



The Nathan B. Stubblefield Foundation, Inc.

Board Meeting Minutes

Date: 7/19/2021

<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	T		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	7:15
Roll Call / Proxies	Dyllan Furness	7:16

**Guests: Greg Musselman, Julie Scheid, Susan Gould**

**Agenda review** **Will Greaves** **7:17**

*Jennifer C motions to approve the agenda.*

*Mark seconds.*

*All in favor. Agenda approved.*

**Acceptance of items on Consent Agenda** **Will Greaves** **7:18**

Committee Updates:

No meeting held: Nominating, LRP

Minutes in Basecamp: Development, Finance

**Attendance Review** **Dyllan Furness** **7:18**

All in good standing.

**Visitor's Comments** **Will Greaves** **7:19**

**Review/Approve Last Month's Minutes** **Dyllan Furness** **7:20**

Minutes approved and will be uploaded to the website.

**General Manager Report (Attached)** **Rick Fernandes** **7:21**

Highlights: Summer of Soul premier at Tampa Theater was a big success. Finished the Florida Humanities Council Grant application. Had an interview with St Pete Catalyst. Completed Marketing and Branding request for proposals. Had a follow up meeting with the Tampa International Airport--proposing doing a once per month live music showcase. Habitat for Humanity COO is helping with HD4 channel, recommended that their development person can help us apply for a grant to support the channel. Sam is trying to collect agreement terms from programmers. Sam put together a list of the top ten shows based on new metrics. News and Public Affairs shows are going well, they're following the mission calendar well. Sean has jumped in and done a great job. Development struggles with fundraising. We were short about \$15k in the last pledge drive. Working on making sure programmers reach their goal. Laura will be working on making up these shortfalls. Good news is 25% of our donations have come from new donors. 241 new COF members (our goal was 230). 97 left for various reasons. Lagging on COF revenue. Working on budget prep for 2022.

Nancy: Given difficulty in fund drives, do we plan on keeping these two-day drives?

Rick: We haven't seen any data that the short fund drives are hurting us.

Jennifer C: It was nice to volunteer during the recent fund drive. It was a very positive experience.

**President's Report****Will GReaves****7:42**

The board agreed to fundraise \$2,000. Staff has asked us to increase our commitment to \$10k.

Sean: Staff has asked if the board will do an event and raise funds.

Dyllan: Given the success of the Summer of Soul event, we may be able to host a big event and commit to more than we initially committed to.

Renz: \$10k will be a stretch goal but staff has been feeling beat up. It will be good optics to go ahead and acknowledge the request.

Will: This will be the most the board has ever budgeted. My concern is it is a substantial raise from anything we've ever done. Highest amount board has budgeted in the past is \$2,500.

Jack: The Homegrown Heroes board had a lot of time to coordinate and a lot of time on the board.

Letty: My concern is we haven't done this since COVID. We haven't done any activity like this or raise that much money. Homegrown Heroes took a lot of time. I want the staff to realize that board members make donations on their own and a lot of the members of the board of directors put in a lot of time that is unpaid.

Isha: If it is to put a closer step to support staff, we may make it \$4k.

David: I would say all things being equal, it would be very aspirational. Given what COVID is doing, we have no idea about the desire of people to go back to these events.

Dyllan: Having trouble committing to a number without knowing how we're going to raise that money.

Mark: I'm a little unclear about how this works and think it will be difficult to budget without knowing what we're doing and how we're getting there.

Nancy: Homegrown Heroes was about six months work. We have a lot of people working on it. There was no COVID. The concept was giving back to the community. But when we discussed the budget, we said we could come up with \$2k or more, especially piggy backing off an event WMNF is doing. I'm reluctant to say any more than \$3k.

Emma: Time of year would have an impact on the event and the amount of money that could be raised.

Jennifer M: We should look at the board's obligation to bring in new donors. As a board we should reach out to others and bring in more donors. This is a tough time to be upping the ante.

Jack: Those of us who have the means should absolutely do what we can to get donations and underwriting. The reason why we're a working board and not a donating board, is we want to ensure diversity, including economic diversity, on the board.

Mark: A lot of the boards I've been on have dealt with those issues. But there are ways you can keep socioeconomic diversity on a board but redefine how people "donate" to a station, including the board's obligation to raise money.

Rick: This came up with staff during the budget process. We're trying to raise more money. This budget is through September 30 of 2022. The number needs to be finalized next week.

Dyllan: Was \$10k arbitrary?

Rick: We looked at the Homegrown Heroes and thought the board could achieve \$10k.

#### **Finance Committee Report**

**Renz**

**8:11**

Renz: We updated our sustainability society fund policy. Updated language to support an endowment idea. The prior board kicked off the fund but it didn't get to the finish line. Rick met with the Community Foundation of Tampa Bay. They'll match \$1 for every \$3 we put in. The purpose is to have a long term base of capital so the interest can be used for operating expenses. \$100,000 opening the endowment with, against which Community Foundation will contribute 33k into the account.

Jennifer C: The sustainability language we drafted today stipulated that the fund will grow until it's \$500k until we tap into it.

*Finance committee recommends to accept the sustainability society fund policy.*

*Dyllan seconds.*

*All in favor.*

#### **Bylaws Committee**

**Mark Schreier**

**8:15**

Letty forwarded the proposal from the Bylaws committee for adjusting the allowance of remote attendance. The Bylaw committee recommends doubling the number of remote meetings from two to four.

David: How did we arrive at four?

Mark: It was a number that the committee agreed upon. What we don't want is people's attendance and absences to start violating the bylaws.

Letty: There are only 11 formal meetings. Out of those you can miss three. That takes you down to 8. If people never come to the station, staff and volunteers don't get to see us.

Jennfier M: The pandemic had a big impact on this issue. It's a matter of more convenience and flexibility.

*Jennifer C motions to accept the proposed bylaw changes such that four remote attendances are permitted. Isha seconds.*

*All in favor except for David, who abstains. Motion passes.*

### **Volunteer Committee**

**Isha Del Valle**

**8:22**

I've decided not to run for reelection, so by November the Board will receive three new volunteer representatives. I put together a mentorship packet to help new members get accustomed to joining the board.

### **Personnel Committee**

**Jack Timmel**

**8:26**

Annual GM evaluation coming up. We voted to delay the eval from August to October to give ourselves enough time to do a thorough job. We will be using the same methodology from years past. This involves running four separate surveys. Staff, RadioActivists, Board, and Rick will receive the survey, the results of which will be anonymized. Renz proposes moving the eval to sync with the budget cycle beginning in June.

Jennifer C: I caution about budgeting for raises because it will be such that you miraculously use the funds. I'm ok leaving it how things are.

Nancy and Letty agree.

Jack: Personnel Committee will also be reviewing how our salaries compared with CPB data.

### **Nominating Committee**

**David Downing**

**8:35**

We have two open seats. Volunteers have three seats to fill. We will be sending out calls for applications.

Will: Have we identified any areas that the board is lacking?

Nancy: Diversity.

Isha: Diversity and Development.

### **Executive session**

**8:49**

*Isha motions to enter executive session to discuss matters requiring confidential advice from council. Jennifer C seconds.*

*All in favor.*

*Board enters executive session at 9:03pm.*

*Mark motions to exit executive session.*

*Emmy Lou seconds.*

*All in favor. Board exits the meeting at 10:56pm.*

<b>(PALS: Participation, Accomplishments, Listening and Scheduling)</b>	<b>Jack Timmel</b>	<b>10:56</b>
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[Incomplete responses]

<b>Next Meeting 8/16/2021</b>	<b>Will Greaves</b>	<b>10:56</b>
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<b>Adjournment</b>	<b>Will Greaves</b>	<b>10:57</b>
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*Nancy motions to adjourn the meeting.*

*Dyllan 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 Furness, Secretary

Approved by the Board on: **8/16/2021** \_\_\_\_\_





Prepared by: Rick Fernandes, General Manager

### **GENERAL MANAGER**

- WMNF Event for the "Summer of Soul" premier on July 2 had a large crowd and good press.
- Submitted "Your Real Stories/ WMNF" Podcast for Florida Humanities Grant.
- Meeting with Sable Trust as a possible alternative to the endowment
- Meet with Monica Petrella -Signed support for *Homegrown Hillsborough: Creating a Unified Coalition for Strategic Food System Development* proposal.
- Zoom interview with Joe Hamilton of St. Pete Catalyst.
- We have four RFP's out for marketing and Branding plan.
  1. Coconspirator – Tampa Agency
  2. Spark – Tampa/San Diego Agency
  3. PRIEST + GRACE – Brooklyn Agency
  4. Dot Think Design – Connecticut / Boston Agency
- Meeting with the Tampa International Airport – Working on Proposal for monthly Live Music Showcase at Airside Event Space.
- Attended Planned Giving meeting on July 12.
- Sean and I gave a written statement to the Tampa Jewish Press in response to the false and defamatory statements against WMNF.
- Ron Spoor COO of Habitat for Humanity of Hillsborough County has been generous in helping us investigate ways to get funding to support HD4. Melanie Lachs, Director of Grants, Habitat for Humanity of Hillsborough County, has let him know that she will offer to volunteer for WMNF to help with grant research etc.

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

- The Shredding of outdated office documents from the storage room (ongoing)

Ops & Engineering requested quotes from:

- (Steve Ardrango) for the interior painting
- (Carrier) for R&M of our current air-handler





#### In-Studios projects:

- downloading shows for playback (ongoing)
- setting up studio for zoom interviews
- updating help videos & studio manuals
- managing digital Log system

#### Conducting Board Operator Refresher & Training Classes (ongoing)

##### Setting up the conference room for:

- conference zoom meeting
- staff budget meeting
- volunteer committee meeting
- membership drive

#### Replenishing PPE for station uses

- Gloves
- Ear cover
- Mic covers

#### Preparing department budget documents

#### Preparing & testing equipment for remotes

#### Prepping for tropical storm

- station supplies
- generator fuel

#### IT

- Traffic Logs adjustments on DJ and cohost computers
- Spotify network folders for local storage locations
- WiFi system firmware updates, changes
- Continued backup software updates
- Stream counts queries and reports by show and daypart
- Summer Fund Drive
- Budget preparation
- Program schedule changes to streaming and archiving
- Allegiance program codes and listings
- Scripting adjustments for new Podcast episodes
- Circle of Friends campaign setup on volunteer computers



## Web

- Program schedule changes to website/app and playlists and archives
- Released of Community Partners / Non-profit organizations
- Staged website updates released - Episodes, videos and graphics
- Apple Podcast review and changes
- Continued development of BuddyPress for members, new menu and pages
- Continued creation of Content Delivery Network (CDN) for website media

wmnfcar.org statistics

## PROGRAMING

- Sam has been collecting Programmer's Agreements from all music programmers.
- She has also been learning about our current online ticketing system and comparing it to other methods. While we would save money with our current system of Event Espresso, we could get more ease-of-use features and brand control with Etix.com. She will review it with other members of our staff and me before proceeding and further.
- She and Miss Julie have teamed up to find board operators for multiple shows. The board ops help supervise the studio when a programmer has pre-recorded their Show, becoming increasingly common in the summer months. A volunteer has been brought on to help with the Live Music Showcase tech on remote locations.
- The Block Party for the Summer of Soul showing at Tampa Theatre overall went well! Sam had a debrief with engineers DT, Max, and Joe, and while it went great technically, there was a need for more brand imaging, as well as an event crew to help set up and break down. Sam will start to work with Miss Julie on finding our current tablecloth, tent, flags, and swag to give away and a network of volunteers that can be our event crew.

Here are our Top Ten Listened to Music Shows from May 30 - July 10, 2021 (4 weeks total) on our main live stream:

1. 60s Show - Average of 467 listeners
2. Words & Music - Average of 402 listeners
3. 70s Show - Average of 388 listeners
4. The LuLus, Tues 3-6 pm - Average of 320 listeners
5. Randy & Blannie, Tues 6-9 am - Average of 305 listeners
6. Katarina, Thurs 6-9 am - Average of 288 listeners
7. Robin, Wed 6-9 am - Average of 288 listeners
8. Nancy (Different Subs Each Week), Thurs 3-6 pm - Average of 272 listeners
9. Cam, Fri 6-9 am - Average of 271 listeners
10. Sam, Wed 3-6 pm - Average of 268 listeners



Sam has her recent averages week by week attached and believes the downward trend in the listening numbers is a combination of the program changes (week 2) and potentially the pledge drive (week 4). She believes Fitz let her know that some numbers got lost due to the transition, which you can see during week 2 with the Acoustic Peace Club and Postmodern Hootenanny.

It seems that starting at 7 am on Saturdays; listenership only grows until the 70s Show, which is when numbers tend to taper off. Sam will listen to the 70s Show and see if anything can be improved to keep those listeners around.

However, she is happy to see that seven out of the ten shows listed above follow the new Matrix music parameters. As listeners gain relationships with our programmers in their new timeslots and get used to the "new" sound, Sam believes the numbers will grow back.

She also sees that during HD2, the majority of listeners tune in on Thursdays from 9 am-2 pm, then Thursday through Saturday from 10 am-1 pm. Why Thursdays? As HD2 is currently just automated music with no live shows, she's not entirely sure, and nothing shifted from the norm during program changes. It potentially could just be the lifestyles of our listeners, but she will investigate this further and see what she finds!

### **NEWS & PUBLIC AFFAIRS**

- New News and Public Affairs schedule implemented June 21. All shows are now weekly (no alternating weeks). One hour of syndicated NPA Monday through Thursday (Democracy Now) with two additional hours on Friday. Nine shows per week with live, local hosts.
- A reporter with Jewish Press Tampa asked questions about the cancellation of the Third Opinion.
- More and more public affairs programs are creating posts about each episode of their shows on WMNF.org
- Provided updates on-air and on the web about preparing for / dealing with Tropical Storm Elsa.

WMNF Mission Calendar stories.

- Late June / LGBTQ Pride:  
<https://www.wmnf.org/two-tampa-bay-state-reps-get-peoples-champion-nods-from-progress-florida-after-2021-session/>
- Early July / anti-war & human rights:  
<https://www.wmnf.org/florida-indigenous-activists-protest-massacres-of-native-children-at-christian-schools/>  
<https://www.wmnf.org/dennis-kucinich-on-how-he-stopped-privatization-of-clevelands-municipal-utilities/>  
<https://www.wmnf.org/impacts-humans-climate-change-shade-natgeo/>  
<https://www.wmnf.org/sarasota-protest-against-cubas-government/> (by new volunteer Rob Neff)

We plan more anti-war/human rights stories this month.



## **DEVELOPMENT**

### **Pledge Drive Days Results:**

We held the first two summer drive days-

Friday, July 9 and Saturday with a **two-day goal of \$68,000.00**

Friday: GOAL: \$32,100.00 ACTUAL: \$19,980.09

Saturday: GOAL: \$35,900.00 ACTUAL: \$32,623.05

**Two Day: Actual: \$52,603.14 Shortfall: \$15,396.86**

**Laura has provided an analysis of this past drive as an addendum to this report.**

The next drive dates and goals are Monday, July 26, and Tuesday, July 27, with a goal of \$80,000.00.

The overall year-to-date shortfall as of June is approximate -\$39,000 (assuming the 28k gift Board TBD is counted towards this line). Considering the July \$15,396.86 in missed goals, that brings us to a projected year-end shortfall of roughly \$159,000. Laura has outline below her proposed contingency plan to make up the deficit.

August emergency dates.

- Wednesday, Thursday, 8/18, 8/19 GOAL: \$62,000
- Sunday, 8/29, GOAL: \$26,000
- TOTAL GOAL AMOUNT: \$88,000

September emergency date.

- Tuesday, September 14, is a big celebration of WMNF's 42nd Birthday.
- TOTAL GOAL AMOUNT: \$24,000.

### **TOTAL FOUR MAKE-UP DRIVE DAYS: \$112,000**

Even with these efforts, I anticipate we might come up \$35,788 short at the end of the fiscal year.

### **DEVELOPMENT PLAN KPI's**

- Goal: \$702,040 YTD: \$ 568,100.00

### **Membership Growth Goal:**

- 200 Members (lapsed, renewals, new) – Actual 953
- 230 Circle of Friends members – Actual 250

### **Allegiance reports show the following year to date:**

**Goal: 200**

#### **New Donors:**

- Count – 953
- Amount Pledged - \$126,258.38. **(This means 25% of our donations are from new donors)**
- Average Amount - \$132.49
- \$1,000+ Pledge - 9

**First Time COF:****Goal: 230**

- Count – 241
- Amount Pledged - \$40,458.93
- Pledged Average - \$114.94
- Average new COF/month - \$13.99
- \$1,000+ COF – 4

We revised down the First time COF count due to an error last month. Still, that current number is higher than the 230 we were aiming for in the plan. However, notice that the Amount Pledged, and the Pledged Average are also lower than before. This is not an error. It is due to first-time COF donors choosing to stop their monthly contributions. During June, the most common reasons given for these canceled COF were program changes and financial hardship. The average gift remains \$13.99.

Since April 12, we have had 97 individuals cancel or reduce their COF contributions. The reasons given for these cancellations are:

- The firing of NPA Director (65)
- Program Changes (14)
- Financial Hardship (13)
- No Reason Given (5).

Increase the Circle of Friends revenue by 10 percent: Currently at 7%

Increase the average Circle of Friends contribution to \$15: Currently at \$13

Laura Identified five music programs that have the potential to make their goals and work with them to succeed or improve. She has worked with Mo Blues Monday, Da Soul Kitchen, Surly Feminists, Cosmic Slop, and Fresh on Tap.

- Mo Blues Monday – raised \$5500 out of a \$6000 goal. Laura worked with Larry to reintroduce the popular WMNF Gives Me the Blues shirt.
- Da Soul Kitchen – raised \$1,062.66 out of a goal of \$2,500.00 in May and \$1,720.50. Out of \$2,500 in July. Perhaps the new time slot helped them raise more. Laura will continue to work with them.
- Surly Feminists – raised \$2,791.74 out of a goal of \$1,600.00! Laura met with Donna and Liz, who are new to the fundraising part of WMNF. After our meeting, they immediately began working their connections to get donors to join the Circle of Friends or contribute to their Show and went \$1,100 over their goal!
- Fresh on Tap - raised \$381.25 out of \$1,500.00. Laura talked with Amanda. The pitching was good. She still feels there needs to be more focus and urgency in order to succeed. Laura will speak with Amanda again to help her succeed as part of our new college rock block using social media and earlier on-air appeals.
- Cosmic Slop – raised \$593.00 out of a goal of \$800.00, pretty close. Laura and Ben met to see how he could work his social media harder to reach his goal. The Show is no longer on the schedule.



**Underwriting KPI Goal: \$110,000**

Actual: year to date: \$38,320.77.

Underwriting continues to run at a deficit. Some businesses have difficulty bouncing back, like Happy Feet, which has cut its monthly contract from \$1,000 to \$500.

However, it is picking up slightly. Contract underwriting sales staff Julie Jenkins brought in another \$500 contract. Laura renewed Suncoast Blues Society at \$1,600 after more than a year-long hiatus.

- Upcoming Key Tactic Deadlines
  - 1) 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. Laura plans to do this by July 31.
    - 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. Laura presented this to Julie Jenkins. They will have further discussion on this as to how she can use it as a tool.
    - c. Rewrite 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. UPDATE: Most of this work has been off-air with Julie Jenkins working community connections. Such spots have not proven successful in drumming up new business in the past. However, Laura is willing to try them again.
    - 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. As stated last month, Laura sold a \$400 banner ad. Florida Public Media also buys banner ads each month for Florida Public Radio Emergency Network.
- Other Development Projects KPI Goal: \$42,000  
The Vehicle Donation Line has already met its goal! Year to date, we have received 63,083.94.

**Grants:** Submitted. Waiting for notification.

**Major Giving:**

- Increase Amplifiers to get 30 donors to give or \$1,000 or more:  
As of June, there are nine.

**Planned Giving:**

- Laura is asking for a wealth-screening module, WeDidIT, in the 2021-22 budget.
- The Board will identity three high-net-worth individuals and introduce them to the GM.



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

- Quarter end reports
- Filed 5500 tax return
- Comparative wage research
- Budget Prep 2022
- DOE quarterly reports

#### **VOLUNTEER/OUTREACH DEPARTMENT**

- Seeking pledge takers, food donors, tally help, and phone supervisors for the next July membership drive dates (Mon/Tues – 7/26 & 7/27). Please contact 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. Thanks.
- WMNF has welcomed our summer intern from Robinson High School. She will be working on library projects for Flee and assorted other tasks.
- There is also a new volunteer working with the Live Music Showcase every Friday, mainly to help with remotes, and a new program assistant will oversee the Board for the Sunday Simcha each week.
- Julie is meeting with AARP on Tues, 7/20, to reinstate the SCSEP partnership. They will send us volunteers, for whom they pay an hourly wage—currently planning to have one participant who can assist in the business office and perhaps others who can run the switchboard.
- Working with Pamela Robinson to organize our first official outreach event in September. It is a walk/run to raise awareness for Sickle Cell Awareness on Saturday, 9/18, at Rowlet Park in Tampa.

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	\$ 52,603.14
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				\$	554,051.79
Goal				\$	713,000.00
Current Short Fall				\$	158,948.21



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				\$19,980.09		
Saturday	\$ 33,000.00	\$25,409.74					\$39,846.22				\$32,623.05		
End of Year	\$50,000.00			\$72,159.95									
Post Pledge Drip	\$ 3,500.00		\$ 13,783.70			\$6,639.46		\$ 2,647.45		\$ 6,109.09			
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	\$ 6,109.09	\$ 58,712.23	\$ -	\$ -
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	\$ 446,673.73	\$ 505,385.96	\$ 505,385.96	\$ 505,385.96

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	\$ 2,548.44	\$3,680.00	\$ 4,440.08	\$ 7,919.32	\$ 15,158.38	\$ 13,154.80	\$ 9,127.82	\$ -	\$ -	\$ -
Month Total Vehicles	9	26	12	5	6	6	17	10	14	9			
RUNNING TOTAL DOLLARS		\$ 3,121.00	\$ 7,055.04	\$ 9,603.48	\$ 13,283.48	\$ 17,723.56	\$ 25,642.88	\$ 40,801.26	\$ 53,956.06	\$ 63,083.88	\$ 63,083.88	\$ 63,083.88	\$ 63,083.88
RUNNING TOTAL VEHICLES		26	38	43	49	55	72	82	96	105	105	105	105

UNDERWRITING DOLLARS													
	Goals	October	November	December	January	February	March	April	May	June	July	August	September
ON-AIR	\$ 110,000.00	\$ 6,445.30	\$ 3,290.72	\$ 4,824.44	\$ 3,744.76	1,164.55	\$ 3,906.78	\$ 2,945.00	\$ 3,536.59	\$ 6,117.31			
STREAMING	\$ -	\$ -											
ON-DEMAND	\$ -	\$ 1,500.00		\$ 445.32					\$ 400.00				
DIGITAL ADV	\$ -	\$ -											
Month Total		\$ 7,945.30	\$ 3,290.72	\$ 5,269.76	\$ 3,744.76	\$ 1,164.55	\$ 3,906.78	\$ 2,945.00	\$ 3,936.59	\$ 6,117.31	\$ -	\$ -	\$ -
RUNNING TOTAL		\$ 7,945.30	\$ 11,236.02	\$ 16,505.78	\$ 20,250.54	\$ 21,415.09	\$ 25,321.87	\$ 28,266.87	\$ 32,203.46	\$ 38,320.77	\$ 38,320.77	\$ 38,320.77	\$ 38,320.77

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		0	0
CONTACTED	need to establish	3	4	4	2	3	3	1	2	3			
C. RUNNING TOTAL		3	7	11	13	16	19	20	22	25	25	25	25

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	\$8,539.08	\$ 7,709.23	\$ 7,814.43	\$ 7,702.38			
15th CC \$	\$ 14,000.00	\$ 8,510.00	\$ 8,390.45	\$8,615.35	\$ 8,360.35	\$ 7,995.59	\$8,724.75	\$ 7,522.42	\$ 7,149.09	\$ 7,003.92			
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	\$ 22,502.63			
3rd CC Rejected \$	\$ -	\$ (451.37)	\$ (411.36)	\$ (591.44)	\$ (428.45)	\$ (431.26)	\$ (212.15)	\$ (343.93)	\$ (466.21)	\$ (532.51)			
18th CC Rejected \$	\$ -	\$ (470.48)		\$ (432.09)	\$ (499.76)	\$ (593.26)	\$ (265.88)	\$ (458.02)	\$ (287.38)	\$ (377.47)			
1st Wed EFT Rej. \$	\$ -	\$ (125.79)	\$ (115.75)	\$ (297.50)	\$ (297.70)	\$ (204.53)	\$ (130.20)	\$ (77.50)	\$ (105.83)	\$ (124.88)			
4th CC ReBilled \$	\$ -	\$35.00	\$ 107.38	\$ 100.00	\$ 50.00	\$ 43.00	\$ 41.00	\$ 87.38	\$ 100.00	\$ 125.00			
19th CC ReBilled\$	\$ -	\$ 80.00	\$ 106.00	\$ 80.00	\$ 80.00	\$ 70.00	\$ 25.00	\$ 94.76	\$ 55.00	\$ 70.00			
1st Thur EFT ReBilled. \$	\$ -	\$ 25.00	\$ 7.38	\$ 40.00	\$ 10.00	\$ 25.00	\$ 70.00	\$ -	\$ 60.00	\$ 30.00			
1st CC Variance \$	\$ -												
15th CC Variance \$	\$ -												
1ST Mon EFT Var. \$	\$ -												
COF Cash/Check							\$ 568.29	\$ 380.95	\$ 251.38	\$ 605.90			
Month Total		\$ 36,691.50	\$ 37,745.98	\$ 37,497.57	\$ 37,300.00	\$ 36,892.89	\$40,602.96	\$ 38,799.34	\$ 37,192.94	\$ 37,004.97	\$ -	\$ -	\$ -
RUNNING TOTAL		\$ 36,691.50	\$ 74,437.48	\$ 111,935.05	\$ 149,235.05	\$ 186,127.94	\$ 226,730.90	\$ 265,530.24	\$ 302,723.18	\$ 339,728.15	\$ 339,728.15	\$ 339,728.15	\$ 339,728.15

1st CC - Lost Member	10	2	3	1	1	2	1	17	10	4			
15th CC- Lost Member	10	5	1	0	0	3	1	20	7	6			
1ST Mon EFT - Lost Member	5	8	5	11	11	7	3	24	13	10			
1st CC ReBilled #	9	3	7	5	4	3	2	8	7	15			
15th CC ReBilled#	8	7	11	8	3	9	1	3	4	9			
1ST Mon EFT ReBilled#	5	2	7	3	1	4	2	0	5	4			

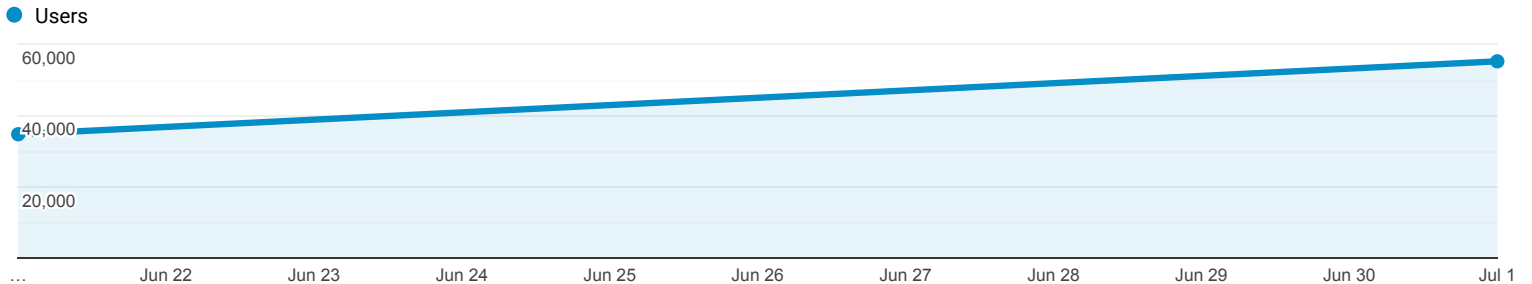


Audience Overview

All Users  
100.00% Users

Jun 21, 2021 - Jul 14, 2021

Overview



Users

81,714

New Users

61,434

Sessions

288,477

Number of Sessions per User

3.53

Pageviews

515,635

Pages / Session

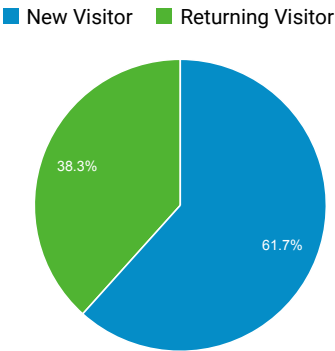
1.79

Avg. Session Duration

00:04:39


Bounce Rate

19.06%



Language		Users	% Users
1.	en-us	66,009	63.77%
2.	(not set)	34,827	33.64%
3.	en-gb	616	0.60%
4.	en	562	0.54%
5.	en-ca	289	0.28%
6.	en-au	154	0.15%
7.	ru-ru	103	0.10%
8.	de-de	83	0.08%
9.	c	81	0.08%
10.	es-us	79	0.08%

Interests: Overview

All Users  
100.00% Users

Jun 21, 2021 - Jul 14, 2021

Key Metric:

Affinity Category (reach)		12.41% of total users	In-Market Segment		9.82% of total users
3.07%	News & Politics/Avid News Readers		2.44%	Real Estate/Residential Properties/Residential Properties (For Sale)	
2.91%	Food & Dining/Cooking Enthusiasts/30 Minute Chefs		2.35%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)	
2.78%	Shoppers/Value Shoppers		2.28%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)	
2.69%	Lifestyles & Hobbies/Pet Lovers		1.95%	Home & Garden/Home Decor	
2.48%	Media & Entertainment/Movie Lovers		1.90%	Real Estate/Residential Properties	
2.42%	Media & Entertainment/Book Lovers		1.81%	Employment	
2.41%	Banking & Finance/Avid Investors		1.74%	Financial Services/Investment Services	
2.37%	Travel/Travel Buffs		1.61%	Apparel & Accessories/Women's Apparel	
2.34%	Lifestyles & Hobbies/Business Professionals		1.57%	Travel/Hotels & Accommodations	
2.28%	Lifestyles & Hobbies/Outdoor Enthusiasts		1.54%	Autos & Vehicles/Auto Repair & Maintenance	

Other Category		11.90% of total users
5.67%	Arts & Entertainment/Celebrities & Entertainment News	
3.02%	Arts & Entertainment/TV & Video/Online Video	
2.63%	News/Weather	
2.20%	News/Sports News	
2.12%	News/Politics	
1.80%	Food & Drink/Cooking & Recipes	
1.44%	Sports/Team Sports/Basketball	
1.33%	Real Estate/Real Estate Listings/Residential Sales	
1.20%	Sports/Team Sports/Baseball	
1.19%	Sports/Team Sports/American Football	



Demographics: Overview



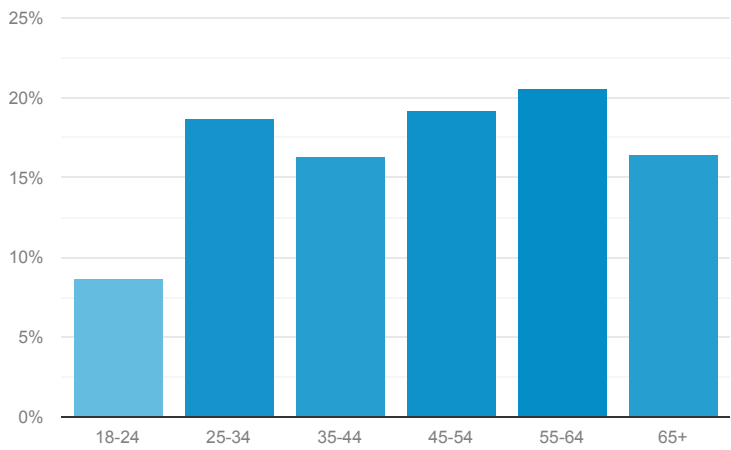
All Users  
100.00% Users

Jun 21, 2021 - Jul 14, 2021

Key Metric:

