

**The Nathan B. Stubblefield Foundation, Inc.**  
**Board Meeting Minutes**  
**Date: 09/21/20**

<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	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	

**T – Participated by Telephone**

**MISSION STATEMENT**

WMNF is a listener-supported community radio station that celebrates cultural diversity and is committed to equality, peace, and social and economic justice. WMNF provides broadcasts and other forums with a grassroots local emphasis that promote creative, musical, and political vitality.

<u>Agenda Item</u>	<u>Lead</u>	<u>Time</u>
• Call to Order	Will Greaves	7:23
• Roll Call / Proxies	Dyllan Furness	7:25
• Guest: Cindy Reichard		
• Agenda review	Will Greaves	7:25
• Acceptance of items on Consent Agenda	Will Greaves	7:25
• Committee Updates:		
• No meeting held:	Bylaws	
• Minutes in Basecamp:	Volunteer, Development,	

- **Attendance Review** **Will Greaves** **7:25**
  
- **Review/Approve Last Month's Minutes** **Dyllan Furness** **7:26**  
August 2020 minutes approved
  
- **General Manager Report (Attached)** **Rick Fernandes** **7:26**  
 Highlights: All station meeting was held on September 10. Covered where we were and where we are as a station, and announced Randy's retirement on January 15, 2021. Will be tweaking the description for the program director position. Final pledge drive for August wanted \$67,000 and made \$66,857. Working on what funds we get in between drives. In the past we've averaged around \$3,000/month on days we're not pitching. Want to start considering KPIs and good things to track every month as we will cut Nielsen ratings. Looking at Google Analytics, which can give info on the station as a whole and each program. Received a permit to take down dead trees. IT is doing an update of the equipment list and end-of-life review. Website is having minor updates. Planned giving page is almost done. Trying to get the domain name wmnflegacy.org for ease of legacy gifts. Auto/car donations have been doing well. Going to get the domain name wmnfcar.org. Rating dropped from July-August from a 1.1 to a .9. July was over 74,000 people. Back to around 60,000 listening. Morning show went from 1.3 to .9. Rob is looking into holding training classes for volunteer reporters. 2020-2021 drive dates and goals have been announced. We're eliminating week-long drives and sticking to two-day drives. For finance, created a report to address some of the issues with Circle of Friends. Spoke to Ian today about what reports can be generated out of Allegiance from a management point of view. Looking for little ways to get nickels and dimes that can add up to bigger donations. Re grants from the Department of Education, cut back by 6%. So instead of \$100k we're getting \$94k. Searching for a part-time technical person.

#### *Discussion*

Nancy: It may be a good opportunity for the Development Committee to call Circle of Friends people personally and ask.

Jack: We can split between multiple people and committees.

Sandy: There's a software from Jabber that lets you call from your home phone but makes it look like your calling from elsewhere. That could be a good way to circumvent that and call from a WMNF number.

David: I like the idea of vanity urls. For radio, that's a really useful thing and I wonder about owning the .com as well as the .org.

Rick: We own wmnf.net. But wmnf.com is taken.

David: On Google Analytics, I have a friend who is a guru and might do us a solid and help us out.

- **President's Report** **Will Greaves** **7:50**  
*Approving budget.*  
 Rick: Only a small change to the budget.

Sandy: Motion to approve the budget as presented.

Renz: Second.

Ayes have it. The budget for 2021 is approved.

Sandy: Motion to approve the Sustainability Society Fund Policy.

Jack: Second.

David, Matt, Isha, and Jennifer abstain.

Ayes have it. Sustainability Society Fund Policy approved.

Dyllan: Think we should do a PSA for the census encouraging people to make sure they've participated.

Sean: Try to write the language flexible enough to be able to extend it past the current Sept 30 deadline.

Bob: Motion to approve language presented via email.

Nancy: Second.

Ayes have it. Dyllan will write/record census PSA.

*Discussion: Rick and Cindy were on a phone call with an FCC attorney who suggested we consider background checks on new Board Members.*

Rick: On the Board form they want to know if people have been convicted, have a record. Not to say that person can't be on the board.

Cindy: So we know for the solicitation of donations.

Rick: This came up because there was a person that was running and has a criminal record. We just want to be clear and know that Cindy isn't signing something that isn't truthful.

Jack: Can this be handled with a signed affidavit rather than a background check? As far as liability goes. We're covered by someone signing an affidavit rather than paying for a background check.

Sandy: We should consider putting in some sort of procedure so we can understand what happens and what this means. When it does or doesn't allow someone to become a Board member.

Matt: This is awkward since the governor is trying to push very harsh penalties. The breadth of crimes for a nonprofit would probably be high level, white collar crimes.

Rick: It doesn't say they can't serve just that we need to acknowledge them.

David: What is the reason we're asking for this information and what are the declining events we're looking for? Want to make that clear.

Letty: However we do this I would lean more towards Jack's suggestion. I would be concerned about doing a background check and ignoring the results. Once we know some body's background if something goes wrong later, then we open ourselves to liability. Affidavits sound like the best option.

Nancy: Nominating committee will discuss this.

*Discussion: Rick recommends an organizational policy of not giving organizations their own show.*

Rick: We don't want a financially powerful organization to control a show. We don't have a policy currently preventing that. Perhaps something like "no organization can pay for their own show."

Matt: My concern is that some organizations carry political baggage that we may not want to import.

Jack: This is a very important question. I can think of at least one show that has de facto sponsors. In developing a policy where do we draw that line, it would probably have to be built into some programming language.

Rick: It sucks because people assume we're adding more rules. Without coming up with a policy, is there another way to take care of these things?

David: Do you not want any org to underwrite?

Rick: More that we don't want any org to underwrite a show and control the show.

*Mentors needed for new Board members.*

Will: We have a new crop of Board members coming in and some new ones. As a board we've done a bad job of setting people up with mentors. Anyone who wants to mentor, let me know.

- **Finance Committee Report** **Bob Ingham** **8:17**  
Financial results—projection for rest of the year, net positive cash flows from ops of about \$44k. Compared to a budget deficit of 28k and improvement in the budget of about \$72k. Kudos to the management team, Rick and Cindy. We liquidated 50% of the investment in the Parnassus Investments fund. That's been put into liquid cash now. On the Circle of Friends, the number of members is a relevant metric. The math works to about 2,5000 members at \$15/month is about \$35-36k every month.  
Rick: Another possible KPI is the percentage of Circle of Friends compared to overall budget.
- **Long Range Planning Committee Report** **Dyllan Furness** **8:21**  
Revisions have been made to the Finance and Passing the Torch sections per Board members' feedback. We will be looking for a motion approving this LRP remotely next week.
- **Development Committee Report** **Matt Cuffaro** **8:23**  
Rick, Ryiza, and I had a working plan to look at WMNF's efforts to reach out to the committee. Having a development committee meeting this week.
- **Bylaws Committee Report** **Letty Valdes** **8:25**  
Been a lot of people approaching the committee about board composition, who can apply for board membership. Thought we should engage in a meeting to discuss those issues. Meeting will be at 6:30pm, Thursday.
- **Nominating Committee Report** **Nancy Cox-Johnson** **8:27**



Isha is helping with volunteer Board applications. Sandy's position as Community at Large will be open. Cut off date is Friday. Three people have applied. Putting the notice back online and on air to get more candidates. Changes to bylaws and policies that allowed two members to be volunteers. Stuart was the last guy who was a volunteer and was on the Board. It is in writing. We have to certainly acknowledge that. Would love to see someone there with a great financial background.

*Discussion: Bylaws and number of allowed volunteer Board members.*

Sandy: I recall that the bylaws may have been changed to increase the number of volunteers who can sit on the Board. Have we done a review of the motions to make sure that those have made it into the bylaws?

Nancy: I don't know but the change is dated 2018.

Sandy: What is the process that motions are made into bylaws?

Letty: It is not my intention to change the bylaws in the middle in the election. Any change would take effect after.

Sandy: I think that we've increased the number of community at large members that can also be volunteers that were allowed to participate on the board. But right now the board bylaws say only two members. Want to make sure the current bylaws reflect what was previously agreed upon.

Cindy: Someone can check the minutes, which are all posted.

Will: Seems like someone should go through the minutes and confirm this.

Letty: I will go through them.

- **Volunteer Committee Report**  
8:39

**Isha Del Valle**

77 people at the all station meeting. Everyone behaved. We have eight nominees for the volunteer committee seats. Three were 30 and under. All were fantastic. Five presented for the volunteer Board rep position. Joellen withdrew her name. Deadline is October 4. Next volunteer meeting is October 5. Will follow up with the necessary info.

- **Diversity Committee Report**

**Pamela Robinson**

**8:25**

Rick announced the mission calendar. Will be doing indigenous month for October. CPB diversity reports are due every year. We need to record the diversity events, and will send them the list even though they were canceled because of COVID. Had the WMNF Facebook birthday event. It was a big success.

- **Personnel Committee Report**

**Sandy Wismer**

**8:30**

Brief update on the status of the GM survey. Thanks for the 13 Board members who participated. 11 staff members. Rick did a self eval. 72 radio activists responded to the survey. Results to the survey are being tabulated. Personnel Committee will meet soon to review the results of the survey and create the narrative of the evaluation.

Rick: Was that larger or smaller than in the past?

Jack: We had twenty more Radioactivists responses this year than in previous years.

*Discussion: Board evaluations from GM and PALS discussion*

Renz: Two thoughts. It might be helpful if Rick did an evaluation of the Board about what works or doesn't. Second thing—PALS seems like data that gets collected and no one ever uses it.

Sandy: The Exec Committee had a call with Rick last week. We addressed some of those points with Rick. We want to meet more regularly, give him the opportunity to get in touch. We also said the board is used to doing business in a certain way, but asked where are the areas where he thinks the board is overreaching or underreaching, and where do we find that common ground? The Exec Committee expects good dialogue along those lines. There are things left over from previous admins that we still do because we didn't trust previous admins to do things correctly. Regarding PALS, it's a qualitative way to measure engagement. I was responsible for a search about the methodology and could find nothing. Could we find something better that is quantitative?

Jack: Sandy hit the nail on the head with a Board eval. I'm not tied to PALS but I think there is value in it. It almost brings a momentary kind of focus. Perhaps we can include polling in Zoom meetings. It's nice to reflect at some point. Even for a couple minutes we could reflect on things.

Rick: In the new budget we could budget for Zoom meetings. Someone on the Board should have a Zoom account. Exec Committee and I addressed the things that Renz talked about and I'm optimistic.

*Discussion: Bimonthly meeting*

Nancy: Some interest in having bimonthly meetings.

Sandy: This is my second to last meeting and we don't get enough done now but going to meetings every other month is a bad idea.

*Sean is staying on Board as staff rep*

Will: Sean is staying on as staff rep on the Board.

- **(PALS: Participation, Accomplishments, Listening and Scheduling)** **Sandy Wismer** **8:54**  
P— 8, 10, 7, 8, 7, 8, 7, 7, 7, 6, 7, 7, 7, 8, 8, 7.63  
A—8, 8, 8, 9, 8, 8, 8, 9, 8, 7, 8, 8, 8, 8, 8  
L— 8, 9, 8, 8, 8, 9, 8, 9, 7, 9, 7, 8, 8, 9, 8  
S—8, 7, 7, 9, 8, 9, 10, 9, 8, 7, 9, 9, 9, 8, 8, 8
- **Next Meeting 10/19/20** **Will Greaves** **9:03**
- **Adjournment** **Will Greaves** **9:03**

## **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: 10/19/2020



## **MANAGEMENT REPORT**

**September 2020**

Prepared by: Rick Fernandes, General Manager

### **GENERAL MANAGER**

- The discussions with another non-profit organization – discussed last month in the executive session has been put on hold until late October.
- All station meeting presented on September 10. I heard positive feedback. The PowerPoint was converted into a PDF and shared with the volunteer committee. There is also a copy attached to this report for your records.
- Randy Wynne, Program Director, announced his retirement date would be January 15, 2021.
- We are reviewing the PD job description.
- Our final pledge drive in August was another success. We wanted 67k by 4 pm and was short \$143. By 5 pm we had passed our goal.

### **OPERATIONS & ENGINEERING and IT**

#### **OPERATIONS & ENGINEERING**

- Received permit from the city to take down dead trees, working on scheduling the date for service.
- Both generator's maintenance and fuel levels checked.
- USP serviced.
- The soda machine is fixed.
- Brick paver's pressure washed.
- DT used the Disinfecting fogger to disinfect all offices, library, kitchen, production studio, conference room, restrooms, and lobby, outside foyer, volunteer area, LMS, ops office, server room, and all connected hallways.
- Reviewing Ops assistance resumes.
- We are working with DMS & DOE regarding outside security upgrades.
- DT ordered new studio monitors to replace dual screens.
- Renewed deep freeze contract.
- Train senior news reporter on studio equipment.
- Downloaded birthday shout out for playback.
- Re-order PPE for station use.
- Returned 3 Denon Cd players to receive credit with the vendor.
- Keys made for a new door in the admin area.
- Had an annual backflow prevention test done per the City of Tampa request.
- We recorded the BOD seat opening PSA.



## **IT:**

- Event tracking in Google Analytics for On-Demand logs, by the hour and show type.
- Robert is evaluating streaming techniques with Max.
- Backup software updates for computers.
- Equipment End-of-life review.
- Resolve the text reply issue.
- Phishing from the board president email set hard Sender Policy Framework (SPF) rules in place.
- Microsoft to resolve.
- Review and reset of Dropbox account for Development.
- Allegiance source codes and form page updates.
- Continued review of upcoming VLAN (network separation)

## **Web**

- Continued review of app fixes and updates by Big Sea, release coming soon.
- We are preparing for a major WordPress 5.5 upgrade, evaluating on the development website.
- Started Development of Planned Giving pages for the website.
- Set up of staging server for the website at the station for new updates coming soon.
- Migration of Marathon Mgr to the staging server.
- Continued website updates under Development include:
  - revamped home page
  - Newsroom video project
  - creation of show episodes
  - removal of Marathon Mgr
  - MM membership portal replaced by BuddyPress
  - style updates
- Evaluating Amazon AWS Lightsail set up for website migration by the end of year
- Continued creation of Content Delivery Network (CDN) for website media



**PROGRAMING. (Attached is the full breakdown for YoY tracking)**

**The Ratings – August 2020**

Dropped from 1.1 to 0.9

Weekly AQH. 60,700. This is more consistent with our past average, but a significant drop off from July when we had over 74,000.

**The Dayparts:**

6 am-10 am	0.9	<b>This is a drop from our highest ever last month of a 1.3</b>
10am-3pm	0.8	
3pm-7pm	0.8	
7pm-12pm	1.4	
Weekend	1.2	Only slot that did not drop this month

- Demographics slipped
- The top two weekday hours continue to be 9 am (DN) and 2 pm (ITM).
- Bluegrass still dominates.
- Still a Decent 12-3 and 8-10 Saturday.
- Sunday is still strong for Latin Jazz and Salsa.

**NEWS & PUBLIC AFFAIRS**

- Rob is planning training sessions for volunteer news reporters for the Fall.
- Sean and Daniel took part in NPR webinar for announcers.

**DEVELOPMENT**

**August pledge drive dates and goals:**

- Friday, August 21 and Saturday, August 22, goal by 4 pm of \$67,000.
- The final total at 4 pm was \$66,857.
- A few shows missed their goals; others exceeded them.
- Pledge reports show a monthly average of \$3,000 or more in donations on days in which we are not pitching (Post Pledge Drip).



### Fiscal Year 20-21 Drive Dates and Goals:

October	Monday, Tuesday	10/05,06	80,000.00
October	Wednesday, Thursday	10/14,15	62,000.00
October	Friday, Saturday	10/23, 24	68,000.00
Nov / Dec	No Drive		
January	Sunday, Monday	1/10,11	53,000.00
January	Tuesday, Wednesday	1/19,20	73,000.00
Feb	No Drive		
March	Thursday, Friday	3/11,12	66,000.00
March	Saturday, Sunday	3/20, 21	48,000.00
Apr	No Drive		
May	Monday, Tuesday	5/10,11	80,000.00
May	Wednesday, Thursday	5/19, 20	62,000.00
June	No Drive		
July	Friday, Saturday	7/9,10	68,000.00
July	Monday, Tuesday	7/26, 27	80,000.00

**Total: \$740,000**

### OTHER CONTRIBUTIONS ISSUES:

- Membership Coordinator Ian DeBarry has been working to recover Circle of Friends EFT payments that did not go through as expected in August.
- Accounting initially discovered and brought the error to the attention of Taylor and DeBarry. DeBarry looked into why this error occurred and worked with Allegiance customer support for more than eight hours to resolve the issue. The amount collected as of August 31 is \$33,602. However, an additional \$2,535 was processed on September 1 after DeBarry completed his collections. That would technically bring the amount the August Circle of Friends amounts to \$36,137.



#### **UNDERWRITING:**

- Laura is following up on old and new leads. Getting responses proves to be challenging.
  - Bananas – try back in six months
  - Heartwood - asks to try back in the Fall. Are interested.
  - Dali – second attempt 8/18 and sent new media kit, no response
  - James Museum, sent an email to reconnect 8/27/20, no response
  - Florida Holocaust Museum, sent an email to reconnect 8/27/20, no response
  - Polk Museum of Fine Arts, sent an email to reconnect 8/27/20, no response

#### **GRANTS:**

- Laura continues working with Florida Public Media, State Department of Education, and Department of Management Services to spend the station's allotment from the 19-20 PECO Security System grant.
- The issue is expected to be resolved in a matter of weeks, with FPM and the State working together to bring this to a conclusion.
- The situation is similar to the 20-21 PECO award to replace parts of WMNF's HVAC system.
- On August 18, Laura and Cindy submitted the annual State Department of Education Grant Application for \$100,000, which covers a percent of some salaries and utilities.
- However, on September 15, DOE notified Laura and Cindy that the State had an across the board 6% reduction in grants due to budget shortfalls. The new grant award amount is \$94,000. Laura and Cindy amended the grant and re-submitted the same day.

#### **FINANCE / HUMAN RESOURCES**

##### **HR:**

- In the recruiting process for a part-time Operations Assistant.
- Randy announced a retirement date of 1/15/21. We will start the recruiting process in October.

##### **Finance:**

- Audit process underway. Audit planning day Tuesday, September 22, 2020. Audit December 1 - December 4, 2020.
- Cindy continues to stay updated on any PPP loan forgiveness changes.
- Received notification this week from the Florida Department of Education that grant funds for 20/21 have been reduced by 6%. Instead of us receiving \$100K, we will receive \$94k. We have made the grant budget changes and resubmitted our grant with these changes.





