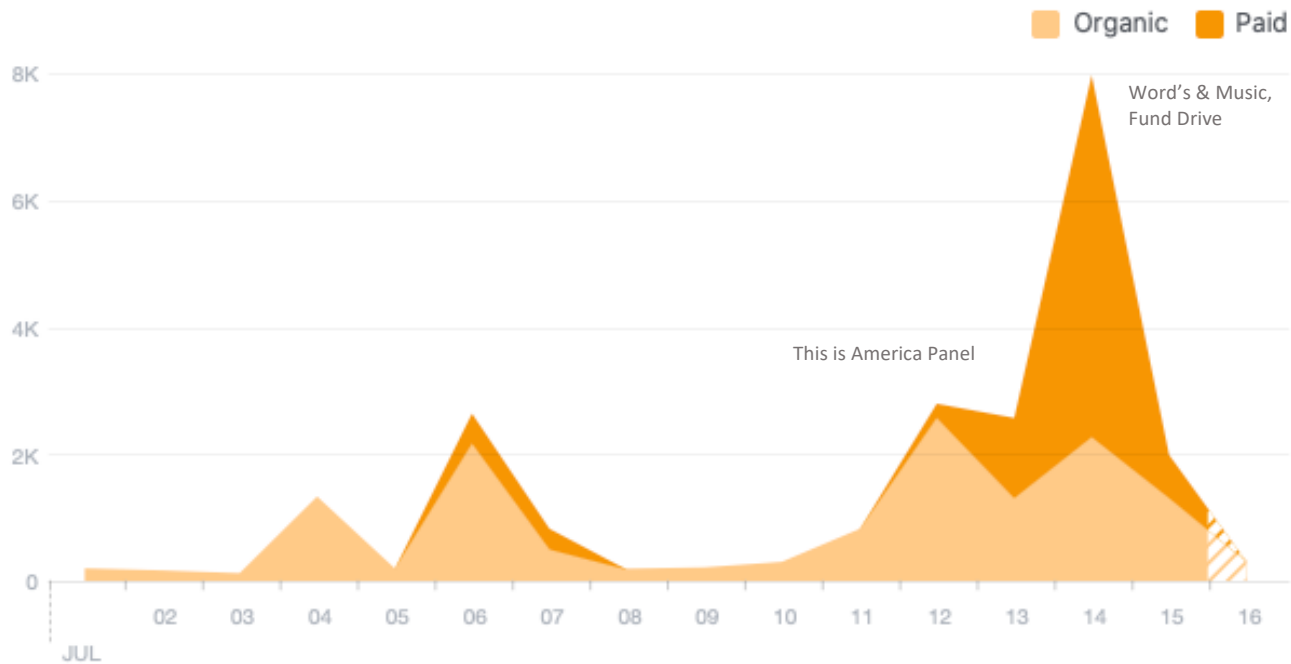
Negotiated contract back up Engineer

Budget

Started year end audit planning

Renewed Solicitant of Contributions.

General Facebook Metrics



Facebook Daily Reach – WMNF Community Radio

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

Ray Wylie Hubbard

WMNF Community Radio: Words & Music | Ray Wylie Hubbard - July 7, 2020...




Marcie Finkelstein speaks with Ray Wylie Hubbard as part of her series on the Tuesday Morning Show, Words & Music. You can hear the song discussed here: <https://youtu.be/kEf5mqk5mWU> Today is day 2 of our Summer Fund Drive. To keep

New-To-Facebook Series – Words & Music with Marcie

Last week saw the first of what will now be a weekly series on our facebook page, Marcie's Tuesday Morning Interviews of artists dealing with the effects of the pandemic.

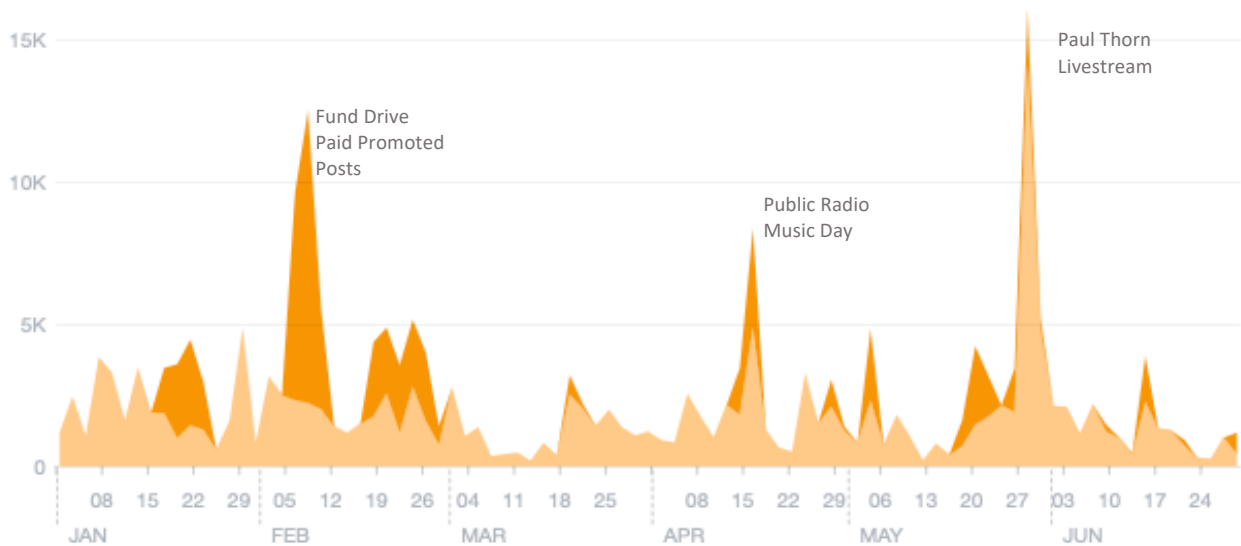
Posts

Standout posts for the period include the introduction of Daniel Figueroa to the News Team, the death of Charlie Daniels, and the videos mentioned on the preceding and following pages.

Published	Post	Type	Targeting	Reach	Engagement
07/14/2020 10:24 PM	 Big news in the news department... Please help			2.2K 	113 111 
07/14/2020 9:29 AM	 Marcie Finkelstein speaks with Ray Wylie Hubbard			6.4K 	143 54 
07/14/2020 5:43 AM	 Coming up at 6:00, our one-day fund drive. Show			998 	22 36 
07/13/2020 11:29 AM	 Tomorrow's the day, and Marcie kicks it off at 6:00			1K 	13 20 
07/12/2020 2:01 PM	 This is America Discussion Panel			3.7K 	242 105 
07/12/2020 12:29 PM	 Today at 2PM ET we will be sharing a panel			1.1K 	12 12 
07/11/2020 2:47 PM	 You want it, you got it! Our Next One Day Drive!			733 	4 5 
07/11/2020 2:09 AM	 Here's your weekly Saturday morning poem			840 	16 15 
07/06/2020 2:59 PM	 "I done told you once you son of a gun I'm the best			2K 	156 110 
07/06/2020 12:22 PM	 Anyone who can casually insert "I did the video at			2.6K 	167 113 
07/04/2020 6:00 AM	 Happy 4th everyone!   Here are your weekly			1.4K 	28 33 

