



The Nathan B. Stubblefield Foundation, Inc.

## Board Meeting Minutes

Date: 1/12/21

<u>Board Member</u>	<u>P</u>	<u>A</u>	<u>Board Member</u>	<u>P</u>	<u>A</u>
Will Greaves	T		Renz Kuipers	T	
Nancy Cox-Johnson	T		Emmy Lou Fuchs	T	
Isha DelValle	T		Matt Cuffaro	T	
Rick Fernandes	T		Sean Kinane	T	
Letty Valdes	T		David Downing	T	
Jack Timmel	T		Emma Friedman	T	
Dyllan Furness	T		Jeff Stewart	T	
Jennifer Meksraitis	T		Mark Schreier	T	
Jennifer Campbell	T				

[Text Wrapping Break]

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	7:15

- **Roll Call / Proxies** **Dyllan Furness** **7:16**

Guests: Cindy Reichard, Harrison Nash, Randy Wynne.

- **Agenda review** **Will Greaves** **7:18**

- **Acceptance of items on Consent Agenda** **Will Greaves** **7:19**

- Committee Updates:

- No meeting held: Finance, Bylaws, LRP
- Minutes in Basecamp: Volunteer

- **Attendance Review** **Will Greaves** **7:21**

Matt has two absences in the past calendar year.

- **Review/Approve Last Month's Minutes** **Dyllan Furness** **7:21**

Minutes were approved and posted.

- **General Manager Report (Attached)** **Rick Fernandes** **7:22**

Highlights: Rick meeting with members of nonprofits in the local community. Attempting to meet with the President of NAACP in Hillsborough about turning HD4 channel over to the local African American community. Starting to meet with more Board members one on one. Met with the Exec Committee to go over the SMART plans. Conducting Program Director interviews with five candidates. Aiming for diversity in candidates. If we feel that at the end of this round no one stands out, we will do another recruiting process. Randy will help with the transition process for the new director. Rick will be speaking about WMNF at the Rotary Club in Tampa. Trying to update communications systems to a unified communications system. We're down to an .8 programming rating. The mornings are low. We're at .4 instead of .7, where we used to be. The 35-44 age range is up to 26 percent of our audience. Bluegrass continues to perform the best. 1pm shows, Midpoint, and RadioActivity are doing well. John Palmer (Wednesday Traffic Jam) and Ira Hankin (Event Horizon) will be stepping down. Public Affairs will be starting a series of 90-minute workshops on news reporting. On the Development Side, the end of the year campaign goal was \$50k and we've received over \$70k. This is helping us reduce the \$36k we came up short in the fall drive. This afternoon received an anonymous \$27k donation. Will use the \$27k as challenge money in the week ahead. The drive we had scheduled for next week, the 19th and 20th, but we will shift to after Inauguration Day. For HR, all employees completed their harassment training. We don't qualify for the next PPP round.

Letty: Have you been able to tell whether the drop in the morning listening ratings is related to the fewer people commuting?

Randy: I'm not convinced the audience in the morning has dropped. We have never had a huge morning audience. The morning shows raise a lot of money and have a lot of loyalty. I've read that with the pandemic, mornings have moved later. Some stations were moving their drive time from 6-9am to 7-10am.

Jack: We had to stop updating Windows. Is that temporary? That exposed us to some issues in the past.

Rick: I will have to follow up.

Rick: I want to thank Randy for the work he has put in during the past 35 years and his work in the last days as Program Director.

Randy: When I came in 1985, the station was still in its original set up—four daytime strips targeting different audiences. WMNF set up strips that appeal to different audiences. The morning show strip was folk and acoustic. Midday was big band and nostalgia, so theoretically older people. Afternoon was jazz, blues, and reggae targeted towards the African American community. Drive time was bluegrass to supposedly attract working class whites. Weekend included soul and gospel. After that we started trying to bring down the walls between shows. In 1985, there was about half-an-hour of public affairs a week. Talk started growing in the late 80s and now it's a four-hour block. Research later said that the way to get a big audience is to do a single format. This was a shock for community radio because consistency is not what community radio is necessarily about. I've been trying to work this balancing act between what we know about audiences needing consistency and what we desire about keeping WMNF eclectic. Some stations hire daytime music hosts to get that consistency. We have not done that other than Rob, who is a hired programmer.

Rick: The challenge we have is being consistent while remaining a community radio. Still committed to keeping volunteer programmers and maintaining public affairs, but perhaps tightening it up. In the 1980s the mean age was 25-34. Now it's 65-74. Those are the same listeners.

Jennifer M: Currently interviewing for the new program director. Hearing about the history and ways you've described WMNF as being unique. A lot of the people we've interviewed come from college radio stations.

Randy: I think we can learn from college radio and commercial radio. Some of them are doing things that are successful. It's a challenge to get someone who has a fresh approach and also has some understanding of where the station came from.

• **President's Report** **Will Greaves** **7:57**

Cindy: Approved Authorized check signors are as follows:

Fidelity – Richard Fernandes, Cindy Reichard, Renz Kuipers

Parnassus – Richard Fernandes, Cindy Reichard, Renz Kuipers

Bank of Tampa – Operating Account – Laura Taylor, Robert Lorei, Sean Kinane, Richard Fernandes, Jon Greaves, Renz Kuipers

All other accounts – Robert Lorei, Richard Fernandes, Jon Greaves, Renz Kuipers

Jack moves to accept changes to approved check signors.