**Volunteer/Outreach Department**

- Julie is preparing an email list of RadioActivists for the Volunteer Committee/Board election ballot to go out.
- Working on garnering food donations and filling phone answering schedule for October Membership Drive to be held on:
  - Monday, 5<sup>th</sup> & Tuesday, 6<sup>th</sup>
  - Wednesday 14<sup>th</sup> & Thursday 15<sup>th</sup>
  - Friday 23<sup>rd</sup> & Saturday 24<sup>th</sup>
- Please be in touch if you want to offer some volunteer time in the phone room or pick up a food donation – [missjulie@wmnf.org](mailto:missjulie@wmnf.org) or 813-865-8261

# Vital Signs Report

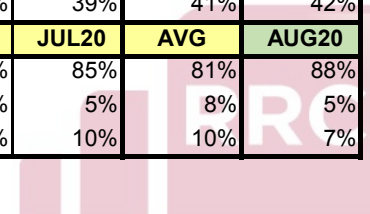
**WMNF-FM**

Persons 6+ | Monday - Sunday 6A-12M

TAMPA-ST. PETERSBURG-CLEARWATER; Metro

Prior 13  
Month  
Current  
Month

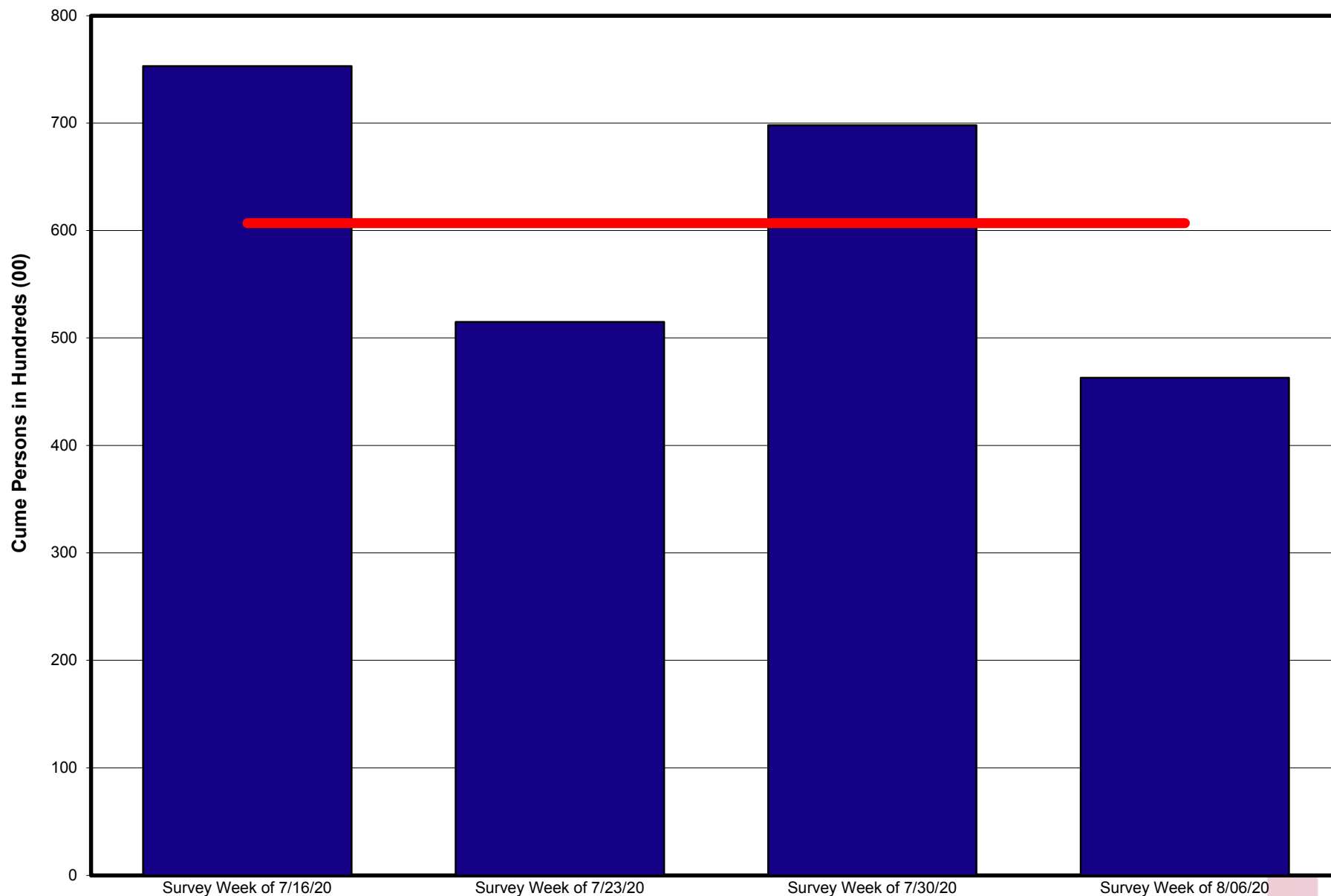
Estimates	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
AQH Share	0.5	0.4	0.6	0.8	0.7	0.8	0.7	0.8	0.9	1.1	0.9	1.1	1.1	0.8	0.9
AQH Persons	900	800	1,200	1,600	1,200	1,400	1,300	1,400	1,500	1,300	1,200	1,500	1,600	1,300	1,400
Avg Daily Cume Persons	16,100	15,500	18,100	22,400	20,800	22,600	20,100	20,500	21,100	20,500	19,400	20,700	23,500	20,100	19,400
Avg Daily TSL	1:02	0:57	1:10	1:17	1:02	1:06	1:07	1:14	1:19	1:11	1:07	1:18	1:15	1:10	1:18
Avg Weekly Cume Persons	60,100	51,100	59,900	60,300	67,100	69,800	63,700	67,200	58,200	60,600	58,100	59,200	74,600	62,300	60,700
Avg Weekly Cume Rating	2.0	1.7	2.0	2.0	2.2	2.3	2.1	2.2	1.9	2.0	1.9	2.0	2.5	2.1	2.0
Avg Weekly TSL	2:00	2:00	2:30	3:15	2:00	2:30	2:30	2:45	3:15	3:00	2:30	3:15	3:00	2:45	3:00
P1 Information	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
P1 AQH Persons	500	500	800	1,100	700	800	600	800	900	800	800	1,100	1,100	800	1,000
% P1 AQH	56%	63%	67%	69%	58%	57%	46%	57%	60%	62%	67%	73%	69%	62%	71%
P1 Avg Weekly Cume Persons	11,000	14,500	18,500	20,100	18,500	20,800	13,900	18,600	22,200	18,100	21,200	22,900	21,200	18,600	24,100
% P1 Avg Weekly Cume	18%	28%	31%	33%	28%	30%	22%	28%	38%	30%	36%	39%	28%	30%	40%
P1 Avg Weekly TSL	5:30	4:15	5:15	7:00	3:45	4:45	5:15	5:30	5:15	5:15	4:45	6:30	7:15	5:30	5:30
Metro In-Tab	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Avg Daily In-Tab	1,370	1,430	1,351	1,347	1,360	1,286	1,301	1,304	1,300	1,403	1,433	1,416	1,395	1,361	1,347
Avg Weekly In-Tab	1,200	1,247	1,150	1,153	1,187	1,096	1,114	1,141	1,120	1,258	1,281	1,251	1,231	1,187	1,202
Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
M-F 6a-10a	0.5	0.4	0.4	0.6	0.5	0.6	0.6	0.7	0.6	0.9	0.8	1.0	1.3	0.6	0.9
M-F 10a-3p	0.4	0.5	0.7	0.9	0.8	0.8	0.7	0.7	0.7	0.9	0.9	1.1	1.1	0.8	0.8
M-F 3p-7p	0.3	0.3	0.4	0.5	0.5	0.7	0.6	0.7	0.9	0.9	0.5	0.9	0.9	0.6	0.8
M-F 7p-12m	0.4	0.4	0.2	0.8	0.6	0.6	0.6	1.0	2.1	2.3	1.9	1.5	1.5	1.0	1.4
Sa-Su 6a-12m	0.8	0.6	1.0	1.4	0.8	1.0	1.0	1.0	1.2	1.5	1.1	1.1	1.2	1.0	1.2
Age Cell Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
6-11	2%	2%	2%	3%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
12-17	1%	0%	0%	2%	0%	0%	0%	2%	1%	1%	1%	0%	1%	1%	1%
18-24	1%	0%	2%	1%	3%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%
25-34	1%	1%	2%	3%	2%	0%	1%	3%	0%	0%	0%	1%	1%	1%	1%
35-44	1%	0%	0%	2%	5%	12%	13%	7%	20%	10%	7%	5%	9%	8%	6%
45-54	4%	5%	3%	4%	7%	5%	3%	4%	4%	4%	6%	8%	11%	6%	7%
55-64	46%	48%	36%	47%	40%	38%	37%	43%	26%	32%	33%	34%	29%	37%	23%
65-74	36%	37%	46%	34%	39%	37%	38%	34%	43%	47%	49%	45%	45%	41%	55%
75+	7%	7%	9%	5%	5%	7%	6%	6%	5%	5%	4%	6%	5%	6%	6%
Gender Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Male	66%	65%	63%	61%	72%	65%	66%	61%	45%	47%	47%	58%	61%	59%	58%
Female	34%	35%	37%	39%	28%	35%	34%	39%	55%	53%	53%	42%	39%	41%	42%
Ethnic Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Other	92%	90%	78%	71%	68%	82%	82%	80%	85%	81%	84%	86%	85%	81%	88%
Black	6%	8%	12%	8%	8%	9%	6%	10%	9%	12%	8%	6%	5%	8%	5%
Hispanic	2%	2%	10%	21%	24%	9%	13%	10%	6%	7%	8%	8%	10%	10%	7%



# WEEK-BY-WEEK TREND

## WMNF-FM

Tampa-St. Petersburg-Clearwater-METRO  
AUGUST 2020  
Monday-Sunday 6A-12M  
P 6+



Prepared by RRC from Data © Nielsen Audio

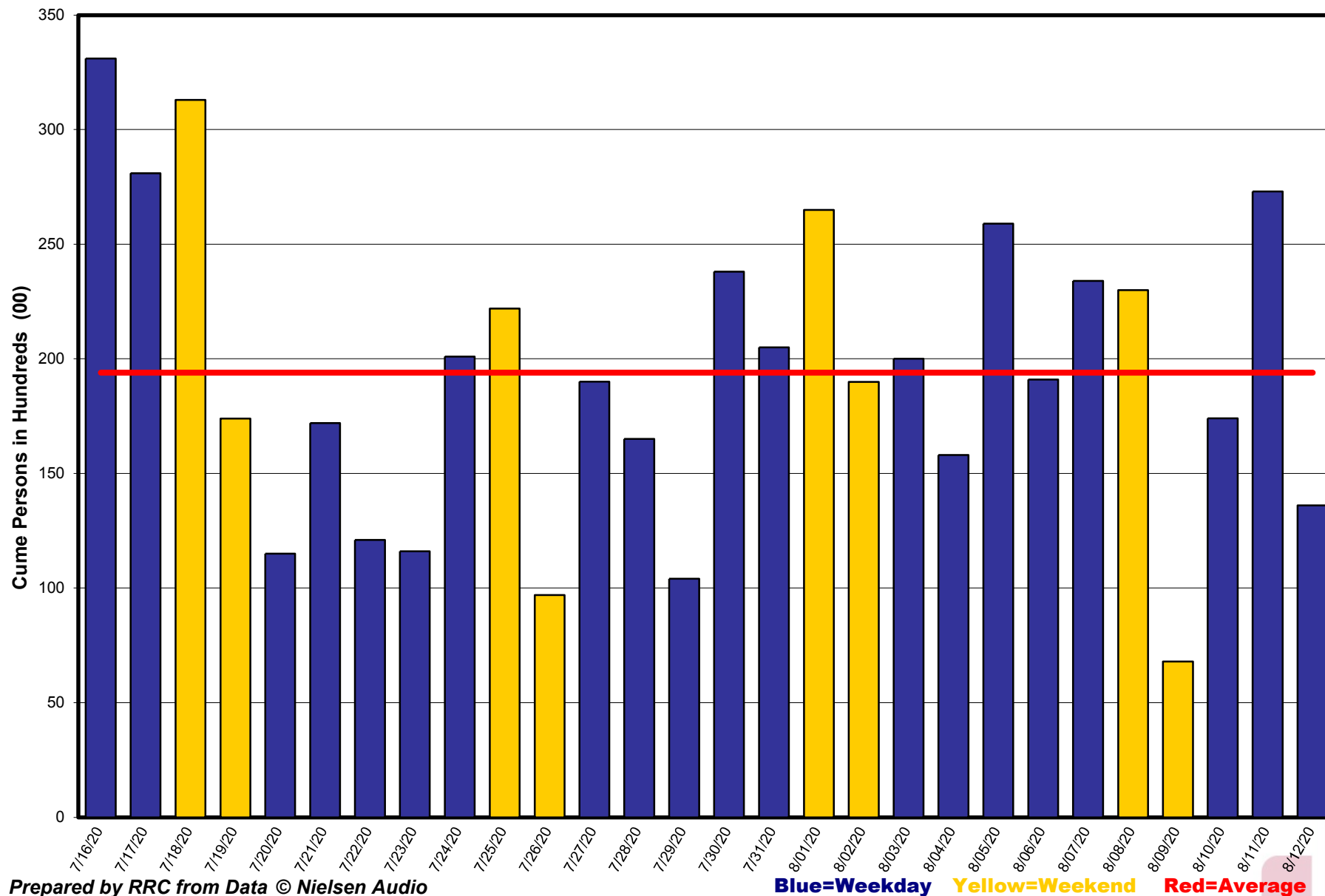
Red = Monthly Average



# DAY-BY-DAY TREND

## WMNF-FM

Tampa-St. Petersburg-Clearwater-METRO  
AUGUST 2020  
Monday-Sunday 6A-12M  
P 6+