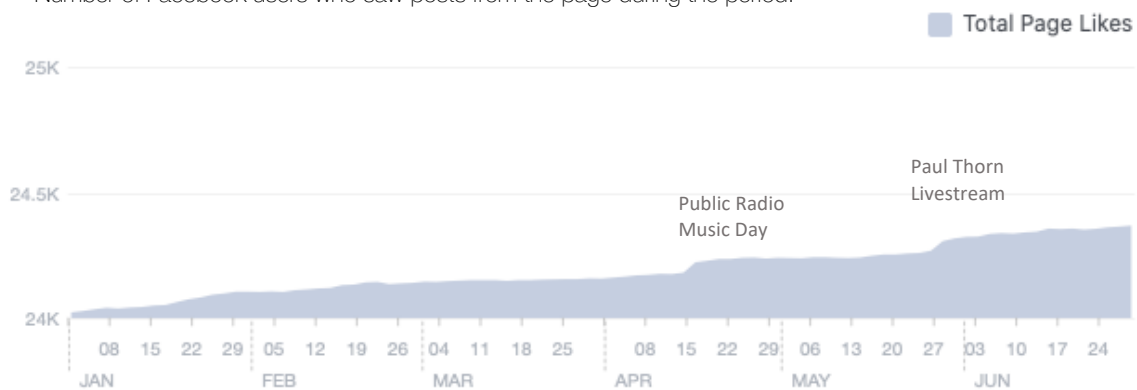
General Facebook Metrics

The facebook page saw significant gains in both user reach and interaction as well as modest gains in 'page likes' so far in the 2020 calendar year.



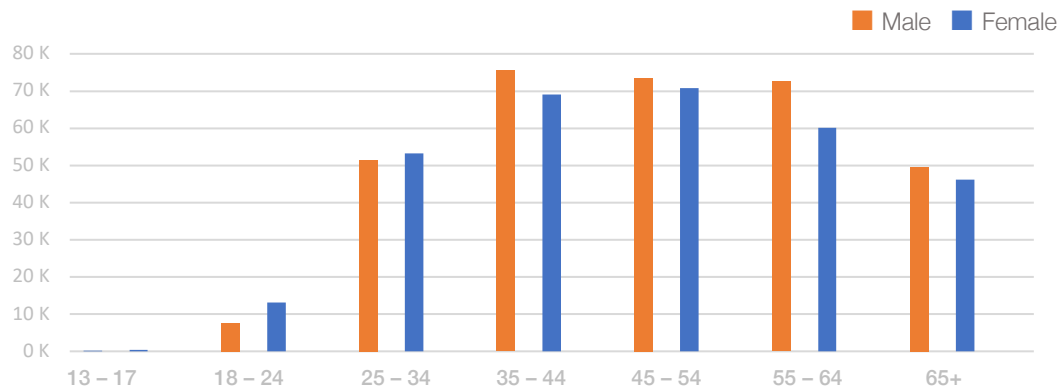
Facebook Daily Reach – WMNF Community Radio