Jennifer C seconded.

All in favor. Ayes have it. Changes to new check signors approved.

Will: Having meetings with new board members. In the Exec Committee, we formally finalized Rick's GM Objectives. When we first hired Rick there was a provision that he needed to move his family to Florida, and we've extended that provision until June 2021.

• **Personnel Committee Report** **Jack Timmel** **8:02**

Jack: Opening a discussion about Policy Review. This was prompted by the beginning of the new two-year programming cycle and some changes that we may want to see to re-evaluating the programming agreement. During a prior grievance process, there were different forms that people were using. It was an issue but we tabled the discussion. I'm proposing that we can start a process looking into the policies so that rather than find we are falling short on some policies, we can preempt it. I suggest setting up an ad hoc committee to look over the policies both from a content and organizational perspective. The committee would not be in charge of going through the entire policies, but would be responsible for delegating efforts. Another big component

would be getting third party help so we would have an expert come and make sure everything is up to date with current industry best practices. It would be nice to begin the process before the new programming agreements are signed.

Jennifer M: Is this limited to the Personnel Committee?

Jack: This would be comprehensive.

David: When was the last time this was done wholesale or otherwise?

Jack: Wholesale, never as I understand it.

Nancy: I don't know that it's ever been done. I think a good way to start is to get a few people together and look at the Board policies along with the station management, do an overview, and then get some subcommittees working on things.

Mark: This is a great idea. There are two things that lead to this. One is that they haven't been looked at in a while and the other is if there are situations in which people are interpreting policies in a way that we don't find agreeable.

Renz: I like the idea but do feel like none of us have the expertise. Let's bring in a third party

Jennifer M: This could be split with the Bylaws Committee.

Letty: My understanding of the station policies is they were put together but there's never been a full comprehensive review. I think this is worth it but it's a huge endeavor. I would start with Personnel Policies. It's my understanding that volunteer and programming policies have been changed in the past five years.

Cindy: The last time the employee manual was updated was 2011. We've added some addendums. One of the problems we've had in the past is that the grievance forms have been different in the personnel side than it was in the manual.

Will: I'll start a special committee right now and we will get a small team to figure out what the scope is.

Isha: We need to have a preliminary review before the next programming cycle starts. Some programmers don't have agreements yet. Volunteer committee is adamant that it wants to give some feedback on this to the Board.

Jack: In my opinion, programming would get the first priority for review.

Letty: For clarification, the programmer's agreement and volunteer agreement are not in the purview of the Board.

Jack: This committee would not be making the changes. It would be facilitating the appropriate groups to do it.

Emma: Would you take a person from each committee to ensure a variety of people involved?

Jack: It would be completely different groups advising these changes.

Mark: There's been a mention about the 2-year programming cycle. When does that start? And where can we find the policies?

Rick: Programming cycle in the next few months. I can email the policies.

Jennifer C, Mark, Jennifer M, Dyllan volunteer to contribute.

- **Nominating Committee Report** **David Downing** **8:26**

On the nominating call we had two great candidates, Doug and Jennifer C. Jennifer Campbell was the unanimous choice.

Jennifer: I'm excited to be on the Board.

- **Finance Committee** **Renz Kuipers** **8:30**

Taking a new approach to meeting every other month or every third month, unless there are action items that need to be addressed. Maintaining contact with Cindy on a regular basis. Audit scheduled for February. Contributions down from October and November but December had a nice bump up. We are \$59k ahead of our cash flow plan. But those issues will resolve and it will be a tight year based on the nature of the economy.

Rick: We had a \$30k loss in grants.

Nancy: Will we be getting more money from the second PPP round? Are we even thinking about asking?

Rick: For the new PPP, if you qualified the first time, you have to show a 25% drop in revenue in one of your previous quarters. We didn't have a drop. What we will be eligible for is that in the new round of funding they set aside money for CPB. They are getting more money but we don't know how it will be allocated. Perhaps we will get \$10k or \$15k.

Cindy: I went back and looked at previous quarters and we were not under 25% required for the new PPP round.

- **Diversity Committee** **Jennifer Meksraitis** **8:37**

Jennifer M: We have not met since October, but we did start to roll out the diversity calendar. Programmers have been coming up with playlists from each of the themes every month. In the future we'd like to coordinate events with other nonprofit.

Rick: In the newsletter, we've featured organizations and nonprofits associated with our theme and directed readers to donation pages but haven't seen many donations coming in. Moving forward we'll connect with nonprofits to write and record public service announcements to bring more attention to them.

- **Volunteer Committee Report** **Isha Del Valle** **8:49**

Isha: We met this past Monday. Latest minutes are on Basecamp. There's high interest in giving feedback to this particular document. Wanted to thank Rick for coming to the meeting and answering questions some of our members had.

- **LRP Committee Report** **Dyllan Furness** **8:50**

Dyllan: Meeting with LRP near the end of the month to identify KPIs for the Long Range Plan.

- **Development Committee Report** **Jeff Stewart** **8:52**

Jeff: Mission calendar is the best new idea for the station that I've seen in years. Met with Laura Taylor on Thursday. I've been doing nonprofit development work in Tampa Bay for some time, so Laura and I have crossed paths over the years. I'm interested in how these shorter campaigns compare to the week-long campaigns. Suggested to change the default donation amount to a higher dollar value than the previous \$35 default. Think we need representation of the shirt and other gifts offered during pledge drives on the website.

Rick: Reasoning behind the two-day pledge drive is that you lose up to 45 percent of people during the week. Two days also lowers our risk, because a major event pull people's attention elsewhere. It's easier to reschedule two days than to move a whole week. A whole week is also exhausting for staff.

Jeff: The messaging from programmers can be confusing because they sometimes say it will be just a two-day pledge drive but listeners misunderstand when we do another two-day drive a few weeks later.

Rick: We are working on messaging. We've also asked people if they are willing to pay for the transaction fee. A lot of people are doing that.

- **Executive Session** **Will Greaves** **9:04**

Dyllan motions to enter executive session to discuss discuss proprietary/privileged information.

Renz seconds.

Enter executive session at 9:05 to discuss confidential information.

Jennifer motions to leave executive session.

Nancy seconds.

Leave Exec Session at 9:38.

- **(PALS: Participation, Accomplishments, Listening and Scheduling)** **Jack Timmel** **9:40**

P: 8, 8, 8, 7, 8, 7, 8, 7, 8, 8, 7, 8, 8, 8, 7

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

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

S: 6, 6, 7, 6, 7, 7, 6, 7, 7, 4, 6, 6, 7, 5, 6

- **Next Meeting 2/15/2021** **Will Greaves** **9:46**
- **Adjournment** **Will Greaves** **9:47**

Isha moves to adjourn. Sean seconds. Adjourned.

## 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*  
Dyllan Furness, Secretary

Approved by the Board on: 2/15/2021



## **MANAGEMENT REPORT**

**January 2021**

Prepared by: Rick Fernandes, General Manager

### **GENERAL MANAGER**

- Meetings with Local Organizations:
  - Steve Bird, Owner of New World Brewery
  - Lillian Dunlap, Ph.D. Executive Director / Co-Founder, Your Real Stories
  - Jaye Annette Sheldon, Artistic Director /Co-Founder, Your Real Stories
  - Stephanie Miller Love, Owner Epicurious One
  - Rhodene Mathis, Founder - Sister Soldiers
  - Sarah Combs, Executive Director & CEO at University Area CDC
  - Artis E. Gambrell, Jr., Assistant Principal Carver/Mendez Exceptional Center
  - Yvette Lewis, President, NAACP Hillsborough County Branch
- Meeting with Individual Board Members:
  - Jeff Stewart – General Topics
  - Emma Friedman – College Radio - Internships
  - David Downing - Marketing
  - Mark Shriver – General Topics
- Met with the Executive committee and submitted a Smart Plan for Objectives.
- Completed First Round of PD Interviews- Down to five finalists. In keeping with the mission, we do have a diverse group represented.
- Still having a conversation with Trevor Arronson about Florida Center for Investigative Reporting.
- Meeting W. Scott McIntyre of Commercial & Utility Solar Power – WMNF Solar Project
- Meeting with Effie Santos, Co-Founder & Engagement Strategist, Reimagined Fundraising Experiences
- Invited to speak at the monthly meeting for the Rotary Club of Tampa about WMNF on February 2.

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

- Fencing replaced after tree removal
- Reordered PPE for station use
- Prep for membership drive (phone PCs, cable & cords in the conference room)
- Transmitter site HVAC maintenance
- Studio 3 equipment repair and pickup
- Downloading & uploading programmers shows to the audio vault



- Sanitizing studios, hallways, restrooms & lobby
- Retraining for board ops and programmers
- Training ops assistant
- Posted Quarterly issue report
- Replacement of chrome box with a mini desktop for co-host phone access
- Securing product demos and proposals for new phone systems
- Securing product demo for upgraded security keypad system

## IT

- Backup/restore testing for workstations
- Continued backup software updates
- Deep Freeze upgrades to v8.62
- Allegiance OPI volunteer portal ready
- NPR headlines schedule changes
- New employee setup for Joe Remo
- Help videos on studio computers
- Co-host computer relocation to the countertop for easy reset
- pfSense backup firewall redundant disk replaced, fixed
- Troubleshooting phone system with pfSense firewall
- Setup Silent Sense software on domain controller, tested notifications to Engineering/Ops
- Added Zoom to production studios
- Paused Windows Updates on all computers due to Microsoft issue

## Web

- Plugin testing for major WordPress 5.5.6 upgrade
- App update released by Big Sea
- Reconciled website updates and code changes with a staging server
- WMNF Volunteer Reporter Workshop web page and form
- Planned giving website pages development
- Constant Contact setup for GM lists
- Post sharing issues with sticky posts
- Added slider plugin to the website to support front page changes
- Staged 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



- On-demand logs review and updates to Google Analytics
- Billing issue ticket with AWS - excessive bandwidth issues
- The shutdown of Amazon AWS Lightsail to avoid billing
- Continued creation of Content Delivery Network (CDN) for website media
- Removed all Mixcloud references from the website, disabled auto-uploads
- Moved website Video of the Day management to YouTube playlist
- Added The Florida Channel ad spot to the website

### **PROGRAMING.**

These numbers are the "December" report. It's actually November 5-December 2, so it is actually a November report. We don't know if this is our last report or if we will get the December/Holiday report.