Prepared by RRC from Data © Nielsen Audio



# Mo-Fr 5A-1A AQH by HOUR

## WMNF-FM

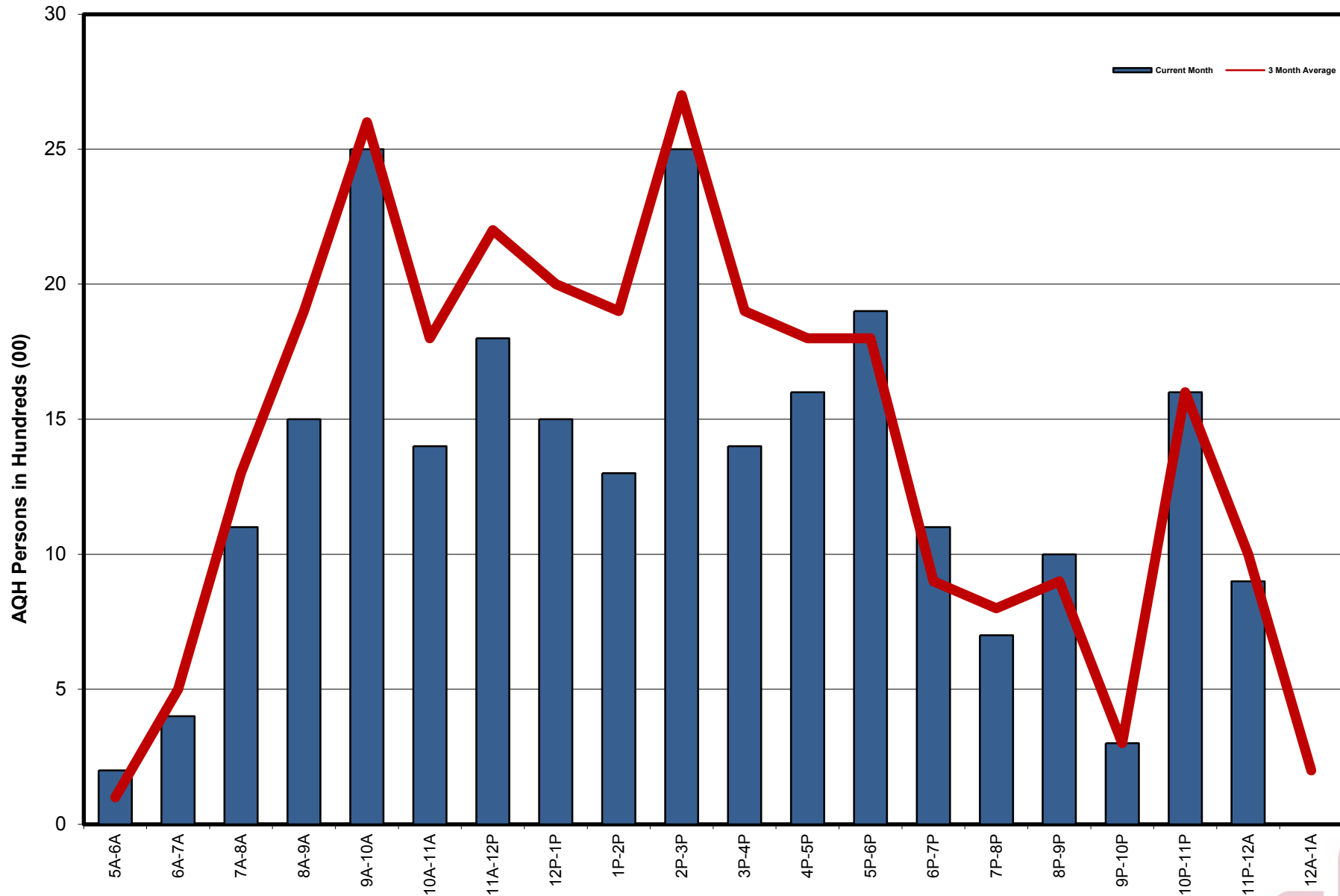
Tampa-St. Petersburg-Clearwater-METRO

AUGUST 2020

and

JUNE 2020/JULY 2020/AUGUST 2020

P 6+



Prepared by RRC from Data © Nielsen Audio

RRC

# Sa 5A-1A AQH by HOUR

## WMNF-FM

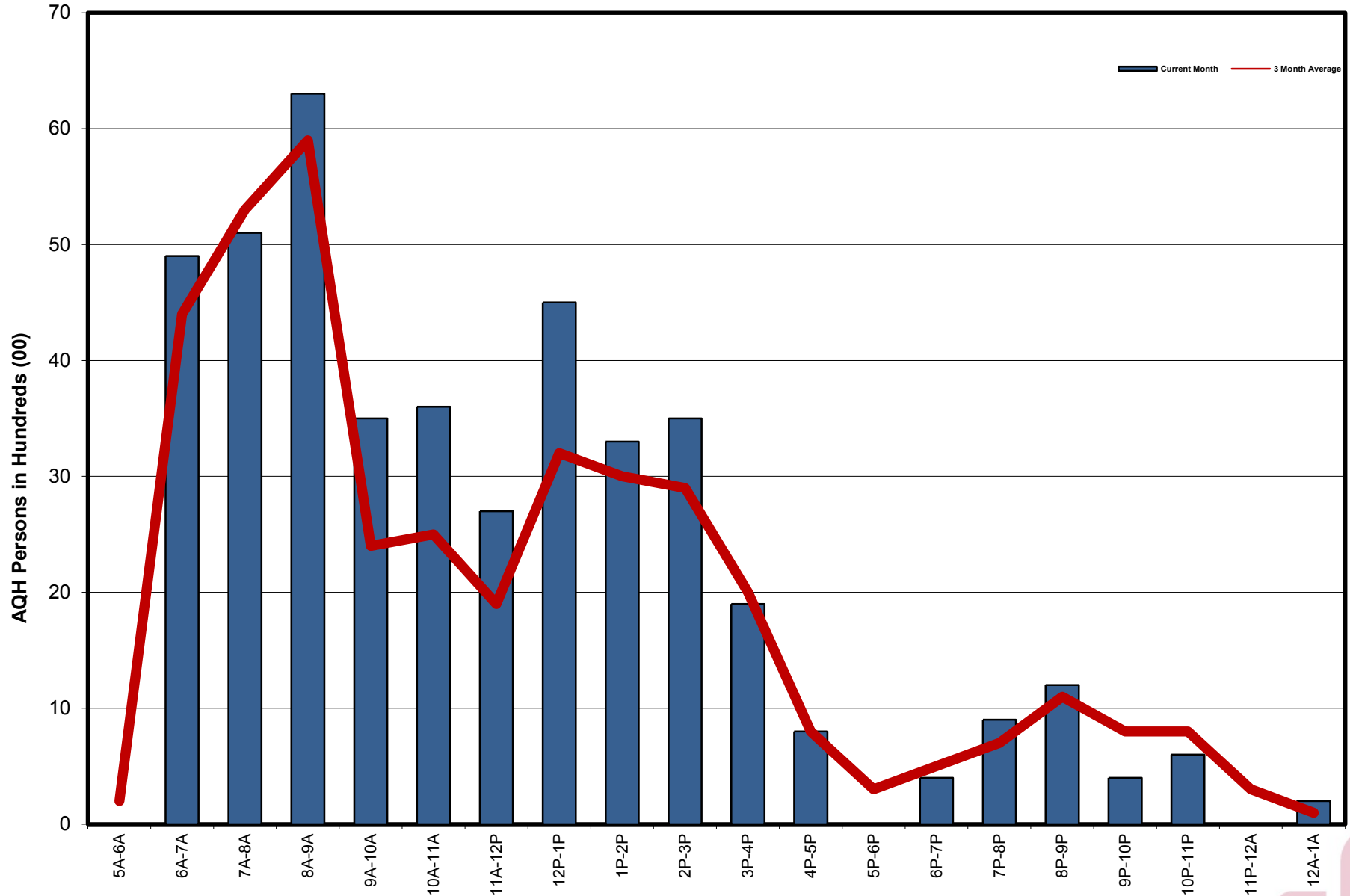
Tampa-St. Petersburg-Clearwater-METRO

AUGUST 2020

and

JUNE 2020/JULY 2020/AUGUST 2020

P 6+



Prepared by RRC from Data © Nielsen Audio



# Su 5A-1A AQH by HOUR

## WMNF-FM

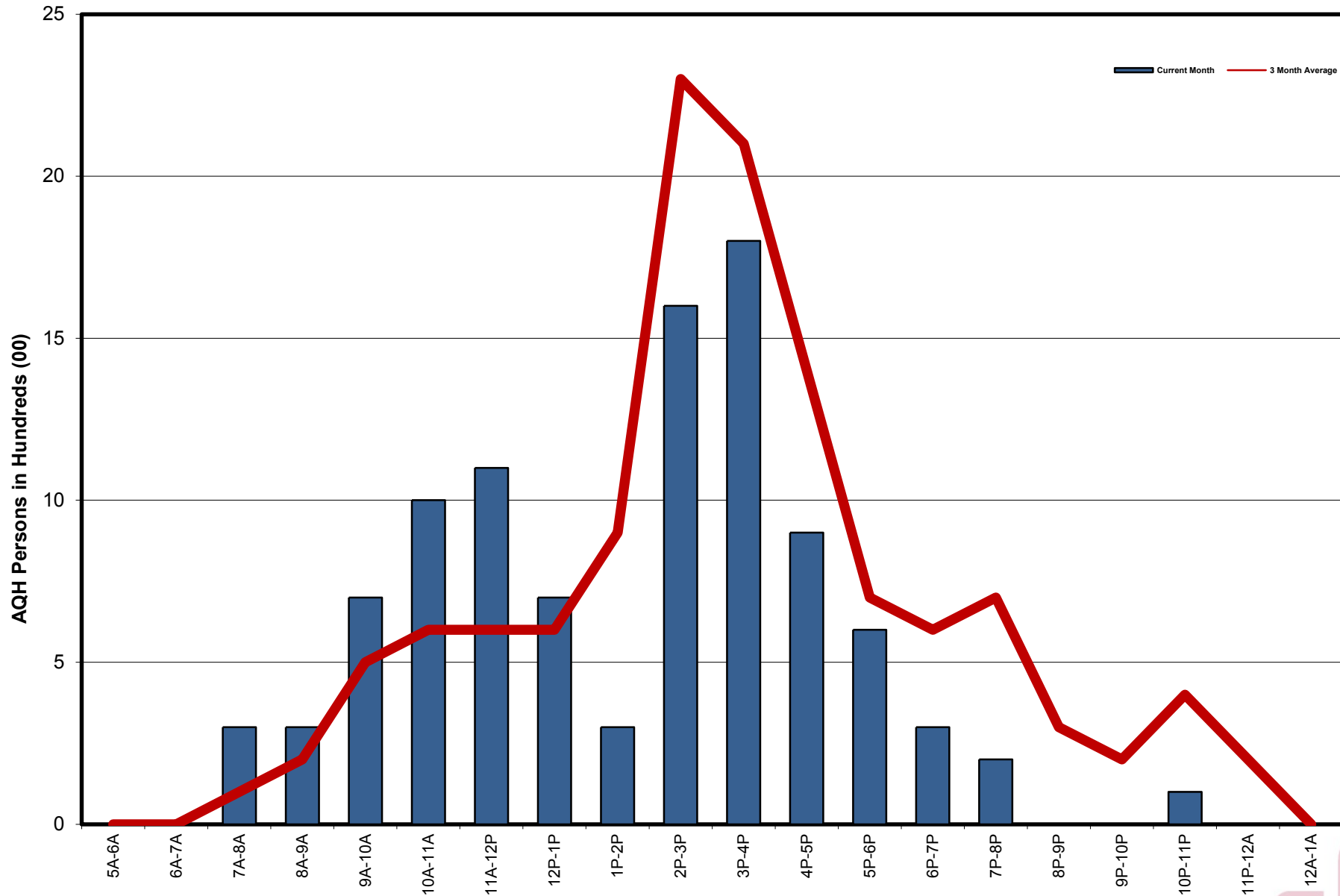
Tampa-St. Petersburg-Clearwater-METRO

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P 6+



Prepared by RRC from Data © Nielsen Audio

RRC





# 2020 STATION MEETING

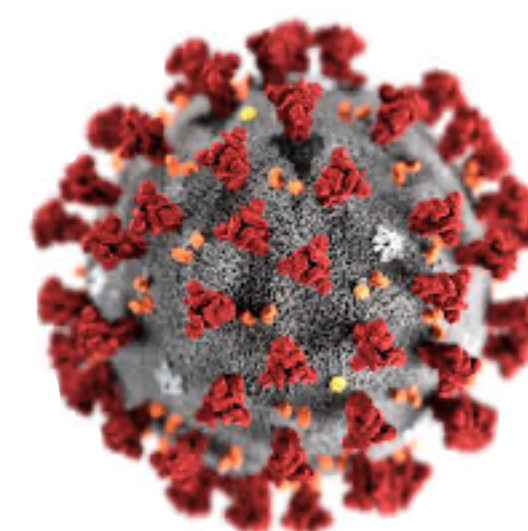


**WMNF**  
TAMPA





88.5



**WMNF**  
TAMPA



**2020 STATION MEETING**

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# FINANCIALS



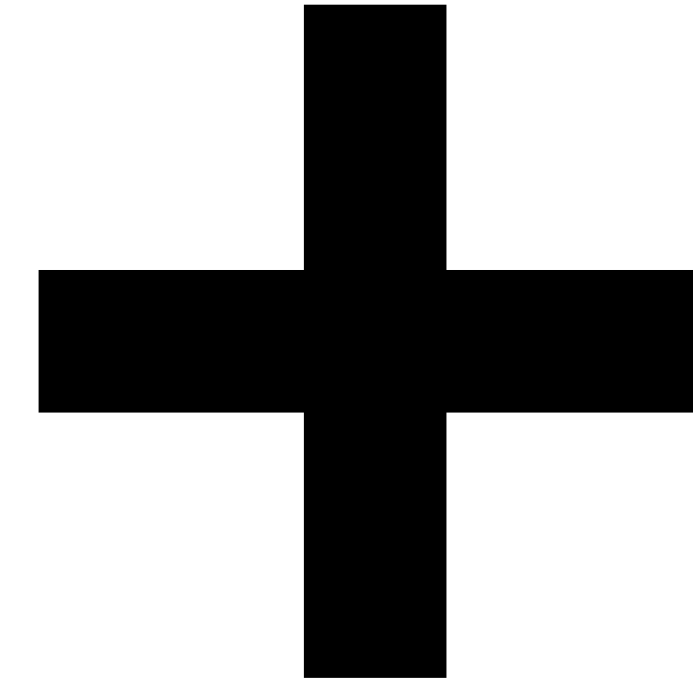
**WMNF**  
TAMPA



**2020 STATION MEETING**

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# FINANCIALS 2020



**WMNF**  
TAMPA



## 2020 STATION MEETING

# FINANCIALS • 2020

# Revenue

FY 2020 Operating		Projected for 9/30/20	
		Final Approved	as of 6/30/20
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2	Revenue		
3	Contributions (GL 500)	\$ 721,976.00	\$ 658,865.00
4	Circle (GL 501)	\$ 465,900.00	\$ 429,087.29
5	Special Events Gross Rev - (GL 510)	\$ 191,500.00	\$ 57,053.25
6	Development Prjcts Gross Rev (GL 502)	\$ 46,104.00	\$ 35,244.86
7	Grant - CPB - UnRestricted (GL 520)	\$ 104,016.00	\$ 136,942.00
8	Grant - CPB - Restricted (GL 520)	\$ 36,984.00	
9	Grant - DOE (GL 520)	\$ 100,000.00	\$ 100,000.00
10	Sales - NET (GL 576)	\$ 296.00	\$ 281.51
11	Underwriting - Break out to type below		
12	UW - Concert Calendar (GL 583.1)	\$ 15,000.00	\$ 8,300.00
13	UW - Program (GL 583.2)		
14	UW - Event Announce (GL 583.3)	\$ 143,999.92	\$ 70,168.94
15	UW - Digital	\$ -	\$ -
16	Sub-Carrier (GL 584)	\$ 4,800.00	\$ 4,800.00
17	Record Fair Gross Rev - (GL 515.02)	\$ 9,740.00	\$ -
18	BOD Projects - Revenue (GL 517.1)	\$ 10,000.00	\$ -
19	Stabilization Fund		\$ 75,000.00
20	Interest Income (GL 565)	\$ 1,200.00	\$ 291.40
21	Studio Rental (NET) - (GL 585.01)	\$ 1,000.00	\$ 341.20
22	Other Revenue - (GL 585)	\$ 1,200.00	\$ 883.20
23	Total revenue	\$ 1,853,715.92	\$ 1,577,258.65



## 2020 STATION MEETING



# FINANCIALS • 2020

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8.7%↓



2020 STATION MEETING



# FINANCIALS • 2020

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## 2020 STATION MEETING



# FINANCIALS • 2020

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7.9%↓



## 2020 STATION MEETING



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## 2020 STATION MEETING



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17	Record Fair Gross Rev - (GL 515.02)	\$ 9,740.00	\$ -
18	BOD Projects - Revenue (GL 517.1)	\$ 10,000.00	\$ -
19	Stabilization Fund		\$ 75,000.00
20	Interest Income (GL 565)	\$ 1,200.00	\$ 291.40
21	Studio Rental (NET) - (GL 585.01)	\$ 1,000.00	\$ 341.20
22	Other Revenue - (GL 585)	\$ 1,200.00	\$ 883.20
23	Total revenue	\$ 1,853,715.92	\$ 1,577,258.65



## 2020 STATION MEETING



# FINANCIALS • 2020

## Revenue

FY 2020 Operating		Projected for 9/30/20	
		Final Approved	as of 6/30/20
1			
2	Revenue		
3	Contributions (GL 500)	\$ 721,976.00	\$ 658,865.00
4	Circle (GL 501)	\$ 465,900.00	\$ 429,087.29
5	Special Events Gross Rev - (GL 510)	\$ 191,500.00	\$ 57,053.25
6	Development Prjcts Gross Rev (GL 502)	\$ 46,104.00	\$ 35,244.86
7	Grant - CPB - UnRestricted (GL 520)	\$ 104,016.00	\$ 136,942.00
8	Grant - CPB - Restricted (GL 520)	\$ 36,984.00	
9	Grant - DOE (GL 520)	\$ 100,000.00	\$ 100,000.00
10	Sales - NET (GL 576)	\$ 296.00	\$ 281.51
11	Underwriting - Break out to type below		
12	UW - Concert Calendar (GL 583.1)	\$ 15,000.00	\$ 8,300.00
13	UW - Program (GL 583.2)		
14	UW - Event Announce (GL 583.3)	\$ 143,999.92	\$ 70,168.94
15	UW - Digital	\$ -	\$ -
16	Sub-Carrier (GL 584)	\$ 4,800.00	\$ 4,800.00
17	Record Fair Gross Rev - (GL 515.02)	\$ 9,740.00	\$ -
18	BOD Projects - Revenue (GL 517.1)	\$ 10,000.00	\$ -
19	Stabilization Fund		\$ 75,000.00
20	Interest Income (GL 565)	\$ 1,200.00	\$ 291.40
21	Studio Rental (NET) - (GL 585.01)	\$ 1,000.00	\$ 341.20
22	Other Revenue - (GL 585)	\$ 1,200.00	\$ 883.20
23	Total revenue	\$ 1,853,715.92	\$ 1,577,258.65

15% ↓



2020 STATION MEETING



# FINANCIALS • 2020

# Expenses

	Projected for 9/30/20	FY 2020 Operating
25 Non-Discretionary Cash Exp	\$ 35,347.60	\$ 38,956.00
26 Bank Charges (GL 860)	\$ -	\$ 2,500.00
27 BOD Projects - Expense (GL 517.2)	\$ 27,924.22	\$ 34,859.00
28 Computer Expense (GL 866)	\$ 1,687.87	\$ 6,800.00
29 Development Projects Expense (GL 502.4)	\$ 14,572.45	\$ 19,388.00
30 Dues (GL 880)	\$ 2,253.04	\$ 500.00
31 Emergency Prep (GL 882)	\$ 93,744.60	\$ 110,976.00
32 CPB - UnRestricted (GL 884.1)	\$ 56,609.97	\$ 33,028.00
33 CPB - Restricted (GL 884.2)	\$ 49,008.39	\$ 6,000.00
34 Engineering (GL 885)		\$ -
35 HD - 2 + HD 4 (GL 886)	\$ 48,550.50	\$ 56,789.00
36 Insurance (GL 887)	\$ 7,199.55	\$ 7,236.00
37 ISP (GL 889)	\$ -	\$ -
38 Debt Service - INT EXP, GL 891+ PRINC GL 422)	\$ 10,856.60	\$ 10,800.00
39 Legal Fees (GL 893)	\$ 12,383.44	\$ 13,788.00
40 Office Expense (GL 901)	\$ 2,044.57	\$ 2,272.50
41 Other Taxes & Fees (GL 905)	\$ -	
42 Penalties (GL 911)	\$ 15,895.08	\$ 26,311.67
43 Postage (GL 915)	\$ 21,867.48	\$ 24,000.00
44 Premiums (GL 916)	\$ 80,625.00	\$ 79,700.00
45 Professional Fees (GL 917)	\$ 5,598.85	\$ 7,575.00
46 Printing (GL 918)	\$ 40,696.32	\$ 39,952.00
47 Programming Acquisition (GL 920)	\$ 13,195.00	\$ 14,085.00
48 Radio Research Data (GL 922)	\$ -	\$ 500.00
49 Record Fair Sale Expense (GL 515.02)	\$ -	\$ -
50 Rent - Tower (GL 923)	\$ 36,563.26	\$ 36,066.80
51 Repairs & Maint. (GL 926)	\$ 53,328.95	\$ 126,500.00
52 Sp Events Expense (GL 510.2)	\$ 13,019.96	\$ 20,200.00
53 Supplies/Equip for Broadcast (GL 936)	\$ 13,465.92	\$ 13,787.88
54 Telephone-Studio/Xmtr (combined) (GL 941)	\$ 1,133.93	\$ 4,500.00
55 Travel Exp (GL 945)	\$ 38,954.45	\$ 42,060.00
56 Utilities-Studio/Xmtr (combined) (GL 949)	\$ 693,398.40	\$ 816,171.80
57 Salaries (GL 931)	\$ 83,513.36	\$ 120,000.00
58 Health Insurance (GL 882.01)	\$ 2,531.69	\$ 2,548.80
59 Dental Insurance (GL 883.02)	\$ (503.60)	
60 Dental Insurance Employee reimburse	\$ 12,223.32	\$ 12,180.00
61 403B (GL 883.04)	\$ -	
62 Child Support Admin Fee (GL 883.06)	\$ 53,727.92	\$ 62,437.14
63 PR Taxes (GL 907)	\$ 302.50	\$ 1,275.00
64 RT - 6 (re-employment ins) (GL 406)	\$ 3,377.07	\$ 2,000.00
65 Staffing/Hiring (GL 938)	\$ 10,193.57	\$ 12,178.50
66 Webhosting/Digital Services (GL 952)		
67 Total Non-Discret Exp.	\$ 1,555,291.23	\$ 1,807,922.09



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## 2020 STATION MEETING



# FINANCIALS • 2020

# Expenses

25	Non-Discretionary Cash Exp	\$ 35,347.60	\$ 38,956.00
26	Bank Charges (GL 860)	\$ -	\$ 2,500.00
27	BOD Projects - Expense (GL 517.2)	\$ 27,924.22	\$ 34,859.00
28	Computer Expense (GL 866)	\$ 1,687.87	\$ 6,800.00
29	Development Projects Expense (GL 502.4)	\$ 14,572.45	\$ 19,388.00
30	Dues (GL 880)	\$ 2,253.04	\$ 500.00
31	Emergency Prep (GL 882)	\$ 93,744.60	\$ 110,976.00
32	CPB - UnRestricted (GL 884.1)	\$ 56,609.97	\$ 33,028.00
33	CPB - Restricted (GL 884.2)	\$ 49,008.39	\$ 6,000.00
34	Engineering (GL 885)		\$ -
35	HD - 2 + HD 4 (GL 886)	\$ 48,550.50	\$ 56,789.00
36	Insurance (GL 887)	\$ 7,199.55	\$ 7,236.00
37	ISP (GL 889)	\$ -	\$ -
38	Debt Service - INT EXP, GL 891+ PRINC GL 422)	\$ 10,856.60	\$ 10,800.00
39	Legal Fees (GL 893)	\$ 12,383.44	\$ 13,788.00
40	Office Expense (GL 901)	\$ 2,044.57	\$ 2,272.50
41	Other Taxes & Fees (GL 905)	\$ -	
42	Penalties (GL 911)	\$ 15,895.08	\$ 26,311.67
43	Postage (GL 915)	\$ 21,867.48	\$ 24,000.00
44	Premiums (GL 916)	\$ 80,625.00	\$ 79,700.00
45	Professional Fees (GL 917)	\$ 5,598.85	\$ 7,575.00
46	Printing (GL 918)	\$ 40,696.32	\$ 39,952.00
47	Programming Acquisition (GL 920)	\$ 13,195.00	\$ 14,085.00
48	Radio Research Data (GL 922)	\$ -	\$ 500.00
49	Record Fair Sale Expense (GL 515.02)	\$ -	\$ -
50	Rent - Tower (GL 923)	\$ 36,563.26	\$ 36,066.80
51	Repairs & Maint. (GL 926)	\$ 53,328.05	\$ 126,500.00
52	Sp Events Expense (GL 510.2)	\$ 13,019.00	
53	Supplies/Equip for Broadcast (GL 936)	\$ 13,465.00	
54	Telephone-Studio/Xmtr (combined) (GL 941)	\$ 1,133.00	
55	Travel Exp (GL 945)	\$ 38,954.00	
56	Utilities-Studio/Xmtr (combined) (GL 949)	\$ 693,398.00	
57	Salaries (GL 931)	\$ 83,513.00	
58	Health Insurance (GL882.01)	\$ 2,531.00	
59	Dental Insurance (GL 883.02)	\$ (503.00)	
60	Dental Insurance Employee reimburse	\$ 12,223.32	\$ 12,180.00
61	403B (GL 883.04)	\$ -	
62	Child Support Admin Fee (GL 883.06)		
63	PR Taxes (GL 907)		
64	RT - 6 (re-employment ins) (GL 406)		
65	Staffing/Hiring (GL 938)		
66	Webhosting/Digital Services (GL 952)		
67	Total Non-Discret Exp.	\$ 1,555,291.23	\$ 1,807,922.09

Projected for  
9/30/20

FY 2020  
Operating



2020 STATION MEETING



# FINANCIALS • 2020

# Expenses

25	Non-Discretionary Cash Exp	\$	35,347.60	\$	38,956.00
26	Bank Charges (GL 860)	\$	-	\$	2,500.00
27	BOD Projects - Expense (GL 517.2)	\$	27,924.22	\$	34,859.00
28	Computer Expense (GL 866)	\$	1,687.87	\$	6,800.00
29	Development Projects Expense (GL 502.4)	\$	14,572.45	\$	19,388.00
30	Dues (GL 880)	\$	2,253.04	\$	500.00
31	Emergency Prep (GL 882)	\$	93,744.60	\$	110,976.00
32	CPB - UnRestricted (GL 884.1)	\$	56,609.97	\$	33,028.00
33	CPB - Restricted (GL 884.2)	\$	49,008.39	\$	6,000.00
34	Engineering (GL 885)			\$	-
35	HD - 2 + HD 4 (GL 886)	\$	48,550.50	\$	56,789.00
36	Insurance (GL 887)	\$	7,199.55	\$	7,236.00
37	ISP (GL 889)	\$	-	\$	-
38	Debt Service - INT EXP, GL 891+ PRINC GL 422)	\$	10,856.60	\$	10,800.00
39	Legal Fees (GL 893)	\$	12,383.44	\$	13,788.00
40	Office Expense (GL 901)	\$	2,044.57	\$	2,272.50
41	Other Taxes & Fees (GL 905)	\$	-		
42	Penalties (GL 911)	\$	15,895.08	\$	26,311.67
43	Postage (GL 915)	\$	21,867.48	\$	24,000.00
44	Premiums (GL 916)	\$	80,625.00	\$	79,700.00
45	Professional Fees (GL 917)	\$	5,598.85	\$	7,575.00
46	Printing (GL 918)	\$	40,696.32	\$	39,952.00
47	Programming Acquisition (GL 920)	\$	13,195.00	\$	14,085.00
48	Radio Research Data (GL 922)	\$	-	\$	500.00
49	Record Fair Sale Expense (GL 515.02)	\$	-	\$	-
50	Rent - Tower (GL 923)	\$	36,563.26	\$	36,066.80
51	Repairs & Maint. (GL 926)	\$	53,328.05	\$	126,500.00
52	Sp Events Expense (GL 510.2)	\$	13,019.00		
53	Supplies/Equip for Broadcast (GL 936)	\$	13,465.00		
54	Telephone-Studio/Xmtr (combined) (GL 941)	\$	1,133.00		
55	Travel Exp (GL 945)	\$	38,954.00		
56	Utilities-Studio/Xmtr (combined) (GL 949)	\$	693,398.00		
57	Salaries (GL 931)	\$	83,513.00		
58	Health Insurance (GL882.01)	\$	2,531.00		
59	Dental Insurance (GL 883.02)	\$	(503.00)		
60	Dental Insurance Employee reimburse	\$	12,223.32	\$	12,180.00
61	403B (GL 883.04)	\$	-		
62	Child Support Admin Fee (GL 883.06)				
63	PR Taxes (GL 907)				
64	RT - 6 (re-employment ins) (GL 406)				
65	Staffing/Hiring (GL 938)				
66	Webhosting/Digital Services (GL 952)				
67	Total Non-Discret Exp.				