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



Facebook Page Likes – WMNF Community Radio

Number of Facebook users who like WMNF Community Radio

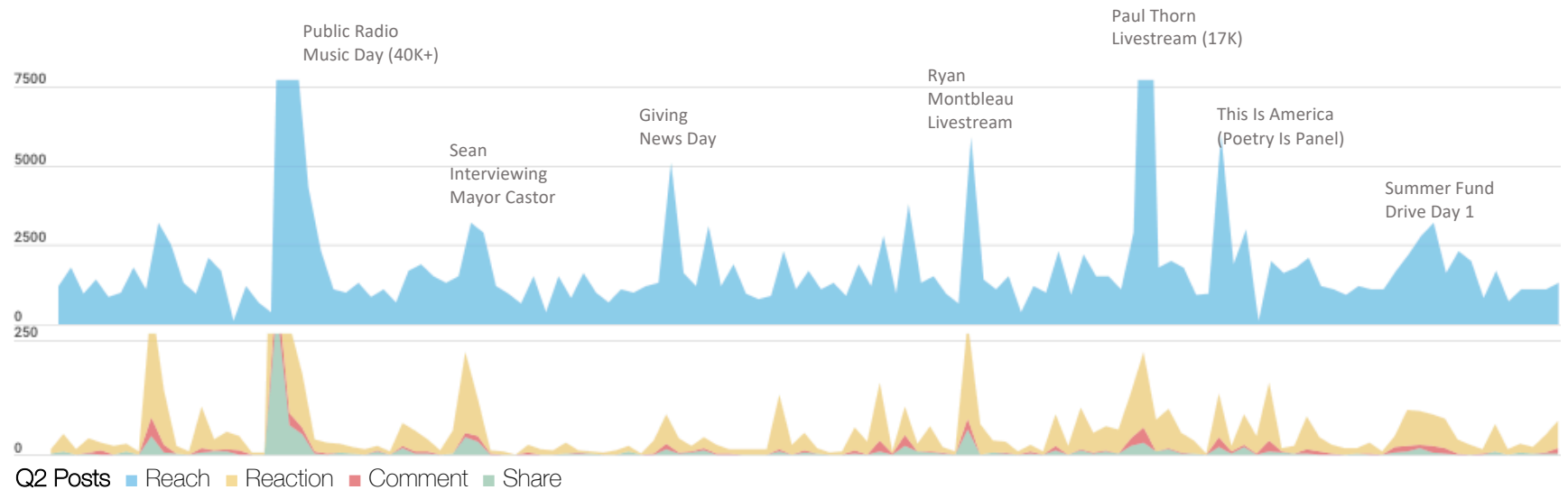
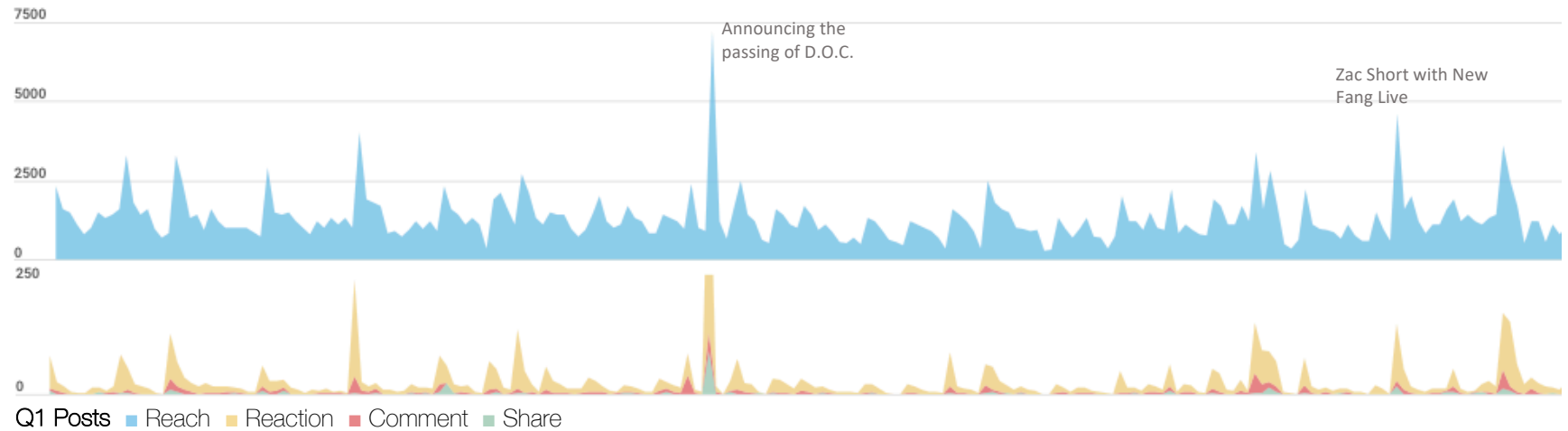


Age and Gender Breakdown – WMNF Community Radio

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

All Facebook Posts

Below are each individual post throughout 2020 thus far. In blue you can see how many people saw the post, and in yellow, red, and green you can see how many people reacted (liked, loved, laughed at, etc.) commented, or shared the posts. Standout posts are highlighted.



Video Content

WMNF Community Radio - Video Content

By far the largest driver of traffic to our social media pages over this two-quarter period were Facebook Live performances and one panel discussion. The Second quarter of the year saw nearly 50,000 minutes of viewer ship across all videos, with the lions share of that coming from performances by Shevonne, Paul Thorn, Ryan Montbleau, and others.



WMNF Community Radio: Paul Thorn LIVE on WMNF...

Tupelo, Mississippi's very own Paul Thorn, live on WMNF.

WMNF News - Video Content

In Q2 there was initially a dip in video viewership on the WMNF News page due to broadcasts not being shared on facebook live due to coronavirus. This was more than overcome when Seán Kinane began conducting interviews over Zoom, which were shared via Facebook to reach a wider audience. In addition, video content and viewership increased on the WMNF News page with footage of the widespread protests throughout the area.