**The important AQH Share number is .8.** a common spot for us, although we got over 1.0 in the spring and summer.

### **Daypart trends** (12-month averages in parentheses)

M-F 6am-10am	.4	(.7)	<i>6-10am has had two down surveys in a row</i>
M-F 10am-3pm	.7	(.8)	
M-F 3pm-7pm	.7	(.8)	
M-F 7-12pm	1.0	(1.2)	
Sat-Sun	1.3	(1.0)	

### **Age distribution**

6-11	1%	(0%)
12-17	0%	(1%)
18-24	3%	(1%)
25-34	2%	(3%)
35-44	26%	(10%)
45-54	7%	(5%)
55-64	7%	(29%)
65-74	51%	(46%)
75plus	4%	(5%)

The most interesting numbers are the current estimates showing 26% 35-44, 7% 35-54; and 51% 65-74, a twenty-year skip.



### **Audience share**

The most significant share hours are:

Saturday 6am	11%	<i>(likely one of the highest ratings for that hour in the market)</i>
Saturday	6.6%	
Saturday 8am	5.9%	
Saturday 5am	4.6%	
Saturday Noon	2.1%	
Saturday 1pm	1.9%	
Saturday 2pm	1.8%	
Saturday 3pm	1.8%	
M-F 11pm	1.8%	
M-F 10pm	1.2%	

### **Most Listened to shows**

Bluegrass	6100
70s Show	5600
Sixties Sh	3400
M-F 1pm Music	2200
Radio Reverb	2000
Midpoint	1900
It's the Music	1800
Acoustic Peace	1800
Radioactivity	1600
Traffic Jam	1600
Sunday Forum	1500
Democracy Now	1300

- Seems the big question is whether we should have another Bluegrass show somewhere. It is consistently our biggest audience and share program.
- Always take these numbers with several grains of salt...
- The last part of December is a great time to listen to WMNF as many of the programmers create special programming: Best of the Year, Holiday, End of the Year, and Beginning of the Year themes.



- We are now getting back to regular programming, including playing songs for the January Mission Calendar theme. I have created a Spotify list of songs about Hunger and Homelessness to give programmers some ideas.
- We have had two programming resignations.
  - John Palmer has departed from his long tenure on Wednesday Traffic Jam.
  - Ira Hankin will resign from the Sunday evening Event Horizon on January 31.

### **NEWS & PUBLIC AFFAIRS**

- On the evening of January 14, the News Department will be holding a series of three ninety-minute Zoom workshops on news reporting.
- They will cover a variety of basic reporting skills and concepts for about 30 people who have expressed interest in volunteering for the News Dept.
- Janet Zink, one of our volunteer programmers who is a veteran of newspapers and PR, is organizing the effort.
- We have invited some veteran newspaper reporters to do most of the presentations- as we are looking to fill a vacuum created by the disappearance and downsizing of local newspapers.
- If all goes well, we will have a new group of reporters to cover local news ignored or overlooked by the existing media.

### **DEVELOPMENT**

**End of the Year Campaign:** The goal was \$50,000. The total was \$70,628 from 721 pledges, exceeding expectations and reducing the \$36,000 shortfall in the contributions line of November 2020.

#### **Upcoming Drive Dates:**

**Sunday, January 10 – goal: \$21,600**

**Monday, January 11 – goal: \$31,400**

**Moving Drive Dates:** Due to recent events at the Capital, we will move the January 19 & 20 (Inauguration Day) drive to January 26 & 27.

**Tuesday, January 26 – goal: \$37,000**

**Wednesday, January 27 – goal:\$36,000**



#### CONTRIBUTIONS ISSUES/UPDATES:

- Development Department procedures on collections from EFT and credit card circle declines are being followed, with Julie calling donors as soon as she receives nonpayments reports. This is demonstrated on the KPI spreadsheet.

#### UNDERWRITING:

- There are no new underwriting contracts.
- The following contacts were made:
  - **Goodwill** – still awaiting a response to see if they will return. They said to check back monthly.
  - **NFL Alumni Association** – William Saunders, who handles marketing for the Black Heritage Festival, contacted me. He's representing the NFL Alumni Association. They were to hold events at the end of January and wanted to buy an underwriting contract. However, their events have been postponed to at least March due to COVID-19.
  - **Replay Museum** – An arcade Gameroom and museum in Tarpon Springs expressed interest. A media kit was sent over the holidays, but they are still planning their budget.
  - **Lawfirm of Abraham and Viterwky** – Asked for a media kit. WMNF is still under consideration
  - **New World Brewery** – They are interested in a small underwriting contract with the Concert Calendar loss.
  - **The Palladium** – The Palladium still has WMNF in its marketing plans. But with no new revenue coming in now due to shutdowns, those underwriting plans have been postponed.
  - **WSLR/Fogertyville** – WSLR is also interested in a small underwriting contract with the Concert Calendar loss.
- Laura has returned to the Board of Directors of the Public Radio Association of Development Directors, a national organization dedicated to supporting development officers working in public radio and other public media platforms.

