



The Nathan B. Stubblefield Foundation, Inc.

Board Meeting Minutes

Date: 6/21/2021

<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		A	Emmy Lou Fuchs	T	
Isha DelValle	T		Sean Kinane	T	
Rick Fernandes	T		David Downing	T	
Letty Valdes	T		Emma Friedman	T	
Jack Timmel	T		Mark Schreier	T	
Dyllan Furness	T				
Jennifer Meksraitis	T				
Jennifer Campbell	T				

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	7:17

Roll Call / Proxies **Dyllan Furness** **7:17**

Guests: Katarina Lauver, Joe Porter, Julie Scheid, Cindy Reichard, Kathleen Ochsorn

Agenda review **Will Greaves** **7:19**

Jennifer C motions to approve the agenda.

Jack seconds.

All in favor. Agenda approved.

Acceptance of items on Consent Agenda **Will Greaves** **7:20**

Committee Updates:

No meeting held: Bylaws, Nominating, Personnel, Tech, LRP, Div

Minutes in Basecamp: Development

Visitor's Comments **Will Greaves** **7:20**

Kathleen Ochsorn: I have a major issue with cutting news hours. Part of the mission is the local focus and news. Over the years, donors have given because of the news. We had a disappointing fundraiser and Rob's firing may have been an issue with that. I wish there was an option for remediation for Rob. I think Rob made a bad decision, but it was a crazy time.

Julie: Inviting everyone to be in touch about the upcoming fund drive.

Attendance Review **Renz Kuipers** **7:28**

Renz has had four absences in the last 12 months. Per bylaws, we need to vote on his removal.

Dyllan motions to keep Renz on the Board.

Isha seconds.

All in favor.

Review/Approve Last Month's Minutes **Dyllan Furness** **7:29**

Minutes approved and will be uploaded to the website.

Update on Google Ad Grant **Joe Porter** **7:30**

Joe gives a detailed presentation of the Google Ad Grant, which is not a formal grant but provides certain nonprofits with up to \$10k/month in advertisements.

Joe: In the last month, the ad has directed about 3k clicks to the site, 27.4k impressions at a cost of almost \$5k (50 percent of the ad grant). The long term idea is that every show will have an ad but people will need to be looking for the genres/shows for the ad to pop up. Targeting the whole state of Florida with targeted keywords. Also targeting the key listening areas. In the future we can look into national and international ads.

Rick: This is an amazing grant. Equals some \$120k/year in marketing. It's a good way to connect with those who aren't listeners. It also shows we will support each individual show.

David: Any idea about the quality of traffic and the bounce rate?

Joe: It will be tracked in Google Analytics. Ideally we'll have a significantly better bounce rate, more time on site. The short-term approach is to be expansive but in the long term we'll aim to be more specific with our searches.

General Manager Report (Attached) Rick Fernandes 7:51

As a point of clarification about the recent fund drive, Rick notes that the first fund drive of the fiscal year, last October, left us down \$45k. Subsequent drives performed better. He is optimistic about making up the deficit.

Highlights: Speaking with WEDU and Tampa Theatre. We'll be doing a live remote there, playing the music from Summer of Soul. Met with Climate First Bank. Applying for a Florida Humanities grant with Your Real Stories. Met with Feeding Tampa Bay, which will submit PSAs. Had our CAB meeting on June 7. They feel we're on track in serving the community. The one suggestion was to apply for an AmeriCorp grant to work with the HD 4 channel. Met with Sea Us Rise -- musicians concerned about climate change. Continue to look into endowments. Engineering is looking to clear out clutter from the station. Added a third microphone as we started to have guests back to the station. All new and returning programmers are getting refresher courses. Our remote unit will need to be replaced. Started the new programming schedule. Had a successful Juneteenth event with positive feedback. Regarding programming changes, we did not cancel Two Worlds. We're looking for a new timeslot and location. News and Public Affairs has been doing well, sticking to the mission. From a Women's Point of View voluntarily decided not to reapply. Next drives are July 9-10 and July 26-27. Sean, Sam, and Randy will be on Sean's show to discuss the programming changes. 900 new donors. Over 200 have joined Circle of Friends. Seven have given over \$1,000.

Multiple board members applauded recent projects and progress.

President's Report Will Greaves 8:17

Jack recommends a Board editorial in support of saving the USF Forest Preserve. Students and professors have opposed the university decision to issue a request for information (RFI). The site contains threatened ecosystems, plants, animals, and indigenous sites.

Sean: It's a little awkward for me to talk about this because I'm a reporter. There's a documentary film that came out about this preserve. It was previewed a couple weeks ago. Afterwards someone called up and was angry about some violent language in the film but was wondering why WMNF hadn't taken a position in support of the students.

Dyllan: What will be the statement's call to action?

Jack: At the least we can direct people to the website. We can provide information and ways to get involved.

Jennifer C: Motions to have Jack draft a statement to be approved by the Board of Directors.

Letty: Seconds.

All in favor except Mark and Sean, who abstain.

Finance Committee Report

Renz

8:30

Renz: Our projected year doesn't look that bad. We have plenty of cash to weather future storms. The Finance Committee's action today was to approve management opening a new bank account at Climate First Bank for up to \$250,000 to comply with FDIC regulations..

Jennifer C: Will, please ask the prior Board chairman to the next meeting.

[Conversation returns to USF message.]

David: Rick, what is WMNF's relationship, if any, with USF?

Rick: I'm not aware of any.

Jack: Rick, do you feel that this will complicate future relationships?

Rick: I'd prefer this to come from the Board of Directors.

[Conversation moves to board vacancies.]

Jack: I see that no meeting with the nominating committee was held. Have we had a plan or timeline to fill these?

David: I've talked about this with Nancy. She's the seasoned pro. She recommended August.

Dyllan: Let's look into other ways than to advertise on air, to reach broader audiences. Possibly via social media.

Rick: I can also connect with some of the African American organizations we've been working with.

Jennifer C: More leniency on absences and remote attendance will make these meetings more accessible.

Mark: Bylaws committee will be meeting this week to discuss this.

Julie: We have blog posts announcing these openings, which can be used for social media copy.

Long Range Planning

Dyllan Furness

8:55

The board discussed feedback to the condensed version of the long range plan. David and Mark expressed concern about the words “youth,” “younger audience,” and “passing the torch.” Dyllan proposed renaming “Passing the Torch” to “Diversity,” and proposed subsection edits to focus on diversity holistically. Board agreed. Jennifer M raised questions about the diversity assessment outlined in the document and suggested the Diversity Committee meet to discuss.

Diversity Committee

Jennifer Meksraitis

8:52

Mission Calendar this month is pride month. Sean and the news team are doing a great job with programming around that theme. We had a successful Juneteenth.

Isha: Diversity Committee met with the Poetry Is team. Pam Robinson did a great job with Juneteenth. Next year we’re hoping to do a live event. Now that Juneteenth is a national holiday, I think next year we have the opportunity to create a very good event for our community.

Katarina: From a programmer's perspective--I love the diversity calendar that we have in place. It is wonderful to program to highlight pride, poverty, homelessness. I appreciate the idea and pushing it through.

Personnel Committee

Jack Timmel

8:58

Two tasks coming up. One is the CPB, which publishes data regarding national salary information. The other is our annual General Manager evaluations. This will probably be in the form of Survey Monkey going out to various stakeholders. We will be looking for feedback from the Board on that.

Volunteer Committee

Isha DelValle

9:02

We will be looking to fill two seats: Jeff’s which is open and Emma’s which will be opening up.

Executive session

9:03

Jack motions to enter executive session for personnel reasons.

Jennifer C seconds.

All in favor.

Board enters executive session at 9:03pm.

Mark motions to exit executive session.

Dyllan seconds.

All in favor. Board exits the meeting at 9:25pm.