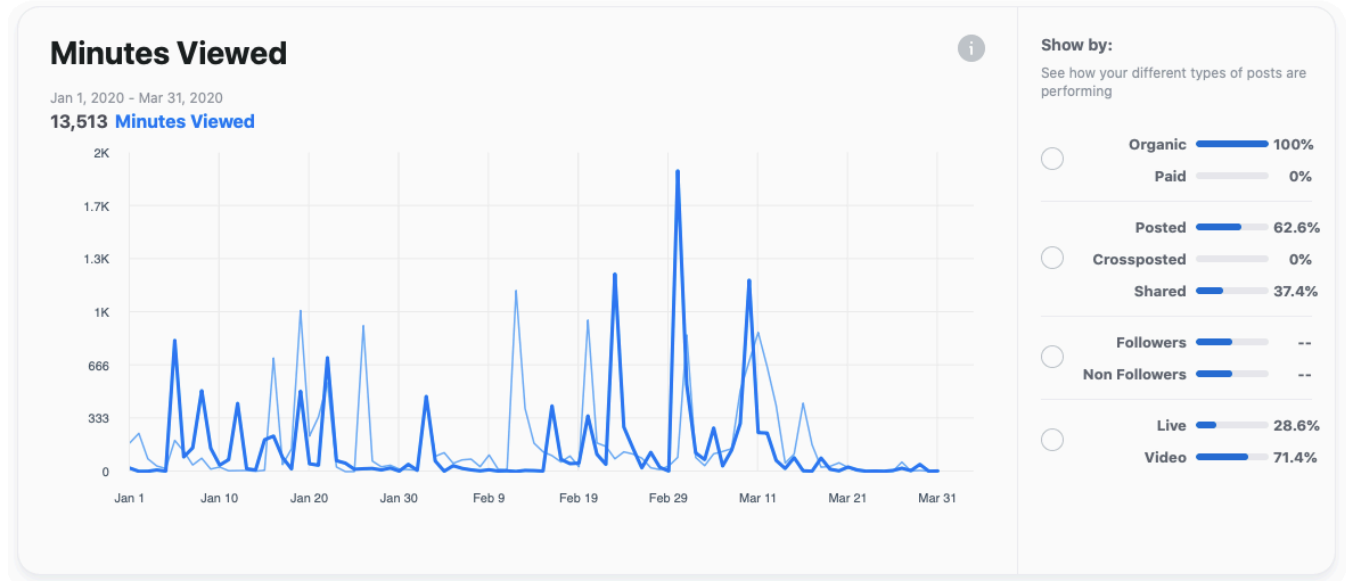


WMNF News: Tampa Mayor Jane Castor Speaks with Sean Kinane...

City of Tampa Mayor Jane Castor shared the status of #coronavirus and COVID-19 in the city with Seán Kinane today on MidPoint with WMNF. For more coverage like this please follow WMNF News and support us in any way you can tomorrow on