#### FINANCE / HUMAN RESOURCES

##### HR:

- In December, all employees completed the Workplace Harassment training required by CPB annually for grant certification.
- Completed first round of Program Director interviews. A total of eleven candidates were interviewed. Five internal candidates and six external candidates.
- Five of these candidates are moving to second round interviews starting next week.

**Finance:**

- The FY20 financial audit was performed remotely by James Moore during the first week of December. Currently, wrapping up final details and a draft will be ready within the next couple of weeks. The year ended with a loss of \$50K. The financial audit and 990 tax return will be presented at the February Finance Committee meeting via zoom by James Moore. All board members are invited to join this presentation.
- Cindy Reichard attending Webinar presented by James Moore on Thursday, January 7, on Second Chance Round - COVID-19 relief package.

**Volunteer/Outreach Department**

- The new proposed date of the 2021 MLK Parade is Juneteeth (6/19/21). Julie completed the paperwork and made payment to take part with walkers and a vehicle if we so choose. WMNF's participation will depend on COVID19 numbers, closer to the parade date. Updates to come from the MLK Parade Foundation in due time.
- Seeking food donors, tally help, and phone answerers for the recently rescheduled Tues/Wed, 1/26 & 1/27 membership drive dates. Please contact Miss Julie at [missjulie@wmnf.org](mailto:missjulie@wmnf.org) or 813-865-8261 to schedule a shift or two... Or to recommend a restaurant or caterer to contact.

2020-2021 WMNF Pledge Drives					
Month	Day	Date	Theme	Goal	Actual
October	Monday, Tuesday	10/05 ,10/06	Pre-Election	\$ 80,000.00	\$ 81,000.00
October	Wednesday, Thursday	10/14, 10/15	Pre-Election	\$ 66,000.00	\$ 62,000.00
October	Friday, Saturday	10/23, 10/24	Pre-Election	\$ 68,000.00	\$ 66,987.00
Nov-Dec.	No Drive, EOY Letter			\$ 50,000.00	\$ 70,628.00
January	Sunday, Monday	1/10, 1/11	Good Ridence 2020!	\$ 53,000.00	\$ -
January	Tuesday, Wednesday	1/26, 1/27	(date change)	\$ 73,000.00	\$ -
February	No Drive				
March	Thursday, Friday	3/11, 3/12	Spring Has Sprung	\$ 66,000.00	\$ -
March	Saturday, Sunday	3/20, 3/21		\$ 48,000.00	\$ -
April	No Drive				
May	Monday, Tuesday	5/10, 5/11		\$ 80,000.00	\$ -
May	Wednesday, Thursday	5/19, 5/20		\$ 62,000.00	\$ -
June	No Drive				
July	Friday, Saturday	7/09, 7/10		\$ 68,000.00	\$ -
July	Monday, Tuesday	7/26, 7/27		\$ 80,000.00	\$ -
POST PLEDGE	10 Drives			\$ 35,000.00	\$ 17,651.95
TBD	If needed*				
* This will be to make up any additional short falls					
				Total	\$ 298,266.95
				Goal	\$ 713,000.00
				Current Short Fall	\$ 713,000.00
					\$ 414,733.05

PLEDGE DRIVE ACTUALS												
Goals	October	November	December	January	February	March	April	May	June	July	August	September
Sunday	\$ 15,000.00	\$ -										
Monday	\$ 38,000.00	\$ 38,000.00										
Tuesday	\$ 42,000.00	\$ 43,000.00										
Wednesday	\$ 31,000.00	\$ 30,000.00										
Thursday	\$ 31,000.00	\$ 32,000.00										
Friday	\$ 30,000.00	\$ 34,987.00										
Saturday	\$ 33,000.00	\$ 32,000.00										
End of Year Letter	\$ 50,000.00	\$ -	\$70,628									
Post Pledge Drip	\$ 3,500.00	\$2,335	\$ 15,317.00									
Month Total	\$ 212,321.95	\$ 19,317.00	\$ 70,628.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
RUNNING TOTAL		\$ 212,321.95	\$ 227,638.95	\$ 298,266.95	\$ 298,266.95	\$ 298,266.95	\$ 298,266.95	\$ 298,266.95	\$ 298,266.95	\$ 298,266.95	\$ 298,266.95	\$ 298,266.95

DONATED VEHICLES ACTUALS												
Goal	October	November	December	January	February	March	April	May	June	July	August	September
Month Total Dollars	\$ 36,000.00	\$ 3,121.00	\$ 3,934.04	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Month Total Vehicles												
RUNNING TOTAL DOLLARS		\$ 3,121.00	\$ 7,055.04	\$ 7,055.04	\$ 7,055.04	\$ 7,055.04	\$ 7,055.04	\$ 7,055.04	\$ 7,055.04	\$ 7,055.04	\$ 7,055.04	\$ 7,055.04
RUNNING TOTAL VEHICLES		0	0	0	0	0	0	0	0	0	0	0

UNDERWRITING DOLLARS												
Goals	October	November	December	January	February	March	April	May	June	July	August	September
ON-AIR	\$ 110,000.00	\$ 7,945.00	\$ 3,290.72									
SPONSORING	\$ -	\$ -										
ON-DEMAND	\$ -	\$ -										
DIGITAL ADW	\$ -	\$ -										
Month Total	\$ 7,945.00	\$ 3,290.72	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
RUNNING TOTAL	\$ 7,945.00	\$ 11,235.72	\$ 11,235.72	\$ 11,235.72	\$ 11,235.72	\$ 11,235.72	\$ 11,235.72	\$ 11,235.72	\$ 11,235.72	\$ 11,235.72	\$ 11,235.72	\$ 11,235.72

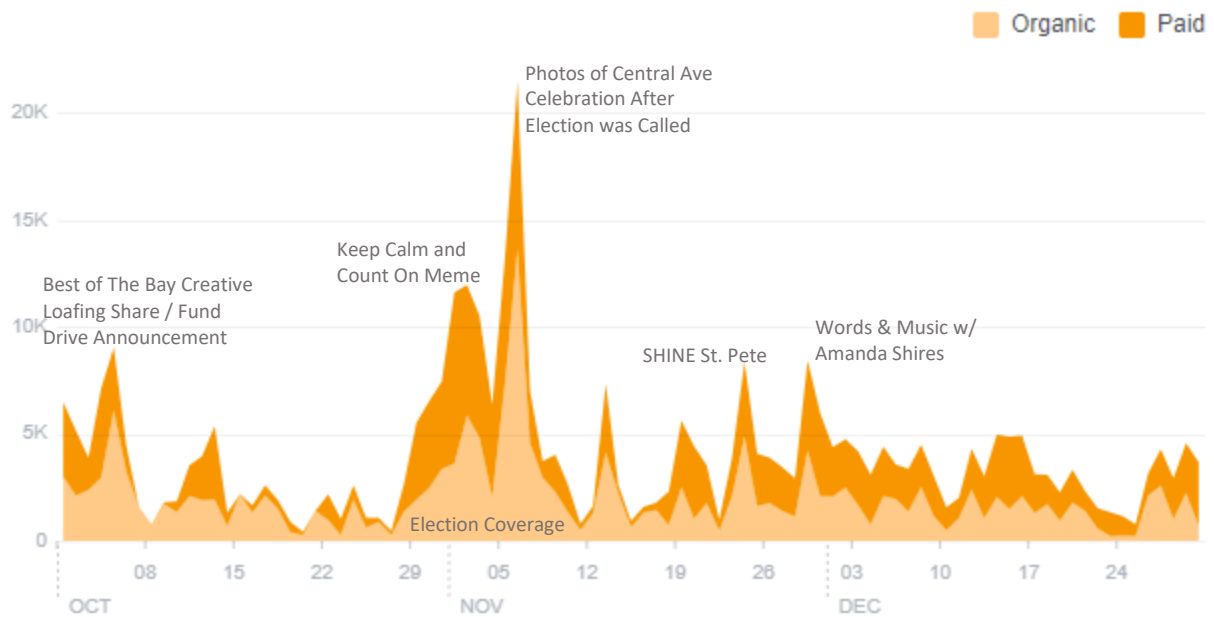
UNDERWRITERS												
Goals	October	November	December	January	February	March	April	May	June	July	August	September
ACTIVE	need to establish											
NEW UNDERWRITER	0	2000	0	0								
N.U. RUNNING TOTAL		2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
CONTACTED	need to establish	3										
C. RUNNING TOTAL		3	3	3	3	3	3	3	3	3	3	3

CIRCLE OF FRIENDS Finance												
Goals	October	November	December	January	February	March	April	May	June	July	August	September
1st CC \$	\$ 14,000.00	\$ 4,858.72	\$ 5,115.06	\$ 6,276.47								
15th CC \$	\$ 14,000.00	\$ 8,200.36	\$ 8,369.20	\$ 8,200.35								
1st Monday EFT \$	\$ 8,000.00	\$ 23,571.49	\$ 23,933.16	\$ 23,511.78								
3rd CC Rejected \$	\$ -	\$ (451.37)	\$ (231.33)	\$ (591.44)								
18th CC Rejected \$	\$ -	\$ (470.48)	\$ (405.38)	\$ (432.09)								
1st Wed EFT Rel. \$	\$ -	\$ (323.33)	\$ (115.75)	\$ (297.50)								
4th CC Rebillid \$	\$ -	\$ 535.00	\$ 107.38	\$ 100.00								
19th CC Rebillid \$	\$ -	\$ 80.00	\$ 5100	\$ 106.00								
1st Thur EFT Rebillid \$	\$ -	\$ 25.00	\$ 7.38	\$ 40.00								
1st CC Variance \$	\$ -											
15th CC Variance \$	\$ -											
15T Mon EFT Var. \$	\$ -											
Month Total	\$ 35,385.39	\$ 36,664.36	\$ 36,667.57	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
RUNNING TOTAL	\$ 35,385.39	\$ 72,049.75	\$ 108,717.32	\$ 108,717.32	\$ 108,717.32	\$ 108,717.32	\$ 108,717.32	\$ 108,717.32	\$ 108,717.32	\$ 108,717.32	\$ 108,717.32	\$ 108,717.32

1st CC - Lost Member	10	2	3	1								
15th CC - Lost Member	10	5	1	0								
15T Mon EFT - Lost Member	5	8	5	11								
1st CC Rebillid #	9	\$ 535.00	\$ 107.38	\$ 100.00								
15th CC Rebillid#	8	\$ 80.00	\$ 5100	\$ 106.00								
15T Mon EFT Rebillid#	5	\$ 25.00	\$ 7.38	\$ 40.00								

### Facebook Daily Reach – WMNF Community Radio

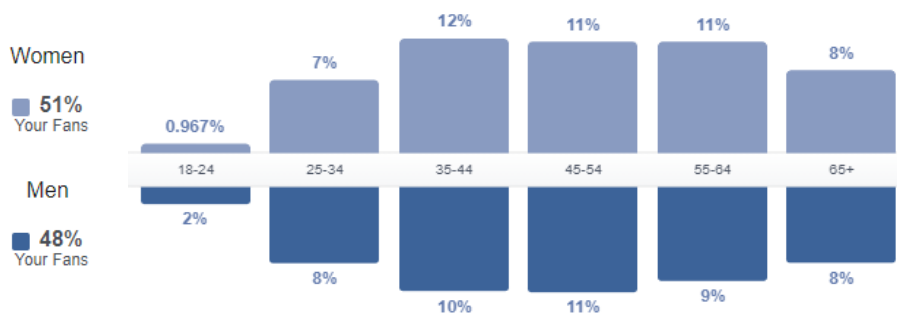
Number of Facebook users who saw posts from the page during the period.



### Facebook Demographics

Demographics of WMNF Community Radio followers during the period

City	Your Fans
Tampa, FL	5,666
Saint Petersburg, FL	3,019
Sarasota, FL	723
Largo, FL	481
Clearwater, FL	453
Lakeland, FL	449
Brandon, FL	339
Bradenton, FL	335
Dunedin, FL	332



## Election Week Coverage

### Standout Posts from Election Week

Before the election only 3 of WMNF's non-video posts in all of 2020 achieved a reach of 5,000 or more users. The week of the election the WMNF facebook page had 5 posts achieve that level.

**WMNF Community Radio** is at Central Avenue Downtown. Published by David Ranon [?] · ★ Favorites · November 7, 2020 · Saint Petersburg ·

Love and unity are alive and well on Central Ave. Since noon, Downtown St. Petersburg has seen impromptu marches and car parades celebrating the Biden/Harris win.

**24,741** People Reached

**2,181** Reactions, Comments & Shares

<b>1,046</b> Like	<b>571</b> On Post	<b>475</b> On Shares
<b>846</b> Love	<b>471</b> On Post	<b>375</b> On Shares
<b>5</b> Haha	<b>3</b> On Post	<b>2</b> On Shares
<b>1</b> Wow	<b>0</b> On Post	<b>1</b> On Shares
<b>3</b> Sad	<b>1</b> On Post	<b>2</b> On Shares
<b>127</b> Comments	<b>63</b> On Post	<b>64</b> On Shares
<b>158</b> Shares	<b>157</b> On Post	<b>1</b> On Shares

## Celebrations on Central Avenue After the Election

The above post eclipsed all other previous posts for the page for reach and engagement, including video posts. This post was also cross posted to Instagram where it gained twice as many likes as any other WMNF post (633) and was shared to many other pages including @keepstpeteweird where it received an additional 700+ likes.

**WMNF Community Radio** added 50 new photos to the album: Dueling 2020 Campaign Rallies in Tampa. Published by David Ranon [?] · ★ Favorites · October 30, 2020 ·

President Donald Trump and former Vice-President Joe Biden held vastly different rallies in Tampa Thursday.

Trump packed thousands into a Raymond James Stadium parking lot in the afternoon. In the evening, Biden spoke to a group of about 400 cars in a live-streamed event.

More here... See More

**WMNF Community Radio** Every vote counts. Published by David Ranon [?] · ★ Favorites · November 4, 2020 ·

**WMNF Community Radio...** Dr. Jill Biden live in Tampa. Follow WMNF News for more.

## WMNF News Election Coverage on Social Media

The News Team covered several rallies including President Trump, President Elect Biden, and Dr. Jill Biden. Many stories on the progress of the vote count throughout the week saw high engagement and all the coverage contributed to the better than normal week on social.

## Other Standout Posts

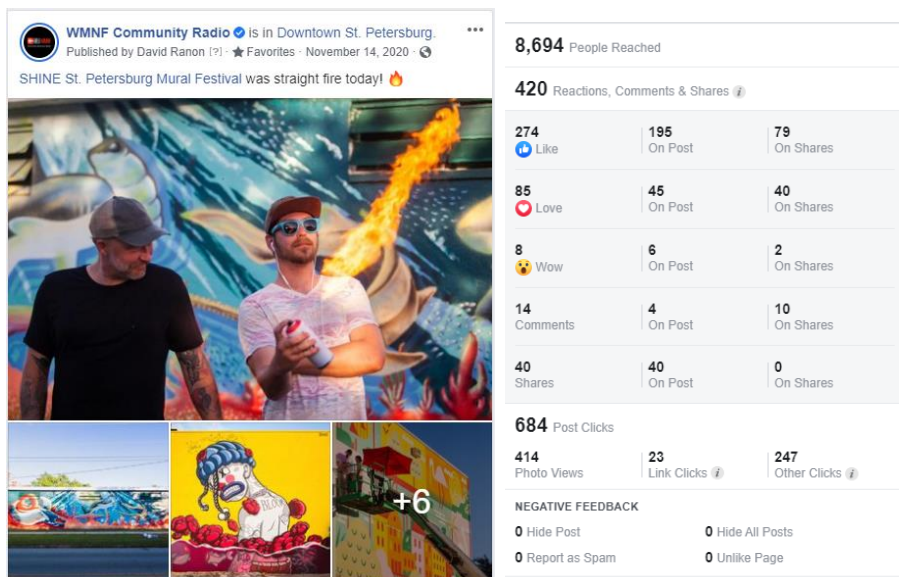
News and Music highlights from the period.



49.4k Trinidad & Tobago Locals warn derelict barge 'Nabarima' about to spill 55 million gallons of oil and no one is helping (wmnf.org)  
submitted 2 months ago by boujeeFett 6 9 3 & 22 more  
2347 comments share save hide give award report crosspost

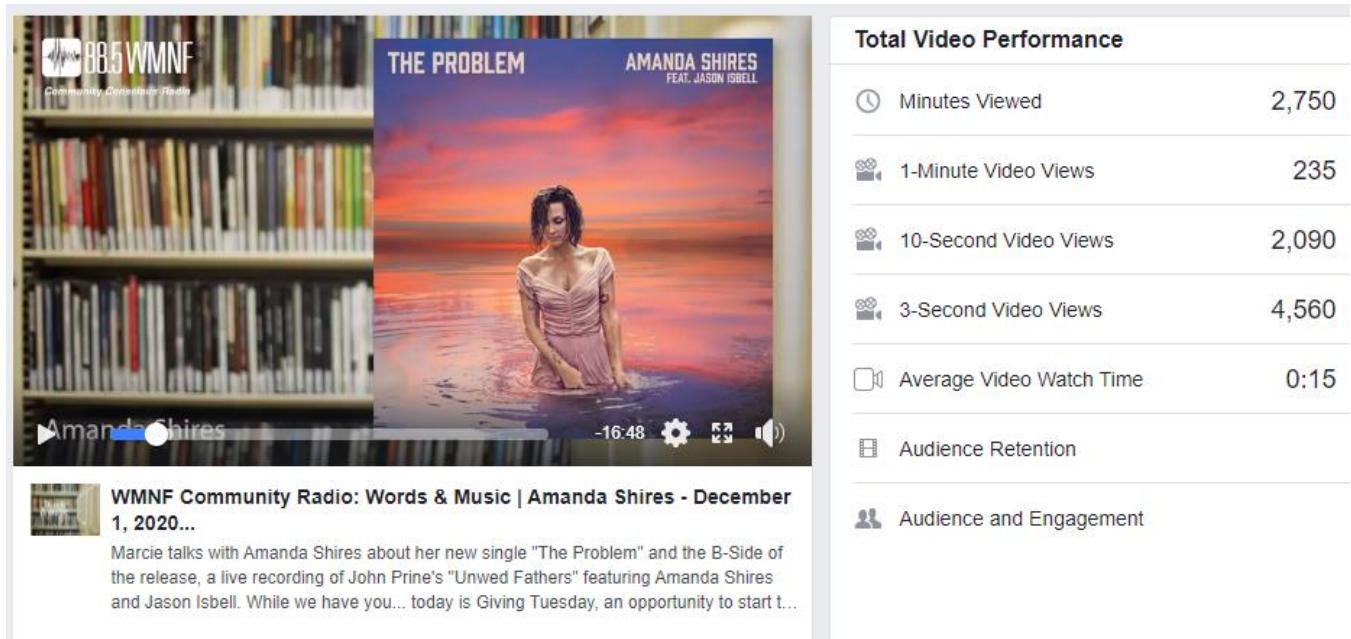
## Viral Coverage of the FSO Nabarima

A story by Daniel Figueroa IV was shared on Facebook in mid October that saw high engagement on the WMNF News page, but went viral on Reddit, hitting the Front page of the site, a first for WMNF. Statistics are not available from reddit directly, but from the post above you can see that likely hundreds of thousands of people saw the story, more than 50,000 clicked on the post, and there was a discussion with more than 2,000 comments. The story was widely shared by other news outlets, bringing international attention to WMNF.



## SHINE St. Pete

Photos from the SHINE Mural Festival in St. Petersburg had a big impact on both Facebook and Instagram.



#### Words & Music – Amanda Shires

Though video content was down significantly for the period, a few of Marcie Finkelstein's interviews were posted with great success. The Amanda Shires interview in particular saw high engagement and logged 2,750 minutes of watch time.