(PALS: Participation, Accomplishments, Listening and Scheduling) Jack Timmel

9:25

P - 8,8,8,7,7,7,9,7,8,7,7,7,7

A - 7,8,9,7,8,8,7,7,7,7,7,7,

L - 8,10,9,8,8,8,7,9,7,7,8,7,7

S - 7,7,6,7,8,8,8,8,10,8,8,9,7

Next Meeting 7/19/2021

Will Greaves

9:30

Adjournment

Will Greaves

9:32

Renz motions to adjourn meeting.

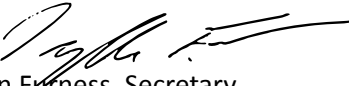
Emmy Lou seconds

All in favor. Meeting adjourns.

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 Farness, Secretary

Approved by the Board on: 7/19/2021



Prepared by: Rick Fernandes, General Manager

GENERAL MANAGER

- WEDU / Tampa Theater / WMNF Event for "Summer of Soul" premier on July 2.
- Meeting with Climate First Bank. A new bank with a similar mission focus.
- Follow Up meeting with the non-profit Sister Soldier on Podcast Concept.
- Attended Webinar on new workflows for Public Media Host: Karen Everhart, Managing Editor, Current. Guests: Amy Shaw, President & CEO, Nine PBS. Caryn Mathes, General Manager, KUOW-FM
- Follow-up meeting with the non-profit "Your Real Stories" on Florida Humanities Grant.
- Meeting with the non-profit "Feeding Tampa Bay."
- Attended Diversity Committee meeting on May 24.
- Attended Development committee meeting on May 27.
- Attended Community Advisory Committee meeting on June 7.
- Attended St. Petersburg Rotary Club Luncheon on June 11.
- Met with Michael Kingsford, President of the non-profit "Sea Us Rise" (Musicians concerned about climate change)
- Meeting with the non-profit Crisis Center of Tampa.
- Attended Planned Giving meeting on June 14.
- I followed up with Denyve Boyle, *Director of Philanthropy*, Community Foundation of Tampa Bay, to clarify WMNF Endowment policy language.

OPERATIONS & ENGINEERING and IT

- The Shredding of outdated office documents from the storage room (ongoing). Shredding completed in the upstairs storage room, newsroom, music office, server room, and event coordinator office. Still holding for finance office & volunteer office.
- DT is still managing the installation of a new security camera system (PECO project)
- Ops & Engineering requested quotes from:
 - a. (InfoTech) Updated quote from admin phone system upgrade.
 - b. (InfoTech) quote for a 3rd IT compliance.
 - c. (Carrier) for R&M of our current air-handler.
 - d. (Scorpion Construction) parking-lot spot repair.
 - e. APG to install three more cameras to our new system:
 - 1. Admin area facing south.
 - 2. South vestibule facing east.
 - 3. Library facing west.



- In-Studios projects:
 - a. Downloading shows for playback (ongoing).
 - b. Setting up studio for zoom interviews.
 - c. Changing studio light for a multi-camera shoot for midpoint.
 - d. Restoring security camera monitors in studios.
 - e. Added 3rd microphone & headsets to air studio and production 1 studio.
 - f. Updating studio manuals.
 - g. Tested new digital Log system.
- Conducting Board Operator Refresher & Training Classes.
 - a. Classes for Veteran programmers.
 - b. Classes for new programmers.
- Equipment
 - Sent Comrex Access unit for repair – Determined it must be replaced.
 - Reset Blade unit (Radio DNA)
 - Ordered from Wheatstone: Wheatstone Glass LXE and Blade for our HD studio (soon to be Podcast Studio), this will provide us with the ability to:
 - a. Acquire automated functions for our broadcast and streaming channels during an emergency.
 - b. Operating as our podcast studio.
 - c. Operating out studio rental sessions.
- More PPC for station use (ongoing)
 - a. Gloves.
 - b. Ear cover.
 - c. Mic covers.
- Music Shifter: Re-ordered .wav file conversion and purchased a new thumb drive to have them loaded on. This will allow us to load thousands of songs onto an SD card accessible via Tascam cd players.

IT

- Accounting setup for outsourced bookkeeping.
- Traffic Logs setup on DJ and cohost computers.
- Windows update pause/restart while Studio 2/3 down.
- Spotify on cohost computers.
- Continued backup software updates.



- Steam counts queries and reports by show and daypart.
- WiFi issues resolved, DHCP disabled on the new camera system.
- Program schedule changes to streaming and archiving.
- Scripting for new Podcast episodes.

Web

- Program schedule changes to website/app and playlists.
- Poets of the Month page with the form submission. Juneteenth post, events.
- CAB public invitation form. Continued development of Community Partners / Non-profit organizations.
- Staged website updates under development - Episodes, videos and graphics, BuddyPress for members, new menu and pages.
- Continued creation of Content Delivery Network (CDN) for website media.
- John McCutcheon live stream popup.
- wmnfcar.org statistics.

PROGRAMING

- Finished up the final schedule by calling every programmer, offering them a timeslot, then getting confirmation. Sam sent those who say yes to their new timeslots to DT for training classes on the board and on-air studios. At the same time, she is also working with IT and Social Media to get the new schedule on the website, which was solidified and made public Monday, June 14.
- Sam is working with Pamela to help promote and have a fantastic Juneteenth on air! She is pairing programmers of color with shows, so the day is filled with music from African American leaders and conversations about slavery, freedom, and justice.
- She is also collaborating with DT and the Engineering team with remote broadcasts coming up. Two will happen on July 2: A DJ will have an interview and hear live songs performed by Damon Fowler at the Palladium 2-3 pm, then Steve the Hitman will host a block party for the Tampa Theatre's showing of *Summer of Soul*, 5-7:30 pm.
- Sam has met with me, Cindy, and Linda about the budget of the programming department.
- Sam is speaking with Nerissa Lamison, Hillsborough Community College Department Chair Digital TV, Radio, Film and Media Production, about an internship program.



Program Changes by the numbers:

- Total of music shows pre-changes: 70
- Total of music shows post-changes: 68

How many shows...

- Reapplied and are coming back: 60
 - Reapplied and are coming back on HD: 2
 - Reapplied, were offered a timeslot, rejected the offer, and aren't coming back: 5
 - Did not reapply for a timeslot: 2
 - Left before applications were available: 1
 - Reapplied and were not invited back: 1
 - **Moved from their old-time slot or changed length: 31**
 - Brand new shows: 8 WMNF / 5 HD2
 - Will be on HD2: 7 (for now, may have more)
-
- Every pre-existing show that decided to reapply was given a timeslot either on the main terrestrial channel or HD, except for one due to personnel issues.
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- Some numbers may not "add up" because some programmers went from two shows to one, while others left before the applications were available.
-
- Each current programmer had one show in their old slot to let their listeners know whether they stayed in their same timeslot, moving, or leaving, which started Monday, June 14 at 12:06 am. Monday, June 21 at 12:06 am is when the new schedule will officially take effect, and programmers are encouraged to direct listeners to our website to view the schedule in its entirety.
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- We have selected a lineup that we believe will best celebrate and promote the creative, cultural, and political vitality of our Tampa Bay community and serve our mission as well as our long-range plan.



- The Top Ten Live Online Streamed Shows from 5/30-6/5/21:
 1. 60s Show
 - a. Average of 520 listeners
 - b. Most listened to time: Sat 1:15pm, 533 listeners
 2. 70s Show
 - a. Average of 481 listeners
 - b. Most listened to time: 2:15pm, 513 listeners
 3. Acoustic Peace Club
 - a. Average of 443 listeners
 - b. Most listened to time: 11:15am, 466 listeners
 4. Florida Folk Show
 - a. Average of 399 listeners
 - b. Most listened to time: 9:45am, 402 listeners
 5. Freak Show
 - a. Average of 348 listeners
 - b. Most listened to time: 6:45pm, 396 listeners
 6. Morning Show Thursday
 - a. Average of 296 listeners
 - b. Most listened to time: 8:15am, 394 listeners
 7. Morning Show Wednesday
 - a. Average of 302 listeners
 - b. Most listened to time: 8:15am, 380 listeners
 8. Morning Show Tuesday
 - a. Average of 280 listeners
 - b. Most listened to time: 8:15am, 374 listeners
 9. Morning Show Friday
 - a. Average of 278 listeners
 - b. Most listened to time: 8:45am, 372 listeners
 10. Bumpy Ride
 - a. Average of 345 listeners
 - b. Most listened to time: 5:15pm, 370 listeners



NEWS & PUBLIC AFFAIRS

- Completed program evaluation / programmer interviews / new schedule implementation.
- Continued to focus on WMNF Mission Calendar in May and June, including:
 - Comfort Rabbits – Talking Animals.
 - Opioid addiction – MidPoint.
 - Mental health in the Black community – MidPoint.
 - Mental health interventions by Police – MidPoint.
 - Planned Parenthood offers mental health counseling – WMNF News headlines.
 - Gulfport Pride – WMNF News headlines.
 - DeSantis signs anti-Trans legislation – WMNF News headlines.
 - St. Pete Pride – MidPoint.
- First live guests in studio post-pandemic / live-streamed video on Facebook Live:
 - a) Nathan Breummer, board president and executive director of St. Pete Pride.
136 people reached / 39 engagements
<https://fb.watch/603hjNo76B/>
 - b) USF student on his documentary film Choke Point about the importance of the USF Forest Preserve.
392 people reached / 115 engagements
<https://fb.watch/603bvglxoy/>
 - c) Video from a WMNF interview was included in the documentary Choke Point.
https://youtu.be/rJT6p_OYBHc
- Working with Social Media on a more permanent/professional video setup.
- Two interns continue to help with some MidPoint shows (the goal is to create an intern policy well before the fall semester)
- Two of Daniel's stories were among the top 25 most visited pages on wmnf.org over the last month:
 - i) She survived human trafficking; now, she brings hope and healing to the streets of Tampa – WMNF - 7,404
 - ii) 'Big Mike,' beloved face of St. Pete concerts for 30 years, dies after battle with COVID-19 – WMNF - 6,348



DEVELOPMENT

Pledge Drive Days Results: The second of the Wednesday/Thursday drive days also underperformed.

As for Wednesday/Thursday, May 19,20, the original goal was \$62,000.00, adjusted down to \$57,200.00.

The results:

Wednesday/Thursday: - \$ 39,276.63

The overall May Drive came up \$52,000 short.

The week of June 24, Ian will pull a lapsed list and contact those donors.

NEXT DRIVE DATES

July Friday, Saturday 7/9,10 GOAL \$68,000.00

July Monday, Tuesday 7/26,27 GOAL \$80,000.00

Depending on final numbers, we may add one more mini-drive.

DEVELOPMENT PLAN GOALS

Allegiance reports show the following year to date:

New Donors:

Count – 800

Amount Pledged - \$107,684.09

Average Amount - \$134.61

\$1,000+ Pledge – 4

First Time COF:

Allegiance reports show the following year to date:

New Donors:

Count – 939

Amount Pledged - \$124,135.78

Average Amount - \$132.20

\$1,000+ Pledge - 9

First Time COF:

Count – 287

Amount Pledged - \$40,990.15

Pledged Average - \$142.82

\$1,000+ COF – 3

**BOARD KPIs:**

- Increase the number of Circle of Friends members by 10 percent---currently at 7%
- Increase the average Circle of Friends contribution to \$15---currently at \$13

Underwriting KPI Goal: \$110,000

Actual: year to date: \$32,203.46

This KPI is not being met.

Underwriting continues to run at a deficit. However, it is picking up slightly.

New contacts this month:

- Laura secured a \$400 banner ad contract from homelight.com.
- Lake Wales History Museum, resumption of Suncoast Blues Society, resumption of Gasparilla Music Festival, Red Mesa (they have never underwritten, just sponsored events and donated food.)
- Contract underwriting sales staff Julie Jenkins is doing a great job, bringing in approximately \$2,000 in new business!

Upcoming Key Tactic Deadlines

Develop more sales leads by:

- a. Targeting one public media underwriter by using the tack that WMNF is a local and community alternative to national NPR and PBS programming by July.
- b. Pulling a zip code report to show where high concentrations of donors live relative to a business in or near that zip code by May.
- c. Rewrite community businesses for community radio spots that solicit local underwriters: non-profits, community banks, and credit unions, tourism/chambers of commerce. By the end of March, identify three prospects. In April, break out where we stand on the underwriting line and how much more we need to raise.
- d. Develop a full digital component by September for FY 20-21. In FY 18-19, WMNF began a \$100 value-add banner ad offer for each new underwriting contract. The Development Director will continue to offer this to help raise additional underwriting as those banner ads go that General Ledger Line.

Update: Laura will continue to work on a. and c. Ian DeBarry has already pulled b. Underwriting, especially utilizing the zip code report. That report will be provided to Julie Jenkins.

Other Development Projects KPI Goal: \$42,000

The Vehicle Donation Line has already met its goal! Year to date, we have received \$53,956.12 or \$29,956.12 over budget.



Grants

- Laura, Rick, DT, and Max submitted the PECO State equipment grant to replace our HVAC system.
- Laura, Rick, and the non-profit "Your Real Stories" are applying for a \$20,000 grant to begin podcasting at WMNF through the Florida Humanities Council.

Goal: Major Giving:

Increase Amplifiers to get 30 donors to give or \$1,000 or more.

As of May, there are nine.

Planned Giving:

- A cultivation plan has been developed with multiple touchpoints.
- We will begin with two prospects.
- Laura is asking for a wealth-screening module, WeDidIT, in the 2021-22 budget.

FINANCE / HUMAN RESOURCES

- Amended FDOE grant for additional \$6K and staffing changes
- Renewed Cyber Liability Insurance
- Renewed Worker's Comp Insurance
- Renewed Charitable Solicitation application
- Attended virtual PMBA conference
- Meet with auditors to plan the FY21 schedule. The audit will be remote.
- Planning day Tuesday, September 22, 2021
- Audit week of November 29, 2021
- Started conversion to bookkeeping services on June 1.
- PPP loan forgiveness application in process
- Budget 2022 in process



VOLUNTEER/OUTREACH DEPARTMENT

- WMNF welcomes a new summer intern from Robinson High School. Julie has yet to conduct an interview to see where they will best fit to help, but they are a musician and second-generation WMNF Volunteer. They may stay with us past the summer if their IB and band schedule will permit. Another interesting new prospect is a recent graduate of USF with a bachelor's in communications. Following up with them.
- We are seeing an overall uptick in new volunteer registrations recently, perhaps due to new program hosts and assistants. Or pandemic? Not sure, but good to have more help and fresh folks in the mix.
- Helping follow up on Rick's non-profit connections and goal of providing local non-profits PSA's to help spread word of their services. Julie assisted with PSA production, recorded and logged by Laura Taylor. We have two – one for PowerStories and one for EPIC Health, running the month of June.
- Worked with staff and volunteers on the Juneteenth celebration for Saturday, June 19. "Poetry Is" crew held a virtual Poetry Showcase for 5:30pm - 8pm, with prizes to the top 3 poets - including an interview on the program for the winner. They are also assisting programmers in their promotion of special on-air programming and partnering African American guest hosts with regular Saturday show hosts.
- Seeking pledge takers, food donors, tally help, and supervisors for the July membership drive dates (Fri/Sat – 7/9 & 7/10 and Mon/Tues – 7/26 & 7/27). Please contact Julie at 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	\$ 62,944.34
October	Wednesday, Thursday	10/14, 10/15	Pre-Election	\$ 62,000.00	\$ 46,103.80
October	Friday, Saturday	10/23, 10/24	Pre-Election	\$ 68,000.00	\$ 56,231.09
Nov.Dec.	No Drive, EOY Letter			\$ 50,000.00	\$72,159.95
January	Sunday, Monday	1/10, 1/11	Good Ridence 2020!	\$ 53,000.00	\$ 56,008.22
January	Tuesday, Wednesday	1/19, 1/20		\$ 73,000.00	\$ 71,431.66
February	No Drive				
March	Thursday, Friday	3/11, 3/12	Spring Has Sprung	\$ 66,000.00	\$ 60,590.88
March	Saturday, Sunday	3/20, 3/21		\$ 48,000.00	\$ 58,806.48
April	No Drive				
May	Monday, Tuesday	5/10, 5/11		\$ 80,000.00	\$ 50,055.55
May	Wednesday, Thursday	5/19, 5/20		\$ 62,000.00	\$ 39,276.63
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 DRIP	10 Drives			\$ 35,000.00	\$ -
TBD	If needed*				
* This will be to make up any additional short falls					
Total				\$	501,448.65
Goal				\$	713,000.00
Current Short Fall				\$	211,551.35

PLEDGE DRIVE ACTUALS													
Goals	October	November	December	January	February	March	April	May	June	July	August	September	
Sunday	\$ 15,000.00	\$ -			\$20,337.30		\$18,960.26						
Monday	\$ 38,000.00	\$27,425.14			\$35,670.92			\$21,093.52					
Tuesday	\$ 42,000.00	\$35,519.20			\$38,608.32			\$28,962.03					
Wednesday	\$ 31,000.00	\$25,135.19			\$32,823.34			\$18,713.94					
Thursday	\$ 31,000.00	\$20,968.61				\$22,629.28		\$20,562.69					
Friday	\$ 35,000.00	\$30,821.35				\$37,961.60							
Saturday	\$ 33,000.00	\$25,409.74				\$39,846.22							
End of Year	\$50,000.00			\$72,159.95									
Post Pledge Drip	\$ 3,500.00		\$ 13,783.70			\$6,639.46		\$ 2,647.45					
Month Total		\$ 165,279.23	\$ 13,783.70	\$ 72,159.95	\$134,079.34	\$ 6,639.46	\$ 84,083.21	\$ 2,647.45	\$ 89,332.18	\$ -	\$ -	\$ -	\$ -
RUNNING TOTAL		\$ 165,279.23	\$ 179,062.93	\$ 251,222.88	\$ 257,862.34	\$ 264,501.80	\$ 348,585.01	\$ 351,232.46	\$ 440,564.64	\$ 440,564.64	\$ 440,564.64	\$ 440,564.64	\$ 440,564.64

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	\$ 2,769.00	\$3,680.00	\$ 5,872.00	\$ 4,919.32	\$ 15,158.38	\$ 13,154.80	\$ -	\$ -	\$ -	\$ -
Month Total Vehicles	9	26	12	5	6	6	17	10	14				
RUNNING TOTAL DOLLARS		\$ 3,121.00	\$ 7,055.04	\$ 9,824.04	\$ 13,504.04	\$ 19,376.04	\$ 24,295.36	\$ 39,453.74	\$ 52,608.54	\$ 52,608.54	\$ 52,608.54	\$ 52,608.54	\$ 52,608.54
RUNNING TOTAL VEHICLES		26	38	43	49	55	72	82	96	96	96	96	96

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	\$ 4,824.44	\$ 3,744.76	1,164.55	\$ 3,906.78	\$ 2,945.00	\$ 3,536.59				
STREAMING	\$ -	\$ -											
ON-DEMAND	\$ -	\$ -											
DIGITAL ADV	\$ -	\$ -											
Month Total		\$ 7,945.00	\$ 3,290.72	\$ 4,824.44	\$ 3,744.76	\$ 1,164.55	\$ 3,906.78	\$ 2,945.00	\$ 3,536.59	\$ -	\$ -	\$ -	\$ -
RUNNING TOTAL		\$ 7,945.00	\$ 11,235.72	\$ 16,060.16	\$ 19,804.92	\$ 20,969.47	\$ 24,876.25	\$ 27,821.25	\$ 31,357.84	\$ 31,357.84	\$ 31,357.84	\$ 31,357.84	\$ 31,357.84

UNDERWRITERS													
Goals	October	November	December	January	February	March	April	May	June	July	August	September	
ACTIVE	need to establish												
NEW UNDERWRITER	0	1	0	0	2	0	0	0					
N.U. RUNNING TOTAL		1	0	0	2	2	2	2	2	2	2	2	2
CONTACTED	need to establish	3	4	4	2	3	3	1					
C. RUNNING TOTAL		3	7	11	13	16	19	20	20	20	20	20	20

CIRCLE OF FRIENDS Finance													
Goals	October	November	December	January	February	March	April	May	June	July	August	September	
1st CC \$	\$ 14,000.00	\$ 5,476.86	\$4,833.73	\$ 6,691.47	\$ 6,348.17	\$ 6,484.12	\$ 7,660.08	\$ 7,709.23	\$ 8,647.93				
15th CC \$	\$ 14,000.00	\$ 8,510.00	\$ 8,390.45	\$8,615.35	\$ 8,360.35	\$ 7,995.59	\$ 7,845.75	\$ 7,522.42	\$ 7,149.09				
1st Monday EFT \$	\$ 8,000.00	23,752.28	25,048.91	\$23,511.78	23,817.39	\$ 23,642.23	\$ 23,243.07	\$ 23,884.05	\$ 22,622.46				
3rd CC Rejected \$	\$ -	\$ (451.37)	\$ (411.36)	\$ (591.44)	\$ (428.45)	\$ (431.26)	\$ (212.15)	\$ (443.93)	\$ (466.21)				
18th CC Rejected \$	\$ -	\$ (470.48)		\$ (432.09)	\$ (499.76)	\$ (593.26)	\$ (265.88)	\$ (458.02)	\$ (287.38)				
1st Wed EFT Rej. \$	\$ -	\$ (125.79)	\$ (115.75)	\$ (297.50)	\$ (297.70)	\$ (204.53)	\$ (130.20)	\$ (77.50)	\$ (105.83)				
4th CC ReBilled \$	\$ -	\$35.00	\$ 107.38	\$ 100.00	\$ 50.00	\$ 43.00	\$ 41.00	\$ 87.38	\$ 100.00				
19th CC ReBilled\$	\$ -	\$ 80.00	\$ 106.00	\$ 80.00	\$ 80.00	\$ 70.00	\$ 25.00	\$ 94.76	\$ 55.00				
1st Thur EFT ReBilled. \$	\$ -	\$ 25.00	\$ 7.38	\$ 40.00	\$ 10.00	\$ 25.00	\$ 70.00	\$ -	\$ 60.00				
1st CC Variance \$	\$ -												
15th CC Variance \$	\$ -												
1ST Mon EFT Var. \$	\$ -												
COF Cash/Check						\$ 568.29	\$ 380.95						
Month Total		\$ 36,691.50	\$ 37,745.98	\$ 37,497.57	\$ 37,300.00	\$ 36,892.89	\$ 38,708.96	\$ 38,517.20	\$ 37,560.06	\$ -	\$ -	\$ -	\$ -
RUNNING TOTAL		\$ 36,691.50	\$ 74,437.48	\$ 111,935.05	\$ 149,235.05	\$ 186,127.94	\$ 224,836.90	\$ 263,354.10	\$ 300,914.16	\$ 300,914.16	\$ 300,914.16	\$ 300,914.16	\$ 300,914.16

1st CC - Lost Member	10	2	3	1	1	2	1	17	10				
15th CC- Lost Member	10	5	1	0	0	3	1	20	7				
1ST Mon EFT - Lost Member	5	8	5	11	11	7	3	24	13				
1st CC ReBilled #	9	3	7	5	4	3	2	8	7				
15th CC ReBilled#	8	7	11	8	3	9	1	3	4				
1ST Mon EFT ReBilled#	5	2	7	3	1	4	2	0	5				

Social Media Insights



WMNF Community Radio



@wmnf_tampa

APRIL & MAY 2021

FACEBOOK GROWTH

Growth

25.27K

Likes

24.95K

Followers

340.11K

Impressions

3704

Page views

43

Posts

25300

25200

25100

Apr 1

Apr 9

Apr 17

Apr 25

May 3

May 11

May 19

May 27

134

Likes

2.2

Daily likes

3.12

Likes per post

60.72

Daily page views

0.7

Daily posts

4.93

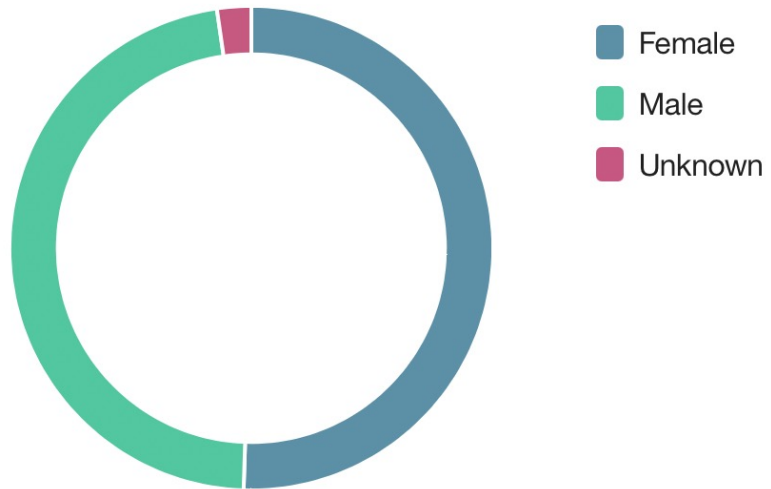
Posts per week

SOCIAL MEDIA INSIGHTS **APRIL & MAY 2021**

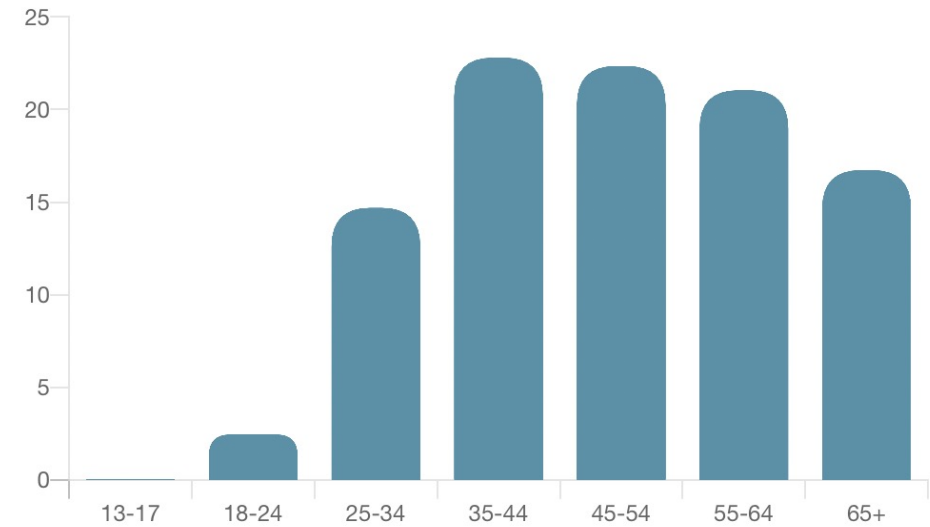


FACEBOOK DEMOGRAPHICS

Gender

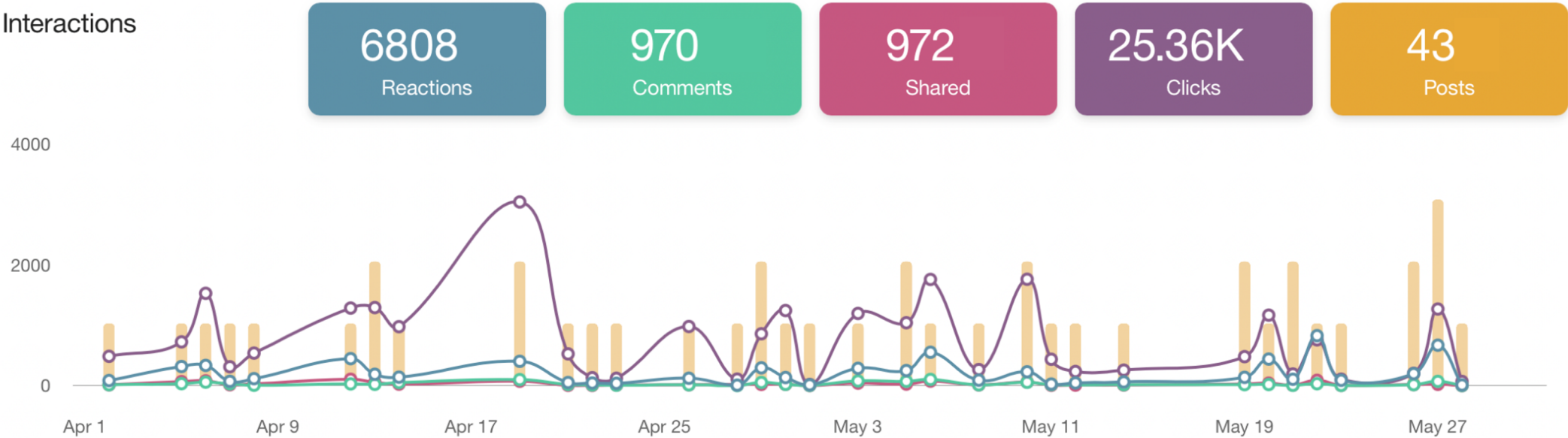


Age



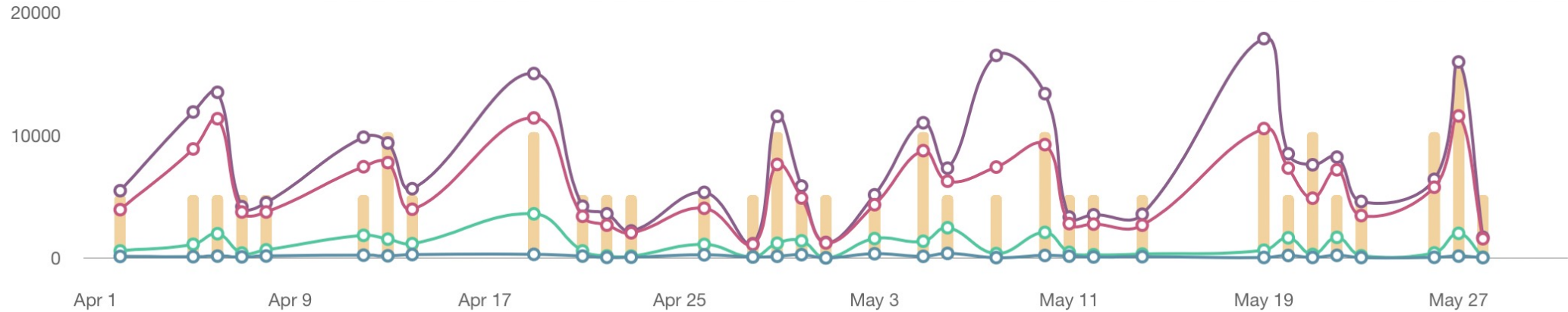
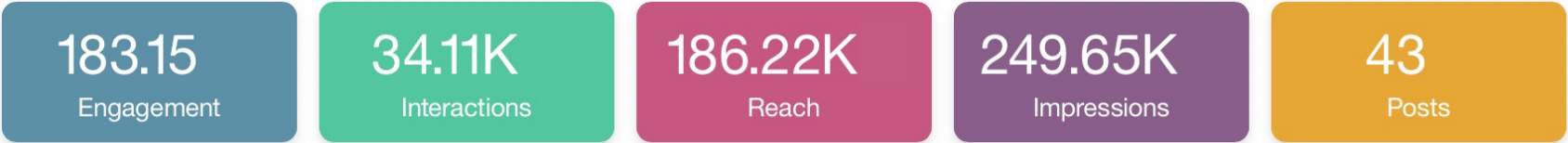
FACEBOOK ENGAGEMENT

Interactions



FACEBOOK ENGAGEMENT







Overview



FACEBOOK STANDOUT POSTS

		Date	Reactions ↓	Comments	Shares	Clicks	Link clicks	Impressions
	Skippers is coming back! We can't wait to go... MORE VIEW	May 22, 2021 4:35PM	827	31	88	757	480	8.23k
	Fried said DeSantis signing a controversial bill... MORE VIEW	May 6, 2021 4:12PM	552	102	74	1.76k	682	7.33k
	Seán Kinane, WMNF's Director of News and... MORE VIEW	May 27, 2021 5:26PM	474	66	16	954	319	10.44k
	The University of South Florida has requested... MORE VIEW	Apr 12, 2021 5:54PM	446	28	105	1.28k	700	9.85k
	Big Mike raised a generation of St. Pete conce... VIEW	May 20, 2021 3:47PM	439	18	41	1.17k	805	8.5k
	The controversial plan to pump water 3,500 fe... MORE VIEW	Apr 6, 2021 5:41PM	334	57	79	1.53k	525	13.5k
	A complete collapse, and resulting environmen... MORE VIEW	Apr 5, 2021 5:51PM	316	32	66	724	437	11.9k

FACEBOOK STANDOUT POSTS

		Date	Reactions ↓	Comments	Shares	Clicks	Link clicks	Impressions
	The executive order was signed, but no one ha... MORE VIEW	May 3, 2021 4:25PM	286	77	41	1.2k	718	5.16k
	HB1 became law this morning. But as protestor... MORE VIEW	Apr 19, 2021 11:12AM	203	40	31	1.96k	435	9.47k
	Angry mobs surrounding diners: Didn't happe... MORE VIEW	Apr 19, 2021 5:56PM	199	59	41	1.08k	520	5.56k
	Following a landmark performance in the 2021... MORE VIEW	May 27, 2021 1:00PM	188	4	5	310	218	4.3k
	It would be Crist's second stint in the Governo... MORE VIEW	May 5, 2021 11:42AM	186	62	11	652	118	7.45k
	State officials have been quick to praise each... MORE VIEW	Apr 13, 2021 2:19PM	170	21	54	1.28k	369	7.82k
	The bill would severely limit the ability of cities a... MORE VIEW	May 10, 2021 5:16PM	170	30	55	1.52k	652	7.44k
	We are so proud to be part of a community of... MORE VIEW	Apr 29, 2021 2:16PM	161	17	6	311	170	5.15k

FACEBOOK STANDOUT POSTS

WMNF Community Radio  Published by David Ranon · May 22 at 4:35 PM · 

Skippers is coming back! We can't wait to go home! 🙌❤️🎵🍷



WMNF.ORG
Skippers Smokehouse 2.0 - The Return Of The Skipperdome - WMNF [Learn More](#)

MOST REACTIONS (800+ "Likes")

WMNF Community Radio  Published by Daniel Figueroa · April 30 · 

The letters were allegedly written last year in an attempt to get a pardon from then-President Trump.



WMNF.ORG
Daily Beast: Greenberg confession letter says he and Matt Gaetz raped 17 year old - WMNF [Learn More](#)

MOST TRAFFIC (900+ Clicked Through To wmnf.org)

SOCIAL MEDIA INSIGHTS **APRIL & MAY 2021**

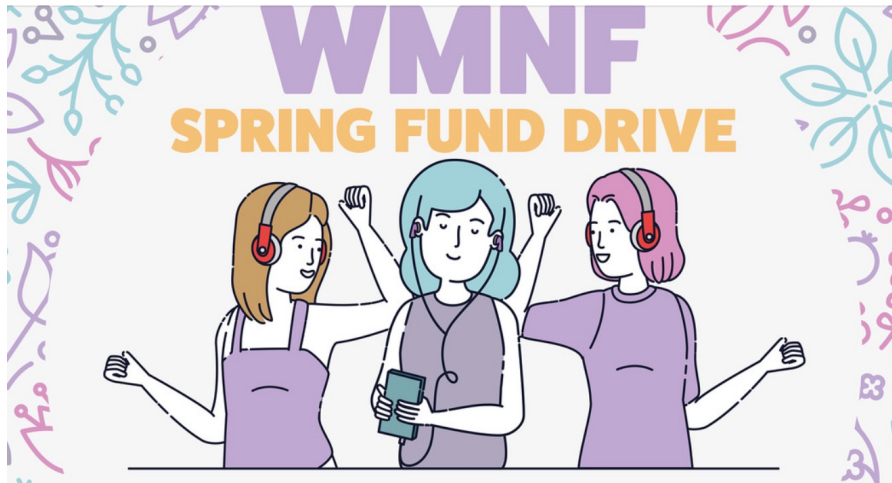


FACEBOOK STANDOUT POSTS

WMNF Community Radio ✓
Published by David Ranon · May 8 · 🌐

We need your support this Monday & Tuesday! We are kicking off our first-of-two two-day spring drives. Don't wait to donate. Click below to help us keep the Music and News you love in Tampa Bay!

👉❤️🎵



WMNF.ORG
WMNF 2021 Spring Fund Drive - WMNF
The Spring 2021 Fund Drive is here! Two two-day drives will kick off on M... [Learn More](#)

MOST IMPRESSIONS (16,500+ Views)

WMNF Community Radio ✓
Published by David Ranon · April 12 · 🌐

The University of South Florida has requested bids for plans to develop one of largest forest preserves in the City of Tampa. Students are fighting back.

USF Conservation Holdings Map



WMNF.ORG
Students push back against possible development of USF Forest Preserve - WMNF [Learn More](#)

MOST SHARED (105+ "Shares")

FACEBOOK PROGRAM CHANGE


WMNF Community Radio ✓

Published by David Ranon · June 14 at 12:25 AM ·

We have some great new programs to share with you, along with so many you know and love already! 🙌❤️🎵📻📺

The new lineup will begin airing on Monday June 21st. Stay tuned for more updates and intros to new shows! Click the link to find out what is new, and w... **See More**

new + classic music
 news + public affairs
 folk + cultural music, art, and poetry
 specialty music


WMNF
 2021 PROGRAM SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
MID-NIGHT	BODY ROCK MIKE BAGLEY	MIDNIGHT ROCK N SOUL IZZY K	FIRST CALL TIM SCHROYER	LOOM IN ESSENCE BRIAN VAN FLEET	EMO NIGHT THEO SEVERSON	MUSIC SHOW TBA DARRYL "MULLET" MAYN BARNES	SATURDAY NIGHT SHUTDOWN DJ SILENT RAGE, CONCEPT, & RAHIM
1	freemform eclectic music	freemform eclectic music	freemform eclectic music	freemform eclectic music	freemform eclectic music	hip-hop + dance music	hip-hop + dance music
2	SONIC SUNRISE MARK HARDT	THE WAKING HOURS CRAIG HUEGAL	RETRO JUKEBOX FRANK KNOX	RUSTIC NEW SOUL JIM BANNON	MORNING ENERGY RENNA	ROOFTOP MUSIC DWAYNE WILLIAMS	HOUSE OF SOUL JOHN DAVID & JEMAINIE
3							
4							

WMNF.ORG
New 2021 Programming Lineup Celebrates Tampa Bay's Diversity -...

Learn More

4,684 People Reached

373 Reactions, Comments & Shares ⓘ

111 Like	84 On Post	27 On Shares
13 Love	3 On Post	10 On Shares
4 Wow	3 On Post	1 On Shares
19 Sad	17 On Post	2 On Shares
7 Angry	7 On Post	0 On Shares
202 Comments	156 On Post	46 On Shares
17 Shares	17 On Post	0 On Shares
1,227 Post Clicks		
0 Photo Views	650 Link Clicks	577 Other Clicks ⓘ

NEGATIVE FEEDBACK
3 Hide Post **3** Hide All Posts
0 Report as Spam **0** Unlike Page

POSITIVE FEEDBACK

Despite the appearance of highly negative feedback in the comments section of the post, the reactions to the post are overwhelmingly positive.

Of particular note is the reactions "On Shares". Of the 50 reactions on posts shared by users to their own profiles, only 2 were "negative". This further supports a vocal minority being overrepresented in the comment section.

INSTAGRAM OVERVIEW

Profile

21.85K

Impressions

15.76K

Reach

888

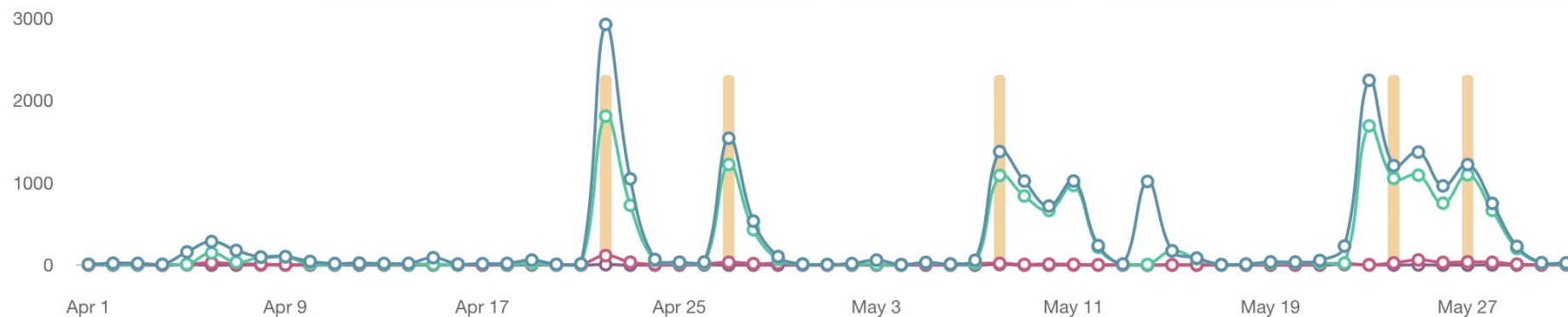
Profile views

43

Website clicks

5

Posts



13



143



137



60



357

16

152

SOCIAL MEDIA INSIGHTS **APRIL & MAY 2021**



INSTAGRAM GROWTH

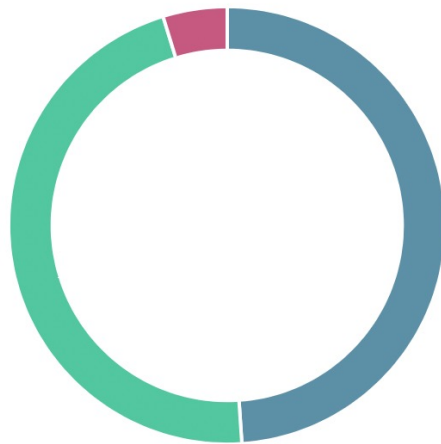
Growth



- Followers have increased by 1,000 or 20% Year-Over-Year

INSTAGRAM DEMOGRAPHICS

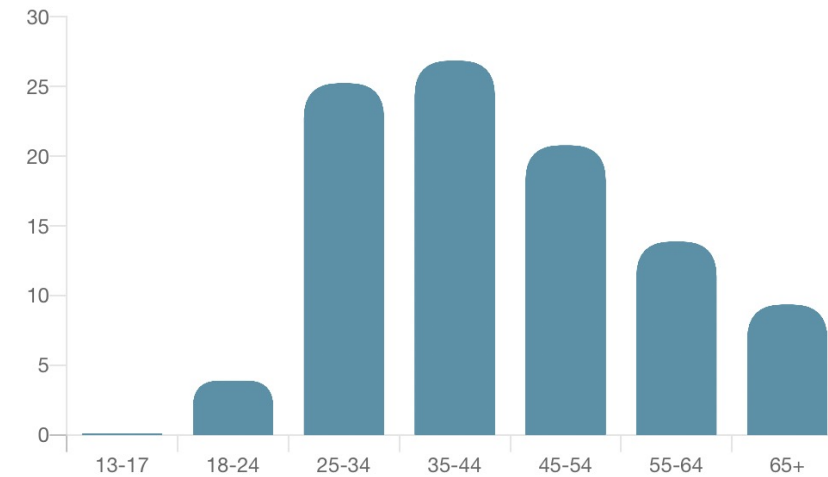
Gender








 VIEW TABLE

-  Male
-  Female
-  Unknown

Age



INSTAGRAM POST DETAILS

		Date	Impressions	Likes ↓	Saved	Comments	Engagement
	WMNF is proud. ❤️🧡💛💚💙💜🖤👻🖤 📄 MORE 🔗 VIEW	May 23, 2021 8:18PM	2.38k	357	7	11	188.16
	Say hello to our new Director of News and Public... 📄 MORE 🔗 VIEW	May 27, 2021 5:49PM	1.54k	152	2	16	119.38
	Say his name. Vigil for George Floyd - Link to story... 📄 MORE 🔗 VIEW	Apr 22, 2021 1:49PM	1.49k	143	3	13	134.97
	Who run the world? @shevonneofficial... 📄 MORE 🔗 VIEW	Apr 27, 2021 2:12PM	1.4k	137	2	7	128.3
	Help us keep the Music and News you care about... 📄 MORE 🔗 VIEW	May 8, 2021 10:31AM	1.12k	60	1	2	61.28

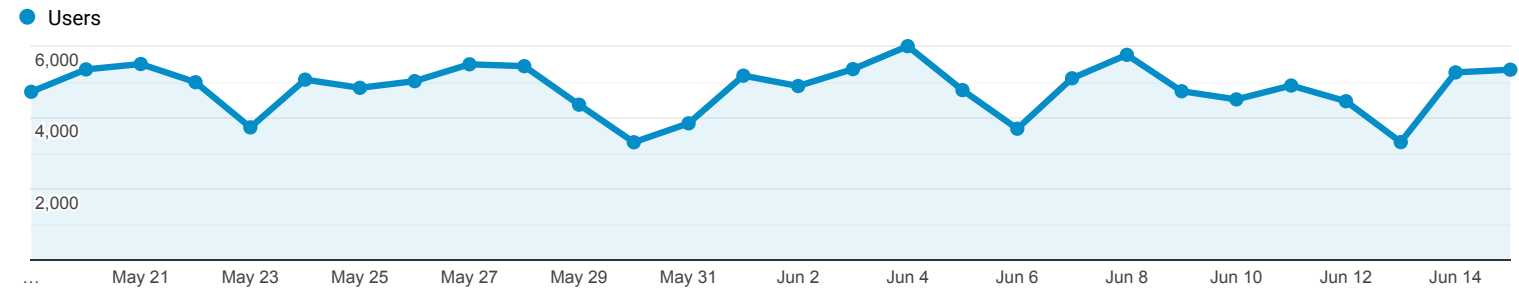


Audience Overview

All Users
100.00% Users

May 19, 2021 - Jun 15, 2021

Overview



Users

72,659

New Users

51,825

Sessions

289,727

Number of Sessions per User

3.99

Pageviews

578,281

Pages / Session

2.00

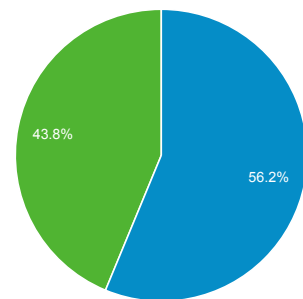
Avg. Session Duration

00:05:09

Bounce Rate

8.21%

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	55,757	57.57%
2. (not set)	38,962	40.23%
3. en	585	0.60%
4. en-gb	450	0.46%
5. en-ca	193	0.20%
6. en-au	136	0.14%
7. zh-cn	103	0.11%
8. ru-ru	100	0.10%
9. es-us	66	0.07%
10. de-de	59	0.06%

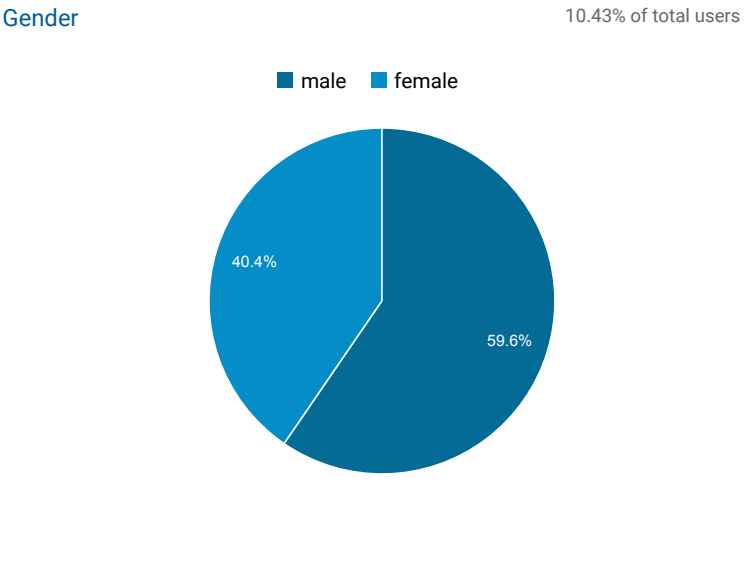
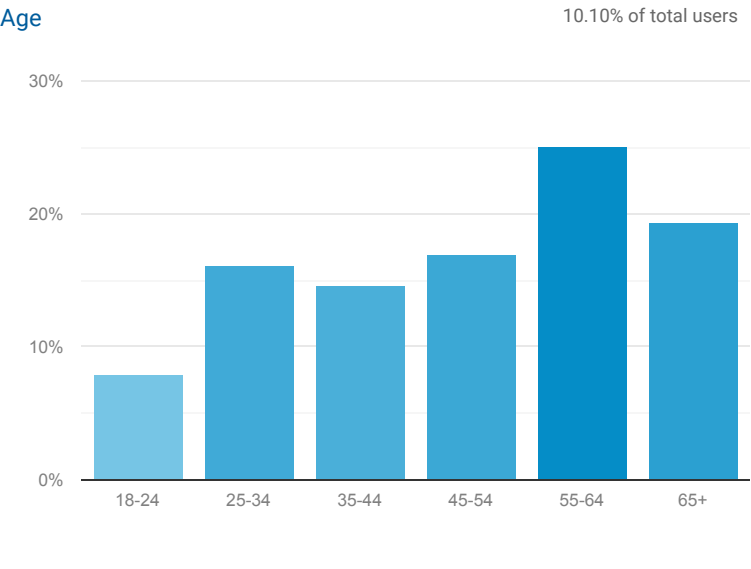


Demographics: Overview

All Users
100.00% Users

Jun 9, 2021 - Jun 15, 2021

Key Metric:



Interests: Overview

All Users
100.00% Users


May 18, 2021 - Jun 15, 2021

Key Metric:

Affinity Category (reach) <div>12.49% of total users</div>		In-Market Segment <div>9.23% of total users</div>	
3.26%	News & Politics/Avid News Readers	2.39%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
3.06%	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	2.35%	Real Estate/Residential Properties/Residential Properties (For Sale)
2.92%	Shoppers/Value Shoppers	2.24%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
2.65%	Banking & Finance/Avid Investors	1.94%	Beauty & Personal Care
2.64%	Travel/Travel Buffs	1.93%	Financial Services/Investment Services
2.60%	Lifestyles & Hobbies/Pet Lovers	1.92%	Real Estate/Residential Properties
2.55%	Lifestyles & Hobbies/Outdoor Enthusiasts	1.86%	Home & Garden/Home Decor
2.48%	Media & Entertainment/Movie Lovers	1.86%	Employment
2.43%	Lifestyles & Hobbies/Business Professionals	1.71%	Apparel & Accessories/Women's Apparel
2.42%	Media & Entertainment/Book Lovers	1.62%	Home & Garden/Home Improvement

Other Category <div>11.62% of total users</div>	
5.14%	Arts & Entertainment/Celebrities & Entertainment News
2.82%	Arts & Entertainment/TV & Video/Online Video
2.24%	News/Sports News
1.92%	News/Weather
1.89%	Food & Drink/Cooking & Recipes
1.76%	Sports/Team Sports/American Football
1.68%	News/Politics
1.40%	Real Estate/Real Estate Listings/Residential Sales
1.31%	Reference/General Reference/Dictionaries & Encyclopedias
1.30%	Sports/Team Sports/Baseball

Engagement



All Users

100.00% Users (100.00% Sessions)

May 18, 2021 - Jun 15, 2021

Distribution

Session Duration Bucket

Sessions

301,416

% of Total: 100.00% (301,416)

Pageviews

600,103

% of Total: 100.00% (600,103)

Session Duration Bucket	Sessions	Pageviews
0-10 seconds	207,404 <div></div>	229,720 <div></div>
11-30 seconds	10,135 <div></div>	34,492 <div></div>
31-60 seconds	3,901 <div></div>	17,223 <div></div>
61-180 seconds	4,140 <div></div>	23,196 <div></div>
181-600 seconds	34,521 <div></div>	84,113 <div></div>
601-1800 seconds	30,123 <div></div>	91,100 <div></div>
1801+ seconds	11,192 <div></div>	120,259 <div></div>

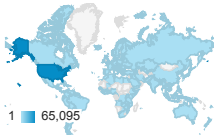
Location

All Users
100.00% Users

May 18, 2021 - Jun 15, 2021

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	74,677 % of Total: 100.00% (74,677)	53,197 % of Total: 100.02% (53,187)	301,416 % of Total: 100.00% (301,416)	8.19% Avg for View: 8.19% (0.00%)	1.99 Avg for View: 1.99 (0.00%)	00:05:09 Avg for View: 00:05:09 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. United States	65,095 (87.45%)	44,588 (83.82%)	278,647 (92.45%)	7.97%	2.04	00:05:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. India	904 (1.21%)	902 (1.70%)	1,147 (0.38%)	16.22%	1.04	00:00:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Canada	771 (1.04%)	647 (1.22%)	2,418 (0.80%)	7.78%	1.90	00:03:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Brazil	691 (0.93%)	677 (1.27%)	1,138 (0.38%)	13.18%	1.11	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. United Kingdom	617 (0.83%)	564 (1.06%)	1,702 (0.56%)	7.11%	1.82	00:07:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Germany	406 (0.55%)	343 (0.64%)	1,616 (0.54%)	9.53%	1.22	00:02:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Indonesia	406 (0.55%)	333 (0.63%)	1,321 (0.44%)	2.80%	0.14	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Japan	364 (0.49%)	342 (0.64%)	832 (0.28%)	23.68%	1.63	00:04:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. France	322 (0.43%)	286 (0.54%)	1,130 (0.37%)	9.56%	1.04	00:01:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. (not set)	304 (0.41%)	229 (0.43%)	2,056 (0.68%)	8.51%	0.52	00:00:57	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 172