Video by Minutes Viewed

Q1



13.5K

Minutes Viewed

▼ 14.3% from previous 91 days

1.4K

1-Minute Video Views

▼ 17.4% from previous 91 days

14.6K

3-Second Video Views

▼ 22.1% from previous 91 days

1.1K

Engagement

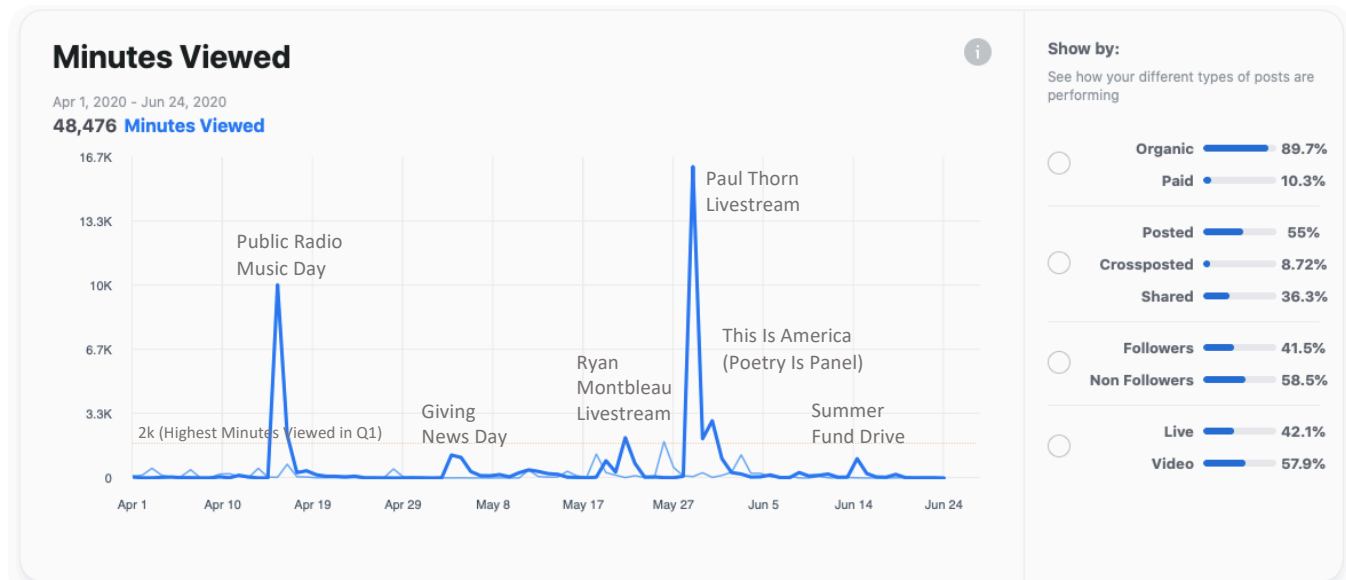
▼ 47.4% from previous 91 days

245

Net Followers

▼ 29.4% from previous 91 days

Q2



48.5K

Minutes Viewed

▲ 283% from previous 85 days

4.6K

1-Minute Video Views

▲ 257% from previous 85 days

49.3K

3-Second Video Views

▲ 255% from previous 85 days

3.6K

Engagement



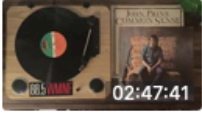
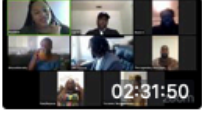

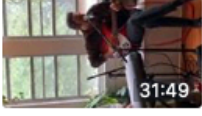






▲ 246% from previous 85 days 35 days

424

Net Followers

▲ 86% from previous 85 days

Most Watched Videos of 2020

Video		Date Added	Minutes Viewed	1-Minute Video Views
	Shevonne Live! on... WMNF Community...	04/16/2020 9:02 PM WMNF Community...	7.2K	1.1K
	Paul Thorn LIVE on... WMNF Community...	05/29/2020 2:07 PM WMNF Community...	7K	510
	Prine Time: A WMNF... WMNF Community...	04/16/2020 5:43 PM WMNF Community...	4.4K	335
	This is America... WMNF Community...	05/31/2020 2:04 PM WMNF Community...	3.2K	201
	Ryan Montbleau live! WMNF Community...	05/22/2020 1:57 PM WMNF Community...	2.8K	291
	FayRoy live from... WMNF Community...	04/16/2020 5:00 PM WMNF Community...	1.8K	183
	Tampa Mayor Jane... WMNF News,...	05/04/2020 10:52 AM WMNF News	1.7K	240
	U.S. Rep. Kathy Cast... WMNF News,...	05/20/2020 3:52 PM WMNF News	1.3K	170
	State Attorney... WMNF News	05/11/2020 2:19 PM WMNF News	1.3K	189
	Protests in Tampa, F... WMNF News,...	05/31/2020 11:03 PM WMNF News	944	163
	U.S. Rep. Kathy Cast... WMNF News,...	05/05/2020 2:52 PM WMNF News	820	80
	Interview on public... WMNF News	09/23/2019 12:05 PM WMNF News	551	38