Projected for  
9/30/20

FY 2020  
Operating

\$ 1,555,291.23 | \$ 1,807,922.09



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2020 STATION MEETING



# FINANCIALS • 2020

# Expenses

25	Non-Discretionary Cash Exp	\$	35,347.60	\$	38,956.00
26	Bank Charges (GL 860)	\$	-	\$	2,500.00
27	BOD Projects - Expense (GL 517.2)	\$	27,924.22	\$	34,859.00
28	Computer Expense (GL 866)	\$	1,687.87	\$	6,800.00
29	Development Projects Expense (GL 502.4)	\$	14,572.45	\$	19,388.00
30	Dues (GL 880)	\$	2,253.04	\$	500.00
31	Emergency Prep (GL 882)	\$	93,744.60	\$	110,976.00
32	CPB - UnRestricted (GL 884.1)	\$	56,609.97	\$	33,028.00
33	CPB - Restricted (GL 884.2)	\$	49,008.39	\$	6,000.00
34	Engineering (GL 885)			\$	-
35	HD - 2 + HD 4 (GL 886)	\$	48,550.50	\$	56,789.00
36	Insurance (GL 887)	\$	7,199.55	\$	7,236.00
37	ISP (GL 889)	\$	-	\$	-
38	Debt Service - INT EXP, GL 891+ PRINC GL 422)	\$	10,856.60	\$	10,800.00
39	Legal Fees (GL 893)	\$	12,383.44	\$	13,788.00
40	Office Expense (GL 901)	\$	2,044.57	\$	2,272.50
41	Other Taxes & Fees (GL 905)	\$	-		
42	Penalties (GL 911)	\$	15,895.08	\$	26,311.67
43	Postage (GL 915)	\$	21,867.48	\$	24,000.00
44	Premiums (GL 916)	\$	80,625.00	\$	79,700.00
45	Professional Fees (GL 917)	\$	5,598.85	\$	7,575.00
46	Printing (GL 918)	\$	40,696.32	\$	39,952.00
47	Programming Acquisition (GL 920)	\$	13,195.00	\$	14,085.00
48	Radio Research Data (GL 922)	\$	-	\$	500.00
49	Record Fair Sale Expense (GL 515.02)	\$	-	\$	-
50	Rent - Tower (GL 923)	\$	36,563.26	\$	36,066.80
51	Repairs & Maint. (GL 926)	\$	53,328.05	\$	126,500.00
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54	Telephone-Studio/Xmtr (combined) (GL 941)	\$	1,133.00		
55	Travel Exp (GL 945)	\$	38,954.00		
56	Utilities-Studio/Xmtr (combined) (GL 949)	\$	693,398.00		
57	Salaries (GL 931)	\$	83,513.00		
58	Health Insurance (GL882.01)	\$	2,531.00		
59	Dental Insurance (GL 883.02)	\$	(503.00)		
60	Dental Insurance Employee reimburse	\$	12,223.32	\$	12,180.00
61	403B (GL 883.04)	\$	-		
62	Child Support Admin Fee (GL 883.06)				
63	PR Taxes (GL 907)				
64	RT - 6 (re-employment ins) (GL 406)				
65	Staffing/Hiring (GL 938)				
66	Webhosting/Digital Services (GL 952)				
67	Total Non-Discret Exp.				

Projected for  
9/30/20

FY 2020  
Operating

14% ↓

\$ 1,555,291.23 | \$ 1,807,922.09



2020 STATION MEETING



# FINANCIALS

•2020

•CAPEX

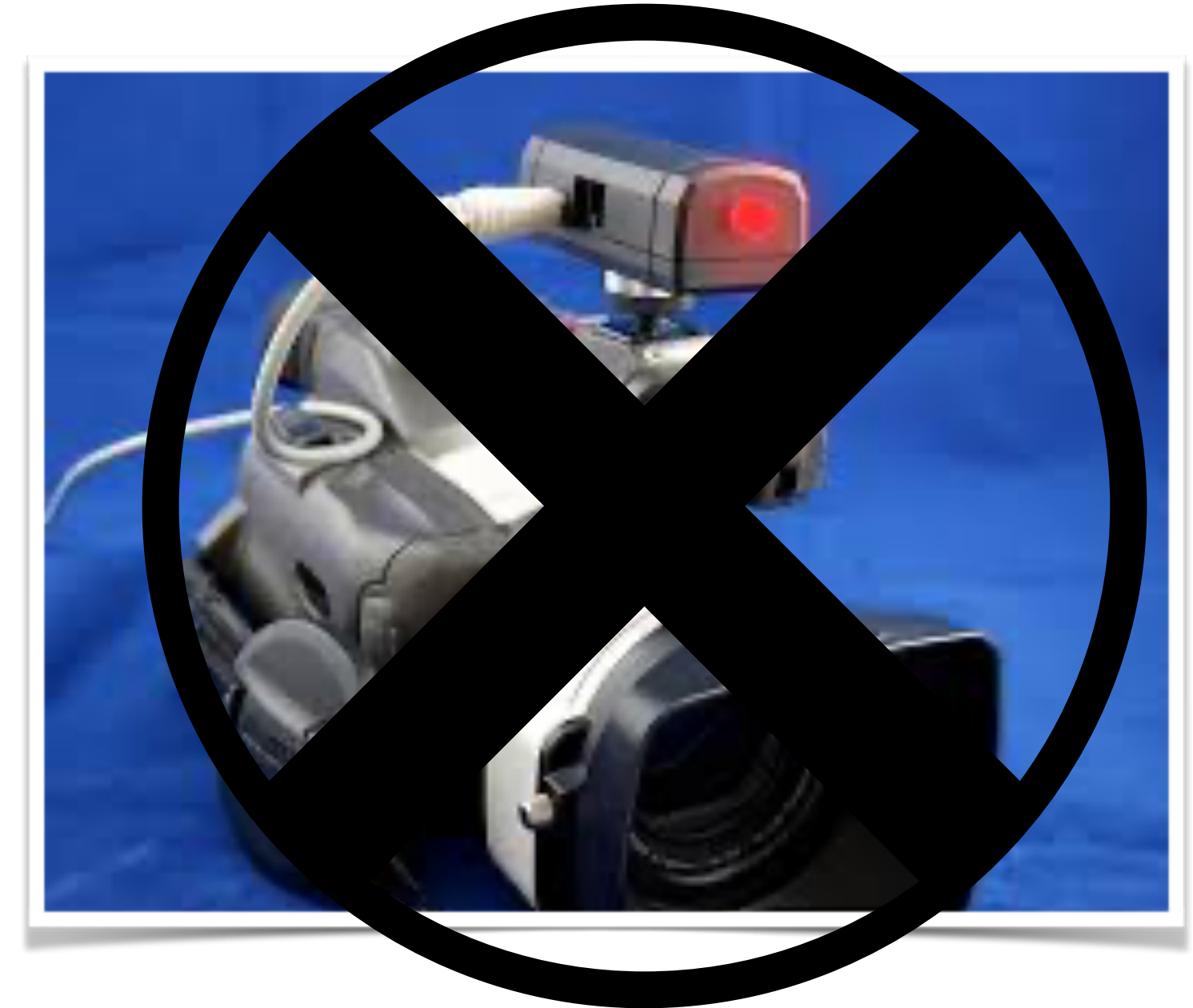


**2020 STATION MEETING**

# FINANCIALS

•2020

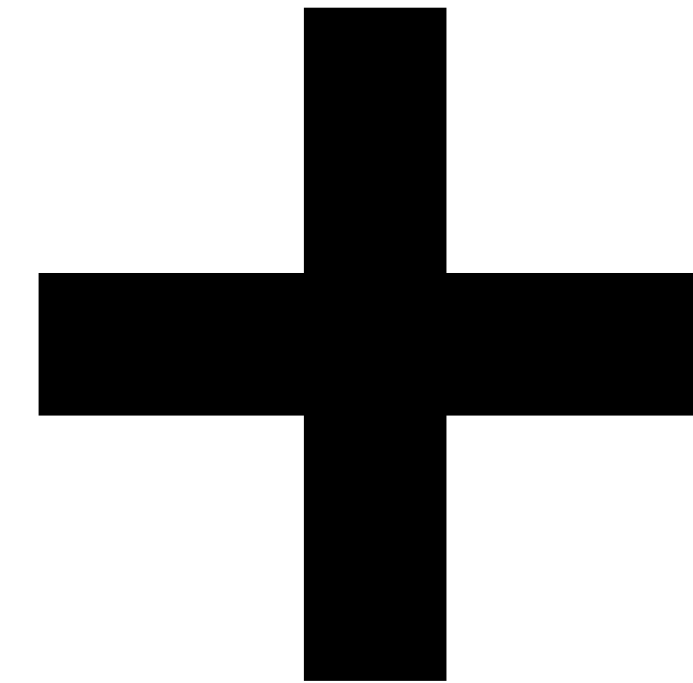
•CAPEX



**2020 STATION MEETING**



# FINANCIALS 2021



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**2020 STATION MEETING**

# FINANCIALS

•2021

FY 2021 Operating

2	Revenue	Proposed
3	Contributions (GL 500)	\$ 702,040.00
4	Circle (GL 501)	\$ 444,000.00
5	Special Events Gross Rev - (GL 510)	\$ 53,500.00
6	Development Prjcts Gross Rev (GL 502)	\$ 44,600.00
7	Grant - CPB - UnRestricted (GL 520)	\$ 104,016.00
8	Grant - CPB - Restricted (GL 520)	\$ 36,984.00
9	Grant - DOE (GL 520)	\$ 100,000.00
10	Sales - NET (GL 576)	\$ 296.00
11	Underwriting - Break out to type below	
12	UW - Concert Calendar (GL 583.1)	\$ -
13	UW - Program (GL 583.2)	
14	UW - Event Announce (GL 583.3)	\$ 110,000.00
15	UW - Digital	\$ 12,000.00
16	Sub-Carrier (GL 584)	\$ 4,800.00
17	Record Fair Gross Rev - (GL 515.02)	\$ 9,500.00
18	BOD Projects - Revenue (GL 517.1)	\$ 10,000.00
19	Stabilization Fund	
20	Interest Income (GL 565)	\$ 240.00
21	Studio Rental (NET) - (GL 585.01)	\$ -
22	Other Revenue - (GL 585)	\$ 900.35
23	Total revenue	\$ 1,632,876.35

Projected for  
9/30/20

as of 6/30/20
\$ 658,865.00
\$ 429,087.29
\$ 57,053.25
\$ 35,244.86
\$ 136,942.00
\$ 100,000.00
\$ 281.51
\$ 8,300.00
\$ 70,168.94
\$ -
\$ 4,800.00
\$ -
\$ -
\$ 75,000.00
\$ 291.40
\$ 341.20
\$ 883.20
\$ 1,577,258.65

## Revenue



**WMNF**  
TAMPA



**2020 STATION MEETING**



# FINANCIALS

•2021

FY 2021 Operating

Projected for  
9/30/20

2	Revenue	Proposed
3	Contributions (GL 500)	\$ 702,040.00
4	Circle (GL 501)	\$ 444,000.00
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8	Grant - CPB - Restricted (GL 520)	\$ 36,984.00
9	Grant - DOE (GL 520)	\$ 100,000.00
10	Sales - NET (GL 576)	\$ 296.00
11	Underwriting - Break out to type below	
12	UW - Concert Calendar (GL 583.1)	\$ -
13	UW - Program (GL 583.2)	
14	UW - Event Announce (GL 583.3)	\$ 110,000.00
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21	Studio Rental (NET) - (GL 585.01)	\$ -
22	Other Revenue - (GL 585)	\$ 900.35
23	Total revenue	\$ 1,632,876.35

as of 6/30/20
\$ 658,865.00
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\$ 1,577,258.65

## Revenue



**WMNF**  
TAMPA



## 2020 STATION MEETING



# FINANCIALS

•2021

FY 2021 Operating

2	Revenue	Proposed
3	Contributions (GL 500)	\$ 702,040.00
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11	Underwriting - Break out to type below	
12	UW - Concert Calendar (GL 583.1)	\$ -
13	UW - Program (GL 583.2)	
14	UW - Event Announce (GL 583.3)	\$ 110,000.00
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16	Sub-Carrier (GL 584)	\$ 4,800.00
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18	BOD Projects - Revenue (GL 517.1)	\$ 10,000.00
19	Stabilization Fund	
20	Interest Income (GL 565)	\$ 240.00
21	Studio Rental (NET) - (GL 585.01)	\$ -
22	Other Revenue - (GL 585)	\$ 900.35
23	Total revenue	\$ 1,632,876.35

Projected for  
9/30/20

as of 6/30/20
\$ 658,865.00
\$ 429,087.29
\$ 57,053.25
\$ 35,244.86
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\$ 100,000.00
\$ 281.51
\$ 8,300.00
\$ 70,168.94
\$ -
\$ 4,800.00
\$ -
\$ -
\$ 75,000.00
\$ 291.40
\$ 341.20
\$ 883.20
\$ 1,577,258.65

Revenue  
3.5%↑



**WMNF**  
TAMPA



**2020 STATION MEETING**



# FINANCIALS

•2021

FY 2021 Operating

2	Revenue	Proposed
3	Contributions (GL 500)	\$ 702,040.00
4	Circle (GL 501)	\$ 444,000.00
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8	Grant - CPB - Restricted (GL 520)	\$ 36,984.00
9	Grant - DOE (GL 520)	\$ 100,000.00
10	Sales - NET (GL 576)	\$ 296.00
11	Underwriting - Break out to type below	
12	UW - Concert Calendar (GL 583.1)	\$ -
13	UW - Program (GL 583.2)	
14	UW - Event Announce (GL 583.3)	\$ 110,000.00
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18	BOD Projects - Revenue (GL 517.1)	\$ 10,000.00
19	Stabilization Fund	
20	Interest Income (GL 565)	\$ 240.00
21	Studio Rental (NET) - (GL 585.01)	\$ -
22	Other Revenue - (GL 585)	\$ 900.35
23	Total revenue	\$ 1,632,876.35

Projected for  
9/30/20

as of 6/30/20
\$ 658,865.00
\$ 429,087.29
\$ 57,053.25
\$ 35,244.86
\$ 136,942.00
\$ 100,000.00
\$ 281.51
\$ 8,300.00
\$ 70,168.94
\$ -
\$ 4,800.00
\$ -
\$ -
\$ 75,000.00
\$ 291.40
\$ 341.20
\$ 883.20
\$ 1,577,258.65



**WMNF**  
TAMPA



**2020 STATION MEETING**



# FINANCIALS

•2021

FY 2021 Operating

2	Revenue	Proposed
3	Contributions (GL 500)	\$ 702,040.00
4	Circle (GL 501)	\$ 444,000.00
5	Special Events Gross Rev - (GL 510)	\$ 53,500.00
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8	Grant - CPB - Restricted (GL 520)	\$ 36,984.00
9	Grant - DOE (GL 520)	\$ 100,000.00
10	Sales - NET (GL 576)	\$ 296.00
11	Underwriting - Break out to type below	
12	UW - Concert Calendar (GL 583.1)	\$ -
13	UW - Program (GL 583.2)	
14	UW - Event Announce (GL 583.3)	\$ 110,000.00
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16	Sub-Carrier (GL 584)	\$ 4,800.00
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19	Stabilization Fund	
20	Interest Income (GL 565)	\$ 240.00
21	Studio Rental (NET) - (GL 585.01)	\$ -
22	Other Revenue - (GL 585)	\$ 900.35
23	Total revenue	\$ 1,632,876.35

Projected for  
9/30/20

	as of 6/30/20
\$	658,865.00
\$	429,087.29
\$	57,053.25
\$	35,244.86
\$	136,942.00
\$	100,000.00
\$	281.51
\$	8,300.00
\$	70,168.94
\$	-
\$	4,800.00
\$	-
\$	-
\$	75,000.00
\$	291.40
\$	341.20
\$	883.20
\$	1,577,258.65

6.5%↑



**WMNF**  
TAMPA



**2020 STATION MEETING**



# FINANCIALS

•2021

FY 2021 Operating

2	Revenue	Proposed
3	Contributions (GL 500)	\$ 702,040.00
4	Circle (GL 501)	\$ 444,000.00
5	Special Events Gross Rev - (GL 510)	\$ 53,500.00
6	Development Prjcts Gross Rev (GL 502)	\$ 44,600.00
7	Grant - CPB - UnRestricted (GL 520)	\$ 104,016.00
8	Grant - CPB - Restricted (GL 520)	\$ 36,984.00
9	Grant - DOE (GL 520)	\$ 100,000.00
10	Sales - NET (GL 576)	\$ 296.00
11	Underwriting - Break out to type below	
12	UW - Concert Calendar (GL 583.1)	\$ -
13	UW - Program (GL 583.2)	
14	UW - Event Announce (GL 583.3)	\$ 110,000.00
15	UW - Digital	\$ 12,000.00
16	Sub-Carrier (GL 584)	\$ 4,800.00
17	Record Fair Gross Rev - (GL 515.02)	\$ 9,500.00
18	BOD Projects - Revenue (GL 517.1)	\$ 10,000.00
19	Stabilization Fund	
20	Interest Income (GL 565)	\$ 240.00
21	Studio Rental (NET) - (GL 585.01)	\$ -
22	Other Revenue - (GL 585)	\$ 900.35
23	Total revenue	\$ 1,632,876.35

Projected for  
9/30/20

as of 6/30/20
\$ 658,865.00
\$ 429,087.29
\$ 57,053.25
\$ 35,244.86
\$ 136,942.00
\$ 100,000.00
\$ 281.51
\$ 8,300.00
\$ 70,168.94
\$ -
\$ 4,800.00
\$ -
\$ -
\$ 75,000.00
\$ 291.40
\$ 341.20
\$ 883.20
\$ 1,577,258.65



**WMNF**  
TAMPA



## 2020 STATION MEETING



# FINANCIALS

•2021

FY 2021 Operating

2	Revenue	Proposed
3	Contributions (GL 500)	\$ 702,040.00
4	Circle (GL 501)	\$ 444,000.00
5	Special Events Gross Rev - (GL 510)	\$ 53,500.00
6	Development Prjcts Gross Rev (GL 502)	\$ 44,600.00
7	Grant - CPB - UnRestricted (GL 520)	\$ 104,016.00
8	Grant - CPB - Restricted (GL 520)	\$ 36,984.00
9	Grant - DOE (GL 520)	\$ 100,000.00
10	Sales - NET (GL 576)	\$ 296.00
11	Underwriting - Break out to type below	
12	UW - Concert Calendar (GL 583.1)	\$ -
13	UW - Program (GL 583.2)	
14	UW - Event Announce (GL 583.3)	\$ 110,000.00
15	UW - Digital	\$ 12,000.00
16	Sub-Carrier (GL 584)	\$ 4,800.00
17	Record Fair Gross Rev - (GL 515.02)	\$ 9,500.00
18	BOD Projects - Revenue (GL 517.1)	\$ 10,000.00
19	Stabilization Fund	
20	Interest Income (GL 565)	\$ 240.00
21	Studio Rental (NET) - (GL 585.01)	\$ -
22	Other Revenue - (GL 585)	\$ 900.35
23	Total revenue	\$ 1,632,876.35

Projected for  
9/30/20

as of 6/30/20
\$ 658,865.00
\$ 429,087.29
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\$ 100,000.00
\$ 281.51
\$ 8,300.00
\$ 70,168.94
\$ -
\$ 4,800.00
\$ -
\$ -
\$ 75,000.00
\$ 291.40
\$ 341.20
\$ 883.20
\$ 1,577,258.65

3.5%↑



**WMNF**  
TAMPA



**2020 STATION MEETING**



# FINANCIALS

•2021

FY 2021 Operating

2	Revenue	Proposed
3	Contributions (GL 500)	\$ 702,040.00
4	Circle (GL 501)	\$ 444,000.00
5	Special Events Gross Rev - (GL 510)	\$ 53,500.00
6	Development Prjcts Gross Rev (GL 502)	\$ 44,600.00
7	Grant - CPB - UnRestricted (GL 520)	\$ 104,016.00
8	Grant - CPB - Restricted (GL 520)	\$ 36,984.00
9	Grant - DOE (GL 520)	\$ 100,000.00
10	Sales - NET (GL 576)	\$ 296.00
11	Underwriting - Break out to type below	
12	UW - Concert Calendar (GL 583.1)	\$ -
13	UW - Program (GL 583.2)	
14	UW - Event Announce (GL 583.3)	\$ 110,000.00
15	UW - Digital	\$ 12,000.00
16	Sub-Carrier (GL 584)	\$ 4,800.00
17	Record Fair Gross Rev - (GL 515.02)	\$ 9,500.00
18	BOD Projects - Revenue (GL 517.1)	\$ 10,000.00
19	Stabilization Fund	
20	Interest Income (GL 565)	\$ 240.00
21	Studio Rental (NET) - (GL 585.01)	\$ -
22	Other Revenue - (GL 585)	\$ 900.35
23	Total revenue	\$ 1,632,876.35

Projected for  
9/30/20

as of 6/30/20
\$ 658,865.00
\$ 429,087.29
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\$ 281.51
\$ 8,300.00
\$ 70,168.94
\$ -
\$ 4,800.00
\$ -
\$ -
\$ 75,000.00
\$ 291.40
\$ 341.20
\$ 883.20
\$ 1,577,258.65



**WMNF**  
TAMPA



**2020 STATION MEETING**



# FINANCIALS

•2021

FY 2021 Operating

2	Revenue	Proposed
3	Contributions (GL 500)	\$ 702,040.00
4	Circle (GL 501)	\$ 444,000.00
5	Special Events Gross Rev - (GL 510)	\$ 53,500.00
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8	Grant - CPB - Restricted (GL 520)	\$ 36,984.00
9	Grant - DOE (GL 520)	\$ 100,000.00
10	Sales - NET (GL 576)	\$ 296.00
11	Underwriting - Break out to type below	
12	UW - Concert Calendar (GL 583.1)	\$ -
13	UW - Program (GL 583.2)	
14	UW - Event Announce (GL 583.3)	\$ 110,000.00
15	UW - Digital	\$ 12,000.00
16	Sub-Carrier (GL 584)	\$ 4,800.00
17	Record Fair Gross Rev - (GL 515.02)	\$ 9,500.00
18	BOD Projects - Revenue (GL 517.1)	\$ 10,000.00
19	Stabilization Fund	
20	Interest Income (GL 565)	\$ 240.00
21	Studio Rental (NET) - (GL 585.01)	\$ -
22	Other Revenue - (GL 585)	\$ 900.35
23	Total revenue	\$ 1,632,876.35

Projected for  
9/30/20

as of 6/30/20
\$ 658,865.00
\$ 429,087.29
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\$ 8,300.00
\$ 70,168.94
\$ -
\$ 4,800.00
\$ -
\$ -
\$ 75,000.00
\$ 291.40
\$ 341.20
\$ 883.20
\$ 1,577,258.65



**WMNF**  
TAMPA



## 2020 STATION MEETING

# FINANCIALS

•2021

FY 2021 Operating

Projected for  
9/30/20

25	Non-Discretionary Cash Exp		
26	Bank Charges (GL 860)	\$ 36,788.00	\$ 35,347.60
27	BOD Projects - Expense (GL 517.2)	\$ 2,500.00	\$ -
28	Computer Expense (GL 866)	\$ 35,389.00	\$ 27,924.22
29	Development Projects Expense (GL 502.4)	\$ 7,250.00	\$ 1,687.87
30	Dues (GL 880)	\$ 19,868.00	\$ 14,572.45
31	Emergency Prep (GL 882)	\$ 1,500.00	\$ 2,253.04
32	CPB - UnRestricted (GL 884.1)	\$ 121,992.00	\$ 93,744.60
33	CPB - Restricted (GL 884.2)	\$ 33,162.30	\$ 56,609.97
34	Engineering (GL 885)	\$ 36,000.00	\$ 49,008.39
35	HD - 2 + HD 4 (GL 886)	\$ -	\$ -
36	Insurance (GL 887)	\$ 60,751.00	\$ 48,550.50
37	ISP (GL 889)	\$ 7,236.00	\$ 7,199.55
38	Debt Service - INT EXP, GL 891+ PRINC GL 422)	\$ -	\$ -
39	Legal Fees (GL 893)	\$ 12,800.00	\$ 10,856.60
40	Office Expense (GL 901)	\$ 13,788.00	\$ 12,383.44
41	Other Taxes & Fees (GL 905)	\$ 2,296.10	\$ 2,044.57
42	Penalties (GL 911)	\$ -	\$ -
43	Postage (GL 915)	\$ 20,000.00	\$ 15,895.08
44	Premiums (GL 916)	\$ 15,000.00	\$ 21,867.48
45	Professional Fees (GL 917)	\$ 85,000.00	\$ 80,625.00
46	Printing (GL 918)	\$ 6,000.00	\$ 5,598.85
47	Programming Acquisition (GL 920)	\$ 23,007.00	\$ 40,696.32
48	Radio Research Data (GL 922)	\$ 3,560.00	\$ 13,195.00
49	Record Fair Sale Expense (GL 515.02)	\$ 500.00	\$ -
50	Rent - Tower (GL 923)	\$ -	\$ -
51	Repairs & Maint. (GL 926)	\$ 32,741.80	\$ 36,563.26
52	Sp Events Expense (GL 510.2)	\$ 32,500.00	\$ 53,328.95
53	Supplies/Equip for Broadcast (GL 936)	\$ 21,050.00	\$ 13,019.96
54	Telephone-Studio/Xmtr (combined) (GL 941)	\$ 13,787.88	\$ 13,465.92
55	Travel Exp (GL 945)	\$ 2,100.00	\$ 1,133.93
56	Utilities-Studio/Xmtr (combined) (GL 949)	\$ 42,240.00	\$ 38,954.45
57	Salaries (GL 931)	\$ 702,088.00	\$ 693,398.40
58	Health Insurance (GL882.01)	\$ 105,240.00	\$ 83,513.36
59	Dental Insurance (GL 883.02)	\$ 2,548.80	\$ 2,531.69
60	Dental Insurance Employee reimburse		\$ (503.60)
61	403B (GL 883.04)	\$ 1,680.00	\$ 12,223.32
62	Child Support Admin Fee (GL 883.06)		\$ -
63	PR Taxes (GL 907)	\$ 53,709.73	\$ 53,727.92
64	RT - 6 (re-employment ins) (GL 406)	\$ 1,172.00	\$ 302.50
65	Staffing/Hiring (GL 938)	\$ 2,000.00	\$ 3,377.07
66	Webhosting/Digital Services (GL 952)	\$ 11,873.22	\$ 10,193.57
67	Total Non-Discret Exp.	\$ 1,569,118.83	\$ 1,555,291.23

# Expenses



WMNF  
TAMPA



2020 STATION MEETING



# FINANCIALS

•2021

## Expenses

25	Non-Discretionary Cash Exp	
26	Bank Charges (GL 860)	\$ 36,788.00
27	BOD Projects - Expense (GL 517.2)	\$ 2,500.00
28	Computer Expense (GL 866)	\$ 35,389.00
29	Development Projects Expense (GL 502.4)	\$ 7,250.00
30	Dues (GL 880)	\$ 19,868.00
31	Emergency Prep (GL 882)	\$ 1,500.00
32	CPB - UnRestricted (GL 884.1)	\$ 121,992.00
33	CPB - Restricted (GL 884.2)	\$ 33,162.30
34	Engineering (GL 885)	\$ 36,000.00
35	HD - 2 + HD 4 (GL 886)	\$ -
36	Insurance (GL 887)	\$ 60,751.00
37	ISP (GL 889)	\$ 7,236.00
38	Debt Service - INT EXP, GL 891+ PRINC GL 422)	\$ -
39	Legal Fees (GL 893)	\$ 12,800.00
40	Office Expense (GL 901)	\$ 13,788.00
41	Other Taxes & Fees (GL 905)	\$ 2,296.10
42	Penalties (GL 911)	\$ -
43	Postage (GL 915)	\$ 20,000.00
44	Premiums (GL 916)	\$ 15,000.00
45	Professional Fees (GL 917)	\$ 85,000.00
46	Printing (GL 918)	\$ 6,000.00
47	Programming Acquisition (GL 920)	\$ 23,007.00
48	Radio Research Data (GL 922)	\$ 3,560.00
49	Record Fair Sale Expense (GL 515.02)	\$ 500.00
50	Rent - Tower (GL 923)	\$ -
51	Repairs & Maint. (GL 926)	\$ 32,741.80
52	Sp Events Expense (GL 510.2)	\$ 32,500.00
53	Supplies/Equip for Broadcast (GL 936)	\$ 21,050.00
54	Telephone-Studio/Xmtr (combined) (GL 941)	\$ 13,787.88
55	Travel Exp (GL 945)	\$ 2,100.00
56	Utilities-Studio/Xmtr (combined) (GL 949)	\$ 42,240.00
57	Salaries (GL 931)	\$ 702,088.00
58	Health Insurance (GL882.01)	\$ 105,240.00
59	Dental Insurance (GL 883.02)	\$ 2,548.80
60	Dental Insurance Employee reimburse	
61	403B (GL 883.04)	\$ 1,680.00
62	Child Support Admin Fee (GL 883.06)	
63	PR Taxes (GL 907)	\$ 53,709.73
64	RT - 6 (re-employment ins) (GL 406)	\$ 1,172.00
65	Staffing/Hiring (GL 938)	\$ 2,000.00
66	Webhosting/Digital Services (GL 952)	\$ 11,873.22
67	Total Non-Discret Exp.	\$ 1,569,118.83

\$ 35,347.60
\$ -
\$ 27,924.22
\$ 1,687.87
\$ 14,572.45
\$ 2,253.04
\$ 93,744.60
\$ 56,609.97
\$ 49,008.39
\$ -
\$ 48,550.50
\$ 7,199.55
\$ -
\$ 10,856.60
\$ 12,383.44
\$ 2,044.57
\$ -
\$ 15,895.08
\$ 21,867.48
\$ 80,625.00
\$ 5,598.85
\$ 40,696.32
\$ 13,195.00
\$ -
\$ -
\$ 36,563.26
\$ 53,328.95
\$ 13,019.96
\$ 13,465.92
\$ 1,133.93

\$ 1,569,118.83	\$ 1,555,291.23
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\$ 12,223.32
FY 2021 Operating
\$ 1,555,291.23

Projected for 9/30/20
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2020 STATION MEETING



# FINANCIALS

•2021

25	Non-Discretionary Cash Exp	
26	Bank Charges (GL 860)	\$ 36,788.00
27	BOD Projects - Expense (GL 517.2)	\$ 2,500.00
28	Computer Expense (GL 866)	\$ 35,389.00
29	Development Projects Expense (GL 502.4)	\$ 7,250.00
30	Dues (GL 880)	\$ 19,868.00
31	Emergency Prep (GL 882)	\$ 1,500.00
32	CPB - UnRestricted (GL 884.1)	\$ 121,992.00
33	CPB - Restricted (GL 884.2)	\$ 33,162.30
34	Engineering (GL 885)	\$ 36,000.00
35	HD - 2 + HD 4 (GL 886)	\$ -
36	Insurance (GL 887)	\$ 60,751.00
37	ISP (GL 889)	\$ 7,236.00
38	Debt Service - INT EXP, GL 891+ PRINC GL 422)	\$ -
39	Legal Fees (GL 893)	\$ 12,800.00
40	Office Expense (GL 901)	\$ 13,788.00
41	Other Taxes & Fees (GL 905)	\$ 2,296.10
42	Penalties (GL 911)	\$ -
43	Postage (GL 915)	\$ 20,000.00
44	Premiums (GL 916)	\$ 15,000.00
45	Professional Fees (GL 917)	\$ 85,000.00
46	Printing (GL 918)	\$ 6,000.00
47	Programming Acquisition (GL 920)	\$ 23,007.00
48	Radio Research Data (GL 922)	\$ 3,560.00
49	Record Fair Sale Expense (GL 515.02)	\$ 500.00
50	Rent - Tower (GL 923)	\$ -
51	Repairs & Maint. (GL 926)	\$ 32,741.80
52	Sp Events Expense (GL 510.2)	\$ 32,500.00
53	Supplies/Equip for Broadcast (GL 936)	\$ 21,050.00
54	Telephone-Studio/Xmtr (combined) (GL 941)	\$ 13,787.88
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56	Utilities-Studio/Xmtr (combined) (GL 949)	\$ 42,240.00
57	Salaries (GL 931)	\$ 702,088.00
58	Health Insurance (GL882.01)	\$ 105,240.00
59	Dental Insurance (GL 883.02)	\$ 2,548.80
60	Dental Insurance Employee reimburse	
61	403B (GL 883.04)	\$ 1,680.00
62	Child Support Admin Fee (GL 883.06)	
63	PR Taxes (GL 907)	\$ 53,709.73
64	RT - 6 (re-employment ins) (GL 406)	\$ 1,172.00
65	Staffing/Hiring (GL 938)	\$ 2,000.00
66	Webhosting/Digital Services (GL 952)	\$ 11,873.22
67	Total Non-Discret Exp.	\$ 1,569,118.83

\$ 35,347.60
\$ -
\$ 27,924.22
\$ 1,687.87
\$ 14,572.45
\$ 2,253.04
\$ 93,744.60
\$ 56,609.97
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\$ -
\$ 48,550.50
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\$ 21,867.48
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\$ 40,696.32
\$ 13,195.00
\$ -
\$ -
\$ 36,563.26
\$ 53,328.95
\$ 13,019.96
\$ 13,465.92
\$ 1,133.93

Expenses  
.9% ↑

\$ 1,569,118.83	\$ 1,555,291.23
12,223.32	
FY 2021 Operating	Projected for 9/30/20
\$ 1,555,291.23	



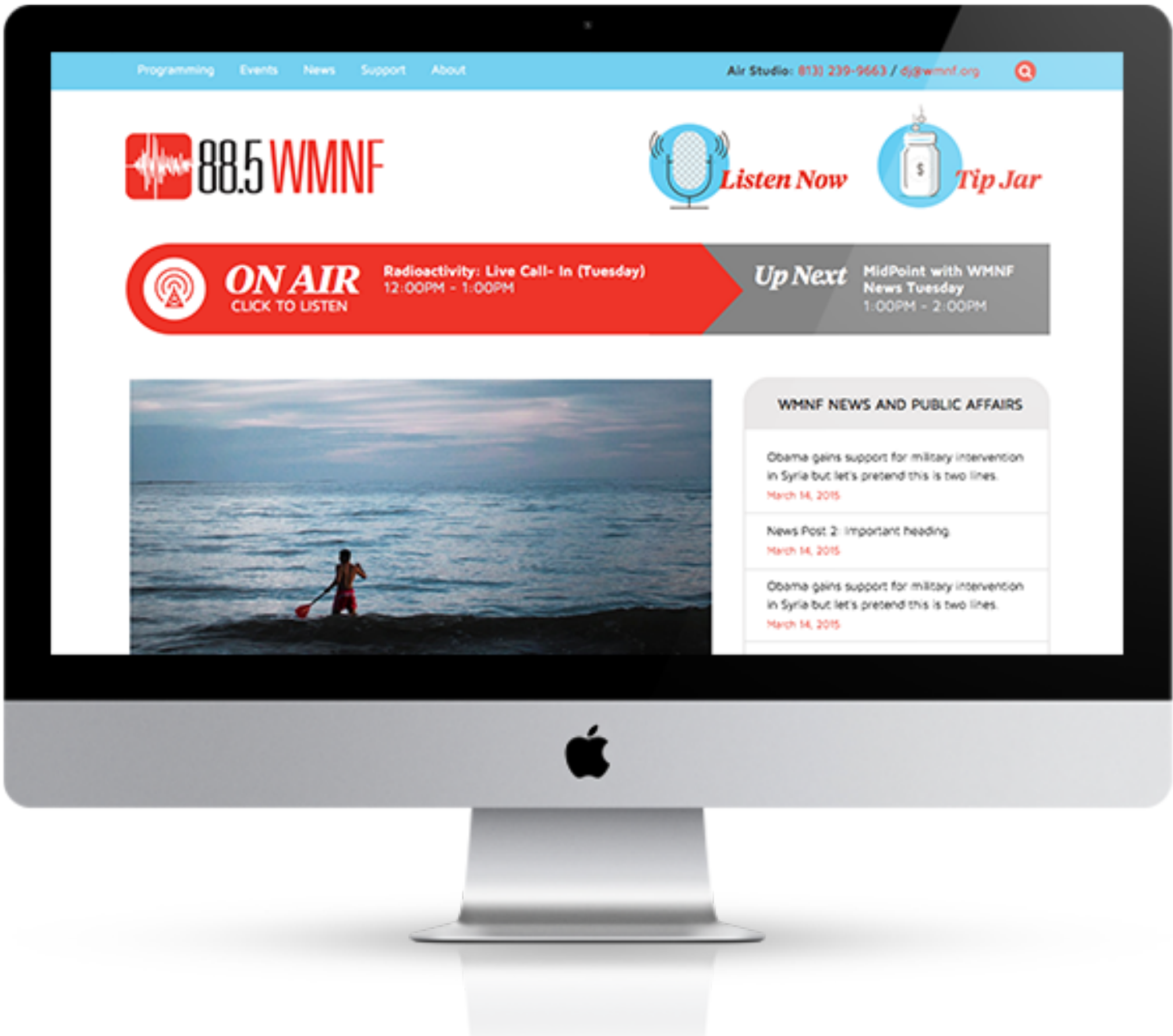
2020 STATION MEETING



# FINANCIALS

•2021

•CAPEX



2020 STATION MEETING



# FINANCIALS

•2021

•CAPEX



**2020 STATION MEETING**

**FINANCIALS**

•2021

•CAPEX

# ANTICIPATED ADDITIONAL REVENUES



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**2020 STATION MEETING**

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# FINANCIALS

•2021

•CAPEX +



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## 2020 STATION MEETING



# FINANCIALS

•2021

•CAPEX +



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## 2020 STATION MEETING



# HUMAN RESOURCES



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**2020 STATION MEETING**

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# HUMAN RESOURCES



**Technical Operations Chief**



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**2020 STATION MEETING**



# HUMAN RESOURCES

Senior News Reporter



**2020 STATION MEETING**

# HUMAN RESOURCES

## Temporary Social Media Coordinator



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**2020 STATION MEETING**

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# HUMAN RESOURCES

Operations Assitant

Back Up Engineer



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**2020 STATION MEETING**

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# PROGRAMMING



**2020 STATION MEETING**

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# PROGRAMMING

# RATINGS

WMNF-FM														Prior 13 Month	Current Month
Persons 6+   Monday - Sunday 6A-12M															
Estimates	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
AQH Share	0.5	0.4	0.6	0.8	0.7	0.8	0.7	0.8	0.9	1.1	0.9	1.1	1.1	0.8	0.9
AQH Persons	900	800	1,200	1,600	1,200	1,400	1,300	1,400	1,500	1,300	1,200	1,500	1,600	1,300	1,400
Avg Daily Cume Persons	16,100	15,500	18,100	22,400	20,800	22,600	20,100	20,500	21,100	20,500	19,400	20,700	23,500	20,100	19,400
Avg Daily TSL	1:02	0:57	1:10	1:17	1:02	1:06	1:07	1:14	1:19	1:11	1:07	1:18	1:15	1:10	1:18
Avg Weekly Cume Persons	60,100	51,100	59,900	60,300	67,100	69,800	63,700	67,200	58,200	60,600	58,100	59,200	74,600	62,300	60,700
Avg Weekly Cume Rating	2.0	1.7	2.0	2.0	2.2	2.3	2.1	2.2	1.9	2.0	1.9	2.0	2.5	2.1	2.0
Avg Weekly TSL	2:00	2:00	2:30	3:15	2:00	2:30	2:30	2:45	3:15	3:00	2:30	3:15	3:00	2:45	3:00



## 2020 STATION MEETING

# PROGRAMMING

# RATINGS

WMNF-FM														Prior 13 Month	Current Month
Persons 6+   Monday - Sunday 6A-12M															
Estimates	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
AQH Share	0.5	0.4	0.6	0.8	0.7	0.8	0.7	0.8	0.9	1.1	0.9	1.1	1.1	0.8	0.9
AQH Persons	900	800	1,200	1,600	1,200	1,400	1,300	1,400	1,500	1,300	1,200	1,500	1,600	1,300	1,400
Avg Daily Cume Persons	16,100	15,500	18,100	22,400	20,800	22,600	20,100	20,500	21,100	20,500	19,400	20,700	23,500	20,100	19,400
Avg Daily TSL	1:02	0:57	1:10	1:17	1:02	1:06	1:07	1:14	1:19	1:11	1:07	1:18	1:15	1:10	1:18
Avg Weekly Cume Persons	60,100	51,100	59,900	60,300	67,100	69,800	63,700	67,200	58,200	60,600	58,100	59,200	74,600	62,300	60,700
Avg Weekly Cume Rating	2.0	1.7	2.0	2.0	2.2	2.3	2.1	2.2	1.9	2.0	1.9	2.0	2.5	2.1	2.0
Avg Weekly TSL	2:00	2:00	2:30	3:15	2:00	2:30	2:30	2:45	3:15	3:00	2:30	3:15	3:00	2:45	3:00



2020 STATION MEETING



# PROGRAMMING

# RATINGS

WMNF-FM														Prior 13 Month	Current Month
Persons 6+   Monday - Sunday 6A-12M															
Estimates	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
AQH Share	0.5	0.4	0.6	0.8	0.7	0.8	0.7	0.8	0.9	1.1	0.9	1.1	1.1	0.8	0.9
AQH Persons	900	800	1,200	1,600	1,200	1,400	1,300	1,400	1,500	1,300	1,200	1,500	1,600	1,300	1,400
Avg Daily Cume Persons	16,100	15,500	18,100	22,400	20,800	22,600	20,100	20,500	21,100	20,500	19,400	20,700	23,500	20,100	19,400
Avg Daily TSL	1:02	0:57	1:10	1:17	1:02	1:06	1:07	1:14	1:19	1:11	1:07	1:18	1:15	1:10	1:18
Avg Weekly Cume Persons	60,100	51,100	59,900	60,300	67,100	69,800	63,700	67,200	58,200	60,600	58,100	59,200	74,600	62,300	60,700
Avg Weekly Cume Rating	2.0	1.7	2.0	2.0	2.2	2.3	2.1	2.2	1.9	2.0	1.9	2.0	2.5	2.1	2.0
Avg Weekly TSL	2:00	2:00	2:30	3:15	2:00	2:30	2:30	2:45	3:15	3:00	2:30	3:15	3:00	2:45	3:00



2020 STATION MEETING

# PROGRAMMING

# RATINGS

WMNF-FM														Prior 13 Month	Current Month
Persons 6+   Monday - Sunday 6A-12M															
Estimates	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
AQH Share	0.5	0.4	0.6	0.8	0.7	0.8	0.7	0.8	0.9	1.1	0.9	1.1	1.1	0.8	0.9
AQH Persons	900	800	1,200	1,600	1,200	1,400	1,300	1,400	1,500	1,300	1,200	1,500	1,600	1,300	1,400
Avg Daily Cume Persons	16,100	15,500	18,100	22,400	20,800	22,600	20,100	20,500	21,100	20,500	19,400	20,700	23,500	20,100	19,400
Avg Daily TSL	1:02	0:57	1:10	1:17	1:02	1:06	1:07	1:14	1:19	1:11	1:07	1:18	1:15	1:10	1:18
Avg Weekly Cume Persons	60,100	51,100	59,900	60,300	67,100	69,800	63,700	67,200	58,200	60,600	58,100	59,200	74,600	62,300	60,700
Avg Weekly Cume Rating	2.0	1.7	2.0	2.0	2.2	2.3	2.1	2.2	1.9	2.0	1.9	2.0	2.5	2.1	2.0
Avg Weekly TSL	2:00	2:00	2:30	3:15	2:00	2:30	2:30	2:45	3:15	3:00	2:30	3:15	3:00	2:45	3:00



## 2020 STATION MEETING



# PROGRAMMING

# RATINGS

WMNF-FM														Prior 13 Month	Current Month
Persons 6+   Monday - Sunday 6A-12M															
Estimates	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
AQH Share	0.5	0.4	0.6	0.8	0.7	0.8	0.7	0.8	0.9	1.1	0.9	1.1	1.1	0.8	0.9
AQH Persons	900	800	1,200	1,600	1,200	1,400	1,300	1,400	1,500	1,300	1,200	1,500	1,600	1,300	1,400
Avg Daily Cume Persons	16,100	15,500	18,100	22,400	20,800	22,600	20,100	20,500	21,100	20,500	19,400	20,700	23,500	20,100	19,400
Avg Daily TSL	1:02	0:57	1:10	1:17	1:02	1:06	1:07	1:14	1:19	1:11	1:07	1:18	1:15	1:10	1:18
Avg Weekly Cume Persons	60,100	51,100	59,900	60,300	67,100	69,800	63,700	67,200	58,200	60,600	58,100	59,200	74,600	62,300	60,700
Avg Weekly Cume Rating	2.0	1.7	2.0	2.0	2.2	2.3	2.1	2.2	1.9	2.0	1.9	2.0	2.5	2.1	2.0
Avg Weekly TSL	2:00	2:00	2:30	3:15	2:00	2:30	2:30	2:45	3:15	3:00	2:30	3:15	3:00	2:45	3:00



## 2020 STATION MEETING

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# RATINGS

WMNF-FM														Prior 13 Month	Current Month
Persons 6+   Monday - Sunday 6A-12M															
Estimates	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
AQH Share	0.5	0.4	0.6	0.8	0.7	0.8	0.7	0.8	0.9	1.1	0.9	1.1	1.1	0.8	0.9
AQH Persons	900	800	1,200	1,600	1,200	1,400	1,300	1,400	1,500	1,300	1,200	1,500	1,600	1,300	1,400
Avg Daily Cume Persons	16,100	15,500	18,100	22,400	20,800	22,600	20,100	20,500	21,100	20,500	19,400	20,700	23,500	20,100	19,400
Avg Daily TSL	1:02	0:57	1:10	1:17	1:02	1:06	1:07	1:14	1:19	1:11	1:07	1:18	1:15	1:10	1:18
Avg Weekly Cume Persons	60,100	51,100	59,900	60,300	67,100	69,800	63,700	67,200	58,200	60,600	58,100	59,200	74,600	62,300	60,700
Avg Weekly Cume Rating	2.0	1.7	2.0	2.0	2.2	2.3	2.1	2.2	1.9	2.0	1.9	2.0	2.5	2.1	2.0
Avg Weekly TSL	2:00	2:00	2:30	3:15	2:00	2:30	2:30	2:45	3:15	3:00	2:30	3:15	3:00	2:45	3:00



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# RATINGS

WMNF-FM														Prior 13 Month	Current Month
Persons 6+   Monday - Sunday 6A-12M															
Estimates	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
AQH Share	0.5	0.4	0.6	0.8	0.7	0.8	0.7	0.8	0.9	1.1	0.9	1.1	1.1	0.8	0.9
AQH Persons	900	800	1,200	1,600	1,200	1,400	1,300	1,400	1,500	1,300	1,200	1,500	1,600	1,300	1,400
Avg Daily Cume Persons	16,100	15,500	18,100	22,400	20,800	22,600	20,100	20,500	21,100	20,500	19,400	20,700	23,500	20,100	19,400
Avg Daily TSL	1:02	0:57	1:10	1:17	1:02	1:06	1:07	1:14	1:19	1:11	1:07	1:18	1:15	1:10	1:18
Avg Weekly Cume Persons	60,100	51,100	59,900	60,300	67,100	69,800	63,700	67,200	58,200	60,600	58,100	59,200	74,600	62,300	60,700
Avg Weekly Cume Rating	2.0	1.7	2.0	2.0	2.2	2.3	2.1	2.2	1.9	2.0	1.9	2.0	2.5	2.1	2.0
Avg Weekly TSL	2:00	2:00	2:30	3:15	2:00	2:30	2:30	2:45	3:15	3:00	2:30	3:15	3:00	2:45	3:00



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Age Cell Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
18-24	1%	0%	2%	1%	3%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%
25-34	1%	1%	2%	3%	2%	0%	1%	3%	0%	0%	0%	1%	1%	1%	1%
35-44	1%	0%	0%	2%	5%	12%	13%	7%	20%	10%	7%	5%	9%	8%	6%
45-54	4%	5%	3%	4%	7%	5%	3%	4%	4%	4%	6%	8%	11%	6%	7%
55-64	46%	48%	36%	47%	40%	38%	37%	43%	26%	32%	33%	34%	29%	37%	23%
65-74	36%	37%	46%	34%	39%	37%	38%	34%	43%	47%	49%	45%	45%	41%	55%
75+	7%	7%	9%	5%	5%	7%	6%	6%	5%	5%	4%	6%	5%	6%	6%



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Age Cell Comp (AQH Persons)		AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
	18-24	1%	0%	2%	1%	3%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%
	25-34	1%	1%	2%	3%	2%	0%	1%	3%	0%	0%	0%	1%	1%	1%	1%
	35-44	1%	0%	0%	2%	5%	12%	13%	7%	20%	10%	7%	5%	9%	8%	6%
	45-54	4%	5%	3%	4%	7%	5%	3%	4%	4%	4%	6%	8%	11%	6%	7%
	55-64	46%	48%	36%	47%	40%	38%	37%	43%	26%	32%	33%	34%	29%	37%	23%
	65-74	36%	37%	46%	34%	39%	37%	38%	34%	43%	47%	49%	45%	45%	41%	55%
	75+	7%	7%	9%	5%	5%	7%	6%	6%	5%	5%	4%	6%	5%	6%	6%



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Age Cell Comp (AQH Persons)		AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
	18-24	1%	0%	2%	1%	3%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%
	25-34	1%	1%	2%	3%	2%	0%	1%	3%	0%	0%	0%	1%	1%	1%	1%
	35-44	1%	0%	0%	2%	5%	12%	13%	7%	20%	10%	7%	5%	9%	8%	6%
	45-54	4%	5%	3%	4%	7%	5%	3%	4%	4%	4%	6%	8%	11%	6%	7%
	55-64	46%	48%	36%	47%	40%	38%	37%	43%	26%	32%	33%	34%	29%	37%	23%
	65-74	36%	37%	46%	34%	39%	37%	38%	34%	43%	47%	49%	45%	45%	41%	55%
	75+	7%	7%	9%	5%	5%	7%	6%	6%	5%	5%	4%	6%	5%	6%	6%



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Age Cell Comp (AQH Persons)		AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
	18-24	1%	0%	2%	1%	3%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%
	25-34	1%	1%	2%	3%	2%	0%	1%	3%	0%	0%	0%	1%	1%	1%	1%
	35-44	1%	0%	0%	2%	5%	12%	13%	7%	20%	10%	7%	5%	9%	8%	6%
	45-54	4%	5%	3%	4%	7%	5%	3%	4%	4%	4%	6%	8%	11%	6%	7%
	55-64	46%	48%	36%	47%	40%	38%	37%	43%	26%	32%	33%	34%	29%	37%	23%
	65-74	36%	37%	46%	34%	39%	37%	38%	34%	43%	47%	49%	45%	45%	41%	55%
	75+	7%	7%	9%	5%	5%	7%	6%	6%	5%	5%	4%	6%	5%	6%	6%



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Age Cell Comp (AQH Persons)		AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
	18-24	1%	0%	2%	1%	3%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%
	25-34	1%	1%	2%	3%	2%	0%	1%	3%	0%	0%	0%	1%	1%	1%	1%
	35-44	1%	0%	0%	2%	5%	12%	13%	7%	20%	10%	7%	5%	9%	8%	6%
	45-54	4%	5%	3%	4%	7%	5%	3%	4%	4%	4%	6%	8%	11%	6%	7%
	55-64	46%	48%	36%	47%	40%	38%	37%	43%	26%	32%	33%	34%	29%	37%	23%
	65-74	36%	37%	46%	34%	39%	37%	38%	34%	43%	47%	49%	45%	45%	41%	55%
	75+	7%	7%	9%	5%	5%	7%	6%	6%	5%	5%	4%	6%	5%	6%	6%



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Age Cell Comp (AQH Persons)		AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
	18-24	1%	0%	2%	1%	3%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%
	25-34	1%	1%	2%	3%	2%	0%	1%	3%	0%	0%	0%	1%	1%	1%	1%
	35-44	1%	0%	0%	2%	5%	12%	13%	7%	20%	10%	7%	5%	9%	8%	6%
	45-54	4%	5%	3%	4%	7%	5%	3%	4%	4%	4%	6%	8%	11%	6%	7%
	55-64	46%	48%	36%	47%	40%	38%	37%	43%	26%	32%	33%	34%	29%	37%	23%
	65-74	36%	37%	46%	34%	39%	37%	38%	34%	43%	47%	49%	45%	45%	41%	55%
	75+	7%	7%	9%	5%	5%	7%	6%	6%	5%	5%	4%	6%	5%	6%	6%



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Age Cell Comp (AQH Persons)		AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
	18-24	1%	0%	2%	1%	3%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%
	25-34	1%	1%	2%	3%	2%	0%	1%	3%	0%	0%	0%	1%	1%	1%	1%
	35-44	1%	0%	0%	2%	5%	12%	13%	7%	20%	10%	7%	5%	9%	8%	6%
	45-54	4%	5%	3%	4%	7%	5%	3%	4%	4%	4%	6%	8%	11%	6%	7%
	55-64	46%	48%	36%	47%	40%	38%	37%	43%	26%	32%	33%	34%	29%	37%	23%
	65-74	36%	37%	46%	34%	39%	37%	38%	34%	43%	47%	49%	45%	45%	41%	55%
	75+	7%	7%	9%	5%	5%	7%	6%	6%	5%	5%	4%	6%	5%	6%	6%



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Age Cell Comp (AQH Persons)		AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
	18-24	1%	0%	2%	1%	3%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%
	25-34	1%	1%	2%	3%	2%	0%	1%	3%	0%	0%	0%	1%	1%	1%	1%
	35-44	1%	0%	0%	2%	5%	12%	13%	7%	20%	10%	7%	5%	9%	8%	6%
	45-54	4%	5%	3%	4%	7%	5%	3%	4%	4%	4%	6%	8%	11%	6%	7%
	55-64	46%	48%	36%	47%	40%	38%	37%	43%	26%	32%	33%	34%	29%	37%	23%
	65-74	36%	37%	46%	34%	39%	37%	38%	34%	43%	47%	49%	45%	45%	41%	55%
	75+	7%	7%	9%	5%	5%	7%	6%	6%	5%	5%	4%	6%	5%	6%	6%



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Age Cell Comp (AQH Persons)		AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
	18-24	1%	0%	2%	1%	3%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%
	25-34	1%	1%	2%	3%	2%	0%	1%	3%	0%	0%	0%	1%	1%	1%	1%
	35-44	1%	0%	0%	2%	5%	12%	13%	7%	20%	10%	7%	5%	9%	8%	6%
	45-54	4%	5%	3%	4%	7%	5%	3%	4%	4%	4%	6%	8%	11%	6%	7%
	55-64	46%	48%	36%	47%	40%	38%	37%	43%	26%	32%	33%	34%	29%	37%	23%
	65-74	36%	37%	46%	34%	39%	37%	38%	34%	43%	47%	49%	45%	45%	41%	55%
	75+	7%	7%	9%	5%	5%	7%	6%	6%	5%	5%	4%	6%	5%	6%	6%



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Age Cell Comp (AQH Persons)		AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
	18-24	1%	0%	2%	1%	3%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%
	25-34	1%	1%	2%	3%	2%	0%	1%	3%	0%	0%	0%	1%	1%	1%	1%
	35-44	1%	0%	0%	2%	5%	12%	13%	7%	20%	10%	7%	5%	9%	8%	6%
	45-54	4%	5%	3%	4%	7%	5%	3%	4%	4%	4%	6%	8%	11%	6%	7%
	55-64	46%	48%	36%	47%	40%	38%	37%	43%	26%	32%	33%	34%	29%	37%	23%
	65-74	36%	37%	46%	34%	39%	37%	38%	34%	43%	47%	49%	45%	45%	41%	55%
	75+	7%	7%	9%	5%	5%	7%	6%	6%	5%	5%	4%	6%	5%	6%	6%



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Age Cell Comp (AQH Persons)		AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
	18-24	1%	0%	2%	1%	3%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%
	25-34	1%	1%	2%	3%	2%	0%	1%	3%	0%	0%	0%	1%	1%	1%	1%
	35-44	1%	0%	0%	2%	5%	12%	13%	7%	20%	10%	7%	5%	9%	8%	6%
	45-54	4%	5%	3%	4%	7%	5%	3%	4%	4%	4%	6%	8%	11%	6%	7%
	55-64	46%	48%	36%	47%	40%	38%	37%	43%	26%	32%	33%	34%	29%	37%	23%
	65-74	36%	37%	46%	34%	39%	37%	38%	34%	43%	47%	49%	45%	45%	41%	55%
	75+	7%	7%	9%	5%	5%	7%	6%	6%	5%	5%	4%	6%	5%	6%	6%



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Age Cell Comp (AQH Persons)		AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
	18-24	1%	0%	2%	1%	3%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%
	25-34	1%	1%	2%	3%	2%	0%	1%	3%	0%	0%	0%	1%	1%	1%	1%
	35-44	1%	0%	0%	2%	5%	12%	13%	7%	20%	10%	7%	5%	9%	8%	6%
	45-54	4%	5%	3%	4%	7%	5%	3%	4%	4%	4%	6%	8%	11%	6%	7%
	55-64	46%	48%	36%	47%	40%	38%	37%	43%	26%	32%	33%	34%	29%	37%	23%
	65-74	36%	37%	46%	34%	39%	37%	38%	34%	43%	47%	49%	45%	45%	41%	55%
	75+	7%	7%	9%	5%	5%	7%	6%	6%	5%	5%	4%	6%	5%	6%	6%



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# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
M-F 6a-10a	0.5	0.4	0.4	0.6	0.5	0.6	0.6	0.7	0.6	0.9	0.8	1.0	1.3	0.6	0.9
M-F 10a-3p	0.4	0.5	0.7	0.9	0.8	0.8	0.7	0.7	0.7	0.9	0.9	1.1	1.1	0.8	0.8
M-F 3p-7p	0.3	0.3	0.4	0.5	0.5	0.7	0.6	0.7	0.9	0.9	0.5	0.9	0.9	0.6	0.8
M-F 7p-12m	0.4	0.4	0.2	0.8	0.6	0.6	0.6	1.0	2.1	2.3	1.9	1.5	1.5	1.0	1.4
Sa-Su 6a-12m	0.8	0.6	1.0	1.4	0.8	1.0	1.0	1.0	1.2	1.5	1.1	1.1	1.2	1.0	1.2



2020 STATION MEETING

# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
M-F 6a-10a	0.5	0.4	0.4	0.6	0.5	0.6	0.6	0.7	0.6	0.9	0.8	1.0	1.3	0.6	0.9
M-F 10a-3p	0.4	0.5	0.7	0.9	0.8	0.8	0.7	0.7	0.7	0.9	0.9	1.1	1.1	0.8	0.8
M-F 3p-7p	0.3	0.3	0.4	0.5	0.5	0.7	0.6	0.7	0.9	0.9	0.5	0.9	0.9	0.6	0.8
M-F 7p-12m	0.4	0.4	0.2	0.8	0.6	0.6	0.6	1.0	2.1	2.3	1.9	1.5	1.5	1.0	1.4
Sa-Su 6a-12m	0.8	0.6	1.0	1.4	0.8	1.0	1.0	1.0	1.2	1.5	1.1	1.1	1.2	1.0	1.2



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2020 STATION MEETING



# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
M-F 6a-10a	0.5	0.4	0.4	0.6	0.5	0.6	0.6	0.7	0.6	0.9	0.8	1.0	1.3	0.6	0.9
M-F 10a-3p	0.4	0.5	0.7	0.9	0.8	0.8	0.7	0.7	0.7	0.9	0.9	1.1	1.1	0.8	0.8
M-F 3p-7p	0.3	0.3	0.4	0.5	0.5	0.7	0.6	0.7	0.9	0.9	0.5	0.9	0.9	0.6	0.8
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Sa-Su 6a-12m	0.8	0.6	1.0	1.4	0.8	1.0	1.0	1.0	1.2	1.5	1.1	1.1	1.2	1.0	1.2



2020 STATION MEETING

# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
M-F 6a-10a	0.5	0.4	0.4	0.6	0.5	0.6	0.6	0.7	0.6	0.9	0.8	1.0	1.3	0.6	0.9
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Sa-Su 6a-12m	0.8	0.6	1.0	1.4	0.8	1.0	1.0	1.0	1.2	1.5	1.1	1.1	1.2	1.0	1.2



2020 STATION MEETING

# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
M-F 6a-10a	0.5	0.4	0.4	0.6	0.5	0.6	0.6	0.7	0.6	0.9	0.8	1.0	1.3	0.6	0.9
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Sa-Su 6a-12m	0.8	0.6	1.0	1.4	0.8	1.0	1.0	1.0	1.2	1.5	1.1	1.1	1.2	1.0	1.2



WMNF  
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2020 STATION MEETING



# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
M-F 6a-10a	0.5	0.4	0.4	0.6	0.5	0.6	0.6	0.7	0.6	0.9	0.8	1.0	1.3	0.6	0.9
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Sa-Su 6a-12m	0.8	0.6	1.0	1.4	0.8	1.0	1.0	1.0	1.2	1.5	1.1	1.1	1.2	1.0	1.2



2020 STATION MEETING

# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
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Sa-Su 6a-12m	0.8	0.6	1.0	1.4	0.8	1.0	1.0	1.0	1.2	1.5	1.1	1.1	1.2	1.0	1.2



2020 STATION MEETING

# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
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2020 STATION MEETING



# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
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2020 STATION MEETING

# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
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2020 STATION MEETING

# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
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Sa-Su 6a-12m	0.8	0.6	1.0	1.4	0.8	1.0	1.0	1.0	1.2	1.5	1.1	1.1	1.2	1.0	1.2



2020 STATION MEETING



# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
M-F 6a-10a	0.5	0.4	0.4	0.6	0.5	0.6	0.6	0.7	0.6	0.9	0.8	1.0	1.3	0.6	0.9
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Sa-Su 6a-12m	0.8	0.6	1.0	1.4	0.8	1.0	1.0	1.0	1.2	1.5	1.1	1.1	1.2	1.0	1.2



2020 STATION MEETING

# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
M-F 6a-10a	0.5	0.4	0.4	0.6	0.5	0.6	0.6	0.7	0.6	0.9	0.8	1.0	1.3	0.6	0.9
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Sa-Su 6a-12m	0.8	0.6	1.0	1.4	0.8	1.0	1.0	1.0	1.2	1.5	1.1	1.1	1.2	1.0	1.2



2020 STATION MEETING

# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
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M-F 10a-3p	0.4	0.5	0.7	0.9	0.8	0.8	0.7	0.7	0.7	0.9	0.9	1.1	1.1	0.8	0.8
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Sa-Su 6a-12m	0.8	0.6	1.0	1.4	0.8	1.0	1.0	1.0	1.2	1.5	1.1	1.1	1.2	1.0	1.2



2020 STATION MEETING



# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
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Sa-Su 6a-12m	0.8	0.6	1.0	1.4	0.8	1.0	1.0	1.0	1.2	1.5	1.1	1.1	1.2	1.0	1.2



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2020 STATION MEETING

# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
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Sa-Su 6a-12m	0.8	0.6	1.0	1.4	0.8	1.0	1.0	1.0	1.2	1.5	1.1	1.1	1.2	1.0	1.2



2020 STATION MEETING

# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
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Sa-Su 6a-12m	0.8	0.6	1.0	1.4	0.8	1.0	1.0	1.0	1.2	1.5	1.1	1.1	1.2	1.0	1.2



2020 STATION MEETING



# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
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Sa-Su 6a-12m	0.8	0.6	1.0	1.4	0.8	1.0	1.0	1.0	1.2	1.5	1.1	1.1	1.2	1.0	1.2



2020 STATION MEETING

# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
M-F 6a-10a	0.5	0.4	0.4	0.6	0.5	0.6	0.6	0.7	0.6	0.9	0.8	1.0	1.3	0.6	0.9
M-F 10a-3p	0.4	0.5	0.7	0.9	0.8	0.8	0.7	0.7	0.7	0.9	0.9	1.1	1.1	0.8	0.8
M-F 3p-7p	0.3	0.3	0.4	0.5	0.5	0.7	0.6	0.7	0.9	0.9	0.5	0.9	0.9	0.6	0.8
M-F 7p-12m	0.4	0.4	0.2	0.8	0.6	0.6	0.6	1.0	2.1	2.3	1.9	1.5	1.5	1.0	1.4
Sa-Su 6a-12m	0.8	0.6	1.0	1.4	0.8	1.0	1.0	1.0	1.2	1.5	1.1	1.1	1.2	1.0	1.2



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2020 STATION MEETING

# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
M-F 6a-10a	0.5	0.4	0.4	0.6	0.5	0.6	0.6	0.7	0.6	0.9	0.8	1.0	1.3	0.6	0.9
M-F 10a-3p	0.4	0.5	0.7	0.9	0.8	0.8	0.7	0.7	0.7	0.9	0.9	1.1	1.1	0.8	0.8
M-F 3p-7p	0.3	0.3	0.4	0.5	0.5	0.7	0.6	0.7	0.9	0.9	0.5	0.9	0.9	0.6	0.8
M-F 7p-12m	0.4	0.4	0.2	0.8	0.6	0.6	0.6	1.0	2.1	2.3	1.9	1.5	1.5	1.0	1.4
Sa-Su 6a-12m	0.8	0.6	1.0	1.4	0.8	1.0	1.0	1.0	1.2	1.5	1.1	1.1	1.2	1.0	1.2



2020 STATION MEETING



# PROGRAMMING

# RATINGS

Daypart Trend (AQH Share)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
M-F 6a-10a	0.5	0.4	0.4	0.6	0.5	0.6	0.6	0.7	0.6	0.9	0.8	1.0	1.3	0.6	0.9
M-F 10a-3p	0.4	0.5	0.7	0.9	0.8	0.8	0.7	0.7	0.7	0.9	0.9	1.1	1.1	0.8	0.8
M-F 3p-7p	0.3	0.3	0.4	0.5	0.5	0.7	0.6	0.7	0.9	0.9	0.5	0.9	0.9	0.6	0.8
M-F 7p-12m	0.4	0.4	0.2	0.8	0.6	0.6	0.6	1.0	2.1	2.3	1.9	1.5	1.5	1.0	1.4
Sa-Su 6a-12m	0.8	0.6	1.0	1.4	0.8	1.0	1.0	1.0	1.2	1.5	1.1	1.1	1.2	1.0	1.2

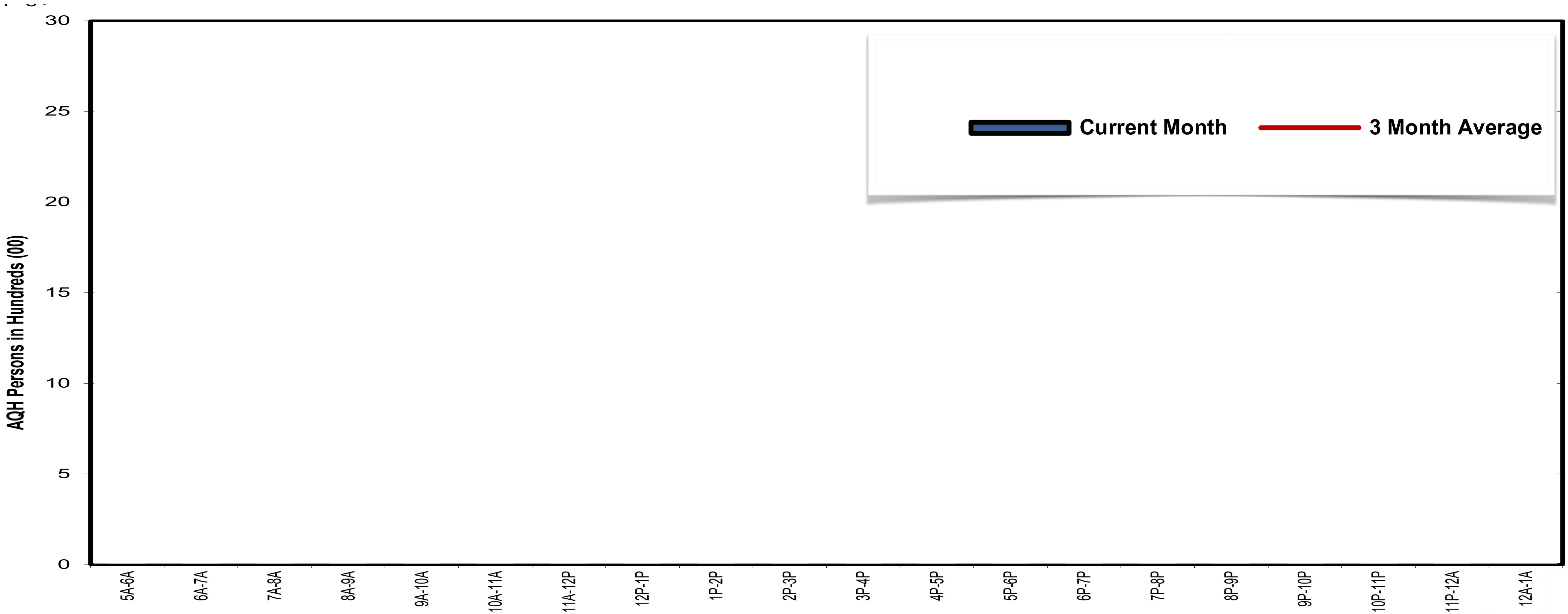


2020 STATION MEETING

# PROGRAMMING

# RATINGS

Mo-Fr 5A-1A AQH by HOUR  
WMNF-FM



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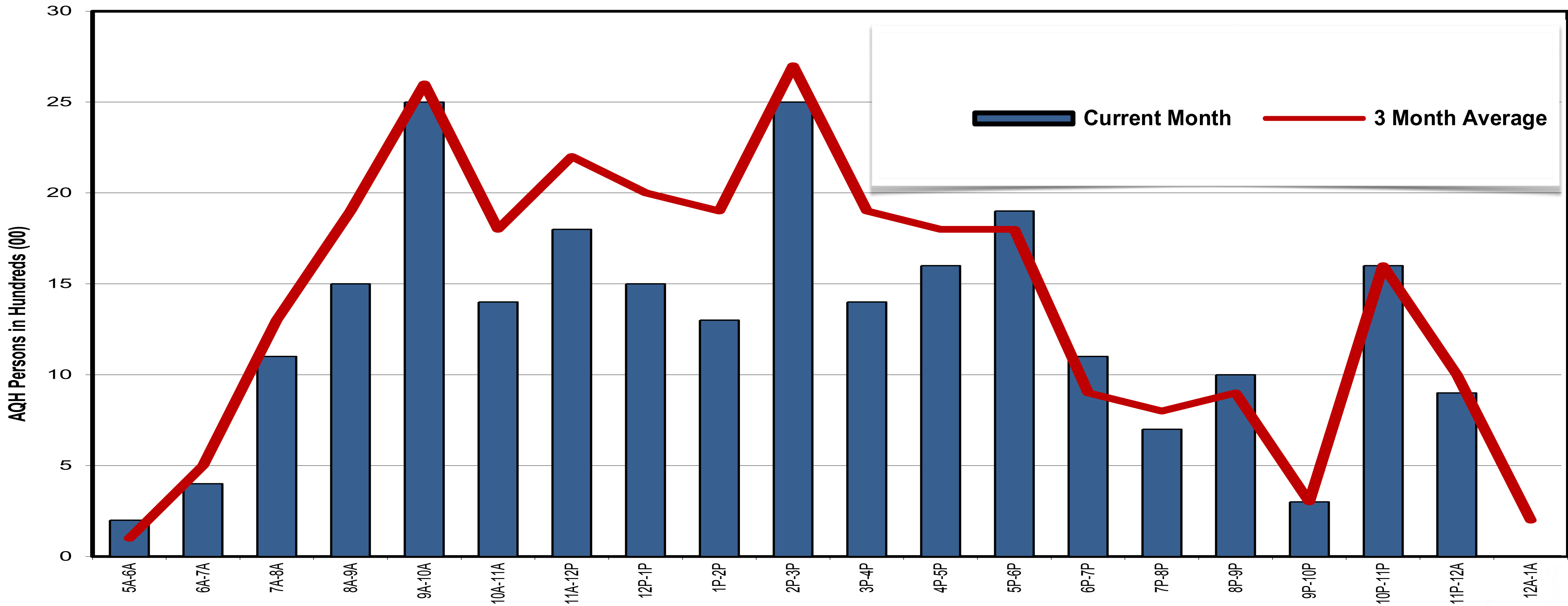


## 2020 STATION MEETING

# PROGRAMMING

# RATINGS

Mo-Fr 5A-1A AQH by HOUR  
WMNF-FM



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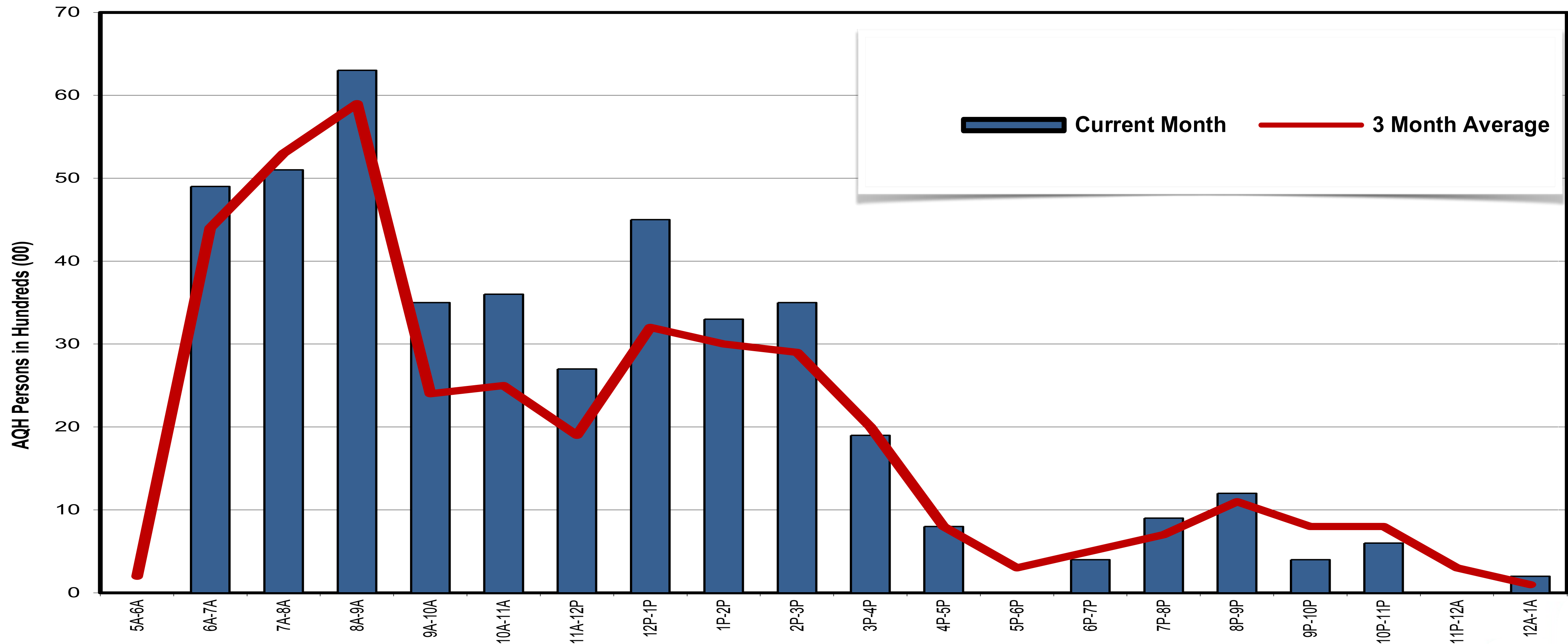
**2020 STATION MEETING**



# PROGRAMMING

# RATINGS

Sa 5A-1A AQH by HOUR  
WMNF-FM



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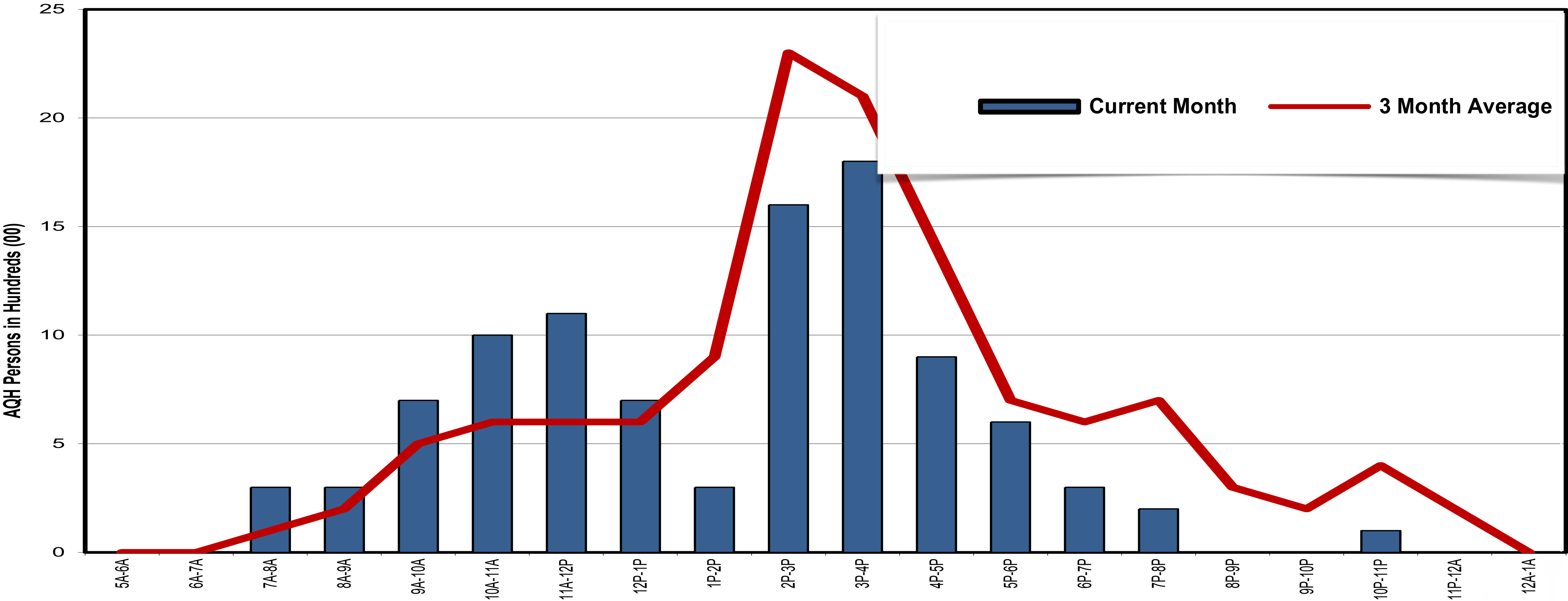


**2020 STATION MEETING**

# PROGRAMMING

# RATINGS

Su 5A-1A AQH by HOUR  
WMNF-FM



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**2020 STATION MEETING**

# PROGRAMMING

# RATINGS

Gender Comp (AQH Persons)		AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
	Male	66%	65%	63%	61%	72%	65%	66%	61%	45%	47%	47%	58%	61%	59%	58%
	Female	34%	35%	37%	39%	28%	35%	34%	39%	55%	53%	53%	42%	39%	41%	42%
Ethnic Comp (AQH Persons)		AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Other		92%	90%	78%	71%	68%	82%	82%	80%	85%	81%	84%	86%	85%	81%	88%
Black		6%	8%	12%	8%	8%	9%	6%	10%	9%	12%	8%	6%	5%	8%	5%
Hispanic		2%	2%	10%	21%	24%	9%	13%	10%	6%	7%	8%	8%	10%	10%	7%



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**2020 STATION MEETING**



# PROGRAMMING

# RATINGS

Gender Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Male	66%	65%	63%	61%	72%	65%	66%	61%	45%	47%	47%	58%	61%	59%	58%
Female	34%	35%	37%	39%	28%	35%	34%	39%	55%	53%	53%	42%	39%	41%	42%
Ethnic Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Other	92%	90%	78%	71%	68%	82%	82%	80%	85%	81%	84%	86%	85%	81%	88%
Black	6%	8%	12%	8%	8%	9%	6%	10%	9%	12%	8%	6%	5%	8%	5%
Hispanic	2%	2%	10%	21%	24%	9%	13%	10%	6%	7%	8%	8%	10%	10%	7%



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**2020 STATION MEETING**

# PROGRAMMING

# RATINGS

Gender Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Male	66%	65%	63%	61%	72%	65%	66%	61%	45%	47%	47%	58%	61%	59%	58%
Female	34%	35%	37%	39%	28%	35%	34%	39%	55%	53%	53%	42%	39%	41%	42%
Ethnic Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Other	92%	90%	78%	71%	68%	82%	82%	80%	85%	81%	84%	86%	85%	81%	88%
Black	6%	8%	12%	8%	8%	9%	6%	10%	9%	12%	8%	6%	5%	8%	5%
Hispanic	2%	2%	10%	21%	24%	9%	13%	10%	6%	7%	8%	8%	10%	10%	7%



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**2020 STATION MEETING**

# PROGRAMMING

# RATINGS

Gender Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Male	66%	65%	63%	61%	72%	65%	66%	61%	45%	47%	47%	58%	61%	59%	58%
Female	34%	35%	37%	39%	28%	35%	34%	39%	55%	53%	53%	42%	39%	41%	42%
Ethnic Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Other	92%	90%	78%	71%	68%	82%	82%	80%	85%	81%	84%	86%	85%	81%	88%
Black	6%	8%	12%	8%	8%	9%	6%	10%	9%	12%	8%	6%	5%	8%	5%
Hispanic	2%	2%	10%	21%	24%	9%	13%	10%	6%	7%	8%	8%	10%	10%	7%



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**2020 STATION MEETING**



# PROGRAMMING

# RATINGS

Gender Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Male	66%	65%	63%	61%	72%	65%	66%	61%	45%	47%	47%	58%	61%	59%	58%
Female	34%	35%	37%	39%	28%	35%	34%	39%	55%	53%	53%	42%	39%	41%	42%
Ethnic Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Other	92%	90%	78%	71%	68%	82%	82%	80%	85%	81%	84%	86%	85%	81%	88%
Black	6%	8%	12%	8%	8%	9%	6%	10%	9%	12%	8%	6%	5%	8%	5%
Hispanic	2%	2%	10%	21%	24%	9%	13%	10%	6%	7%	8%	8%	10%	10%	7%



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**2020 STATION MEETING**

# PROGRAMMING

# RATINGS

Gender Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Male	66%	65%	63%	61%	72%	65%	66%	61%	45%	47%	47%	58%	61%	59%	58%
Female	34%	35%	37%	39%	28%	35%	34%	39%	55%	53%	53%	42%	39%	41%	42%
Ethnic Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
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Black	6%	8%	12%	8%	8%	9%	6%	10%	9%	12%	8%	6%	5%	8%	5%
Hispanic	2%	2%	10%	21%	24%	9%	13%	10%	6%	7%	8%	8%	10%	10%	7%



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**2020 STATION MEETING**

# PROGRAMMING

# RATINGS

Gender Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
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Female	34%	35%	37%	39%	28%	35%	34%	39%	55%	53%	53%	42%	39%	41%	42%
Ethnic Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Other	92%	90%	78%	71%	68%	82%	82%	80%	85%	81%	84%	86%	85%	81%	88%
Black	6%	8%	12%	8%	8%	9%	6%	10%	9%	12%	8%	6%	5%	8%	5%
Hispanic	2%	2%	10%	21%	24%	9%	13%	10%	6%	7%	8%	8%	10%	10%	7%



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**2020 STATION MEETING**



# PROGRAMMING

# RATINGS

Gender Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Male	66%	65%	63%	61%	72%	65%	66%	61%	45%	47%	47%	58%	61%	59%	58%
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Ethnic Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Other	92%	90%	78%	71%	68%	82%	82%	80%	85%	81%	84%	86%	85%	81%	88%
Black	6%	8%	12%	8%	8%	9%	6%	10%	9%	12%	8%	6%	5%	8%	5%
Hispanic	2%	2%	10%	21%	24%	9%	13%	10%	6%	7%	8%	8%	10%	10%	7%



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**2020 STATION MEETING**

# PROGRAMMING

# RATINGS

Gender Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Male	66%	65%	63%	61%	72%	65%	66%	61%	45%	47%	47%	58%	61%	59%	58%
Female	34%	35%	37%	39%	28%	35%	34%	39%	55%	53%	53%	42%	39%	41%	42%
Ethnic Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Other	92%	90%	78%	71%	68%	82%	82%	80%	85%	81%	84%	86%	85%	81%	88%
Black	6%	8%	12%	8%	8%	9%	6%	10%	9%	12%	8%	6%	5%	8%	5%
Hispanic	2%	2%	10%	21%	24%	9%	13%	10%	6%	7%	8%	8%	10%	10%	7%



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**2020 STATION MEETING**

# PROGRAMMING

# RATINGS

Gender Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
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Female	34%	35%	37%	39%	28%	35%	34%	39%	55%	53%	53%	42%	39%	41%	42%
Ethnic Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Other	92%	90%	78%	71%	68%	82%	82%	80%	85%	81%	84%	86%	85%	81%	88%
Black	6%	8%	12%	8%	8%	9%	6%	10%	9%	12%	8%	6%	5%	8%	5%
Hispanic	2%	2%	10%	21%	24%	9%	13%	10%	6%	7%	8%	8%	10%	10%	7%



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**2020 STATION MEETING**



# PROGRAMMING

# RATINGS

Gender Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
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Female	34%	35%	37%	39%	28%	35%	34%	39%	55%	53%	53%	42%	39%	41%	42%
Ethnic Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
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Black	6%	8%	12%	8%	8%	9%	6%	10%	9%	12%	8%	6%	5%	8%	5%
Hispanic	2%	2%	10%	21%	24%	9%	13%	10%	6%	7%	8%	8%	10%	10%	7%



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**2020 STATION MEETING**

# PROGRAMMING

# RATINGS

Gender Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Male	66%	65%	63%	61%	72%	65%	66%	61%	45%	47%	47%	58%	61%	59%	58%
Female	34%	35%	37%	39%	28%	35%	34%	39%	55%	53%	53%	42%	39%	41%	42%
Ethnic Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Other	92%	90%	78%	71%	68%	82%	82%	80%	85%	81%	84%	86%	85%	81%	88%
Black	6%	8%	12%	8%	8%	9%	6%	10%	9%	12%	8%	6%	5%	8%	5%
Hispanic	2%	2%	10%	21%	24%	9%	13%	10%	6%	7%	8%	8%	10%	10%	7%



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**2020 STATION MEETING**

# PROGRAMMING

# RATINGS

Gender Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Male	66%	65%	63%	61%	72%	65%	66%	61%	45%	47%	47%	58%	61%	59%	58%
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Ethnic Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
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Black	6%	8%	12%	8%	8%	9%	6%	10%	9%	12%	8%	6%	5%	8%	5%
Hispanic	2%	2%	10%	21%	24%	9%	13%	10%	6%	7%	8%	8%	10%	10%	7%



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**2020 STATION MEETING**



# PROGRAMMING

# RATINGS

Gender Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
Male	66%	65%	63%	61%	72%	65%	66%	61%	45%	47%	47%	58%	61%	59%	58%
Female	34%	35%	37%	39%	28%	35%	34%	39%	55%	53%	53%	42%	39%	41%	42%
Ethnic Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
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Black	6%	8%	12%	8%	8%	9%	6%	10%	9%	12%	8%	6%	5%	8%	5%
Hispanic	2%	2%	10%	21%	24%	9%	13%	10%	6%	7%	8%	8%	10%	10%	7%



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**2020 STATION MEETING**

# PROGRAMMING

# RATINGS

Gender Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
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Female	34%	35%	37%	39%	28%	35%	34%	39%	55%	53%	53%	42%	39%	41%	42%
Ethnic Comp (AQH Persons)	AUG19	SEP19	OCT19	NOV19	DEC19	HOL19	JAN20	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AVG	AUG20
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Hispanic	2%	2%	10%	21%	24%	9%	13%	10%	6%	7%	8%	8%	10%	10%	7%



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**2020 STATION MEETING**

# PROGRAMMING On-Demand (Archives)

<input type="checkbox"/>	Show Type (Content Group) ?	Sessions ? ↓	Users ?	New Users ?	Total Events ?	Unique Events ?
		7,543 % of Total: 15.47% (48,762)	2,411 % of Total: 15.80% (15,263)	1,990 % of Total: 15.94% (12,485)	22,384 % of Total: 25.49% (87,823)	8,090 % of Total: 16.57% (48,828)
<input type="checkbox"/>	1. music	5,929 (78.60%)	1,775 (70.66%)	1,441 (72.41%)	19,770 (88.32%)	6,368 (78.71%)
<input type="checkbox"/>	2. news/public affairs	1,614 (21.40%)	737 (29.34%)	549 (27.59%)	2,614 (11.68%)	1,722 (21.29%)

<input type="checkbox"/>	Event Category ?	Event Action ?	Total Events ? ↓	Unique Events ?	Event Value ?	Avg. Value ?
			353 % of Total: 3.40% (10,392)	248 % of Total: 3.27% (7,593)	1,620 % of Total: 2.94% (55,095)	4.59 Avg for View: 5.30 (-13.44%)
<input type="checkbox"/>	1. OnDemand	Play	161 (45.61%)	70 (28.23%)	1,610 (99.38%)	10.00
<input type="checkbox"/>	2. Program	Listen	146 (41.36%)	135 (54.44%)	0 (0.00%)	0.00
<input type="checkbox"/>	3. Program	Play	23 (6.52%)	22 (8.87%)	0 (0.00%)	0.00
<input type="checkbox"/>	4. Program	Click	22 (6.23%)	20 (8.06%)	0 (0.00%)	0.00
<input type="checkbox"/>	5. Program	Redirect	1 (0.28%)	1 (0.40%)	10 (0.62%)	10.00



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2020 STATION MEETING



# PROGRAMMING On-Demand (Archives)

<input type="checkbox"/>	Show Type (Content Group) ?	Sessions ? ↓	Users ?	New Users ?	Total Events ?	Unique Events ?
		7,543 % of Total: 15.47% (48,762)	2,411 % of Total: 15.80% (15,263)	1,990 % of Total: 15.94% (12,485)	22,384 % of Total: 25.49% (87,823)	8,090 % of Total: 16.57% (48,828)
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2020 STATION MEETING

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2020 STATION MEETING

# PROGRAMMING

# MISSION CALENDAR

JAN	FEB	MAR	APR
HOMELESSNESS & HUNGER	BLACK HISTORY	WOMEN’S MONTH	ENVIRONMENTAL
MAY	JUN	JUL	AUG
MENTAL HEALTH	PRIDE MONTH	ANTI-WAR / HUMAN RIGHTS	LATIN HERITAGE
SEP	OCT	NOV	DEC
ECONOMIC JUSTICE & LABOR	INDIGENOUS PEOPLE	DISABILTIES	DIVERSITY CELEBRATION



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# PROGRAMMING

# MISSION CALENDAR

## MUSIC:

- We encourage WMNF music programmers to create a segment to address the monthly theme.
- At least one show of the month, play at least three songs addressing the theme. This can be a three song set, or three songs spread throughout the show.
- Of course you can do more if you are inspired. Play some songs every week, do a theme show! Invite a guest from a supporting organization.

**Our expectation is just three songs a month.** Let us know and it will be promoted and highlighted on WMNF social media.

## NEWS & PUBLIC AFFAIRS:

- Dedicate one episode with a local organization / subject expert.



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## Special Programming on Election Day / Night



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Q3 2019

VS.

Q3 2020



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a rise of **57,000** unique users.

**56%** increase



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**2020 STATION MEETING**



Demographically Reach increased as follows:

Age Range	Q3 2019	Q3 2020	Increase	% Change
13 – 17	879	10,409	9,530	1,084%
18 – 24	36,569	42,004	5,435	15%
25 – 34	152,972	176,654	23,727	16%
35 – 44	193,134	219,505	26,371	14%
45 – 54	190,462	228,247	37,785	20%
55 – 64	201,639	265,692	64,053	32%
65	146,290	220,410	74,120	51%



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**2020 STATION MEETING**





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**2020 STATION MEETING**

# DEVELOPMENT



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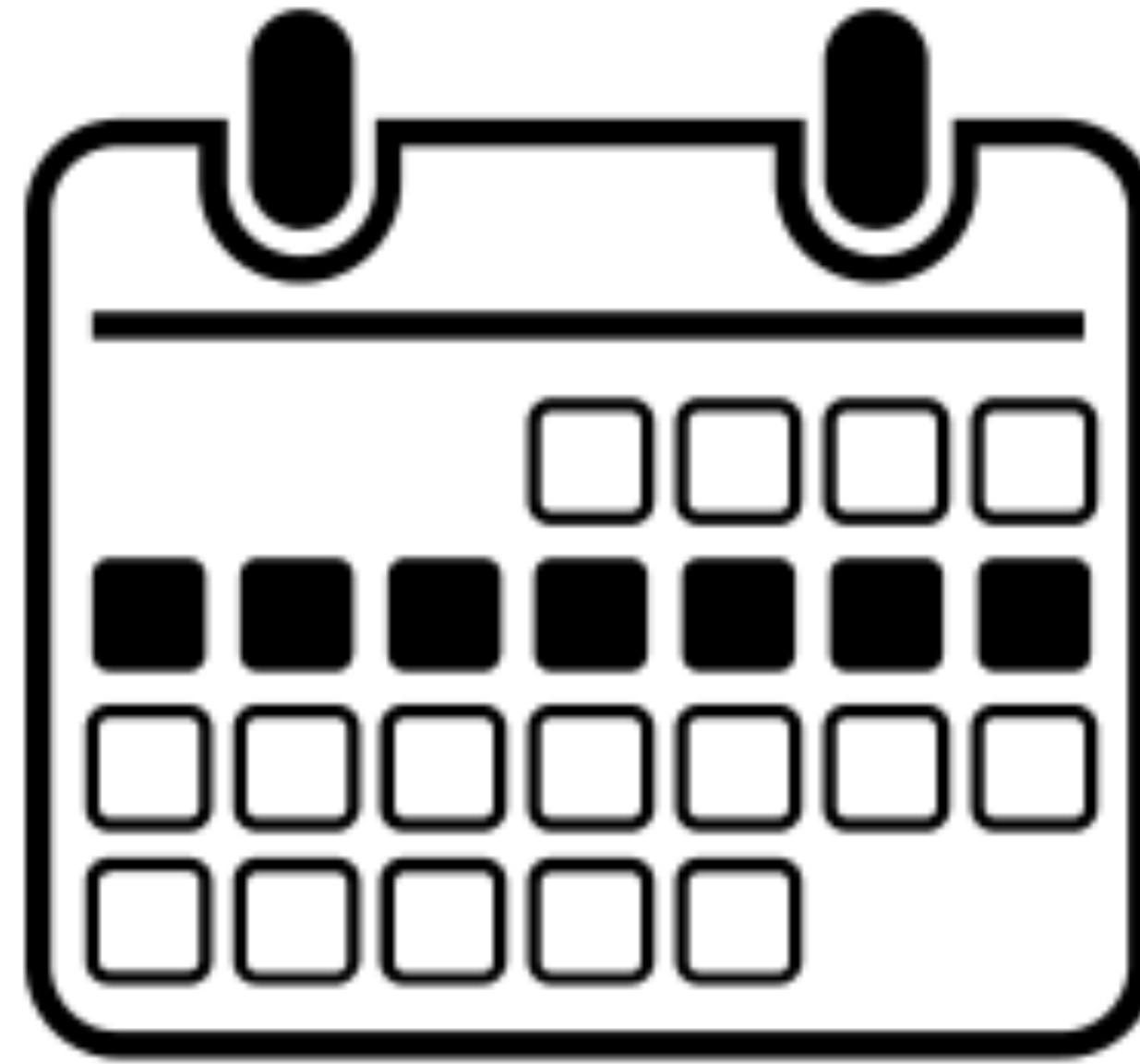


**2020 STATION MEETING**

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# DEVELOPMENT

# PLEDGE DRIVES



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## 2020 STATION MEETING



# DEVELOPMENT

Sunday	\$15,000.00
Monday	\$38,000.00
Tuesday	\$42,000.00
Wednesday	\$31,000.00
Thursday	\$31,000.00
Friday	\$35,000.00
Saturday	\$33,000.00
Post Pledge Drip	\$3,500.00



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**2020 STATION MEETING**

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# DEVELOPMENT

October	Monday, Tuesday	10/05,06	80,000.00
October	Wednesday, Thursday	10/14,15	62,000.00
October	Friday, Saturday	10/23, 24	68,000.00
Nov / Dec	No Drive		
January	Sunday, Monday	1/10,11	53,000.00
January	Tuesday, Wednesday	1/19,20	73,000.00
Feb	No Drive		
March	Thursday, Friday	3/11,12	66,000.00
March	Saturday, Sunday	3/20, 21	48,000.00
Apr	No Drive		
May	Monday, Tuesday	5/10,11	80,000.00
May	Wednesday, Thursday	5/19, 20	62,000.00
June	No Drive		
July	Friday, Saturday	7/9,10	68,000.00
July	Monday, Tuesday	7/26, 27	80,000.00



## 2020 STATION MEETING

# DEVELOPMENT



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# DEVELOPMENT



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# Plus these things.



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**HD CHANNELS**

**PODCASTS**

**BRANDING STYLE GUIDE**

**SOCIAL MEDIA**

**PROGRAM RENEWALS**



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# thank you.



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# One more thing...



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# **Q & A**

## **2020**

# **STATION MEETING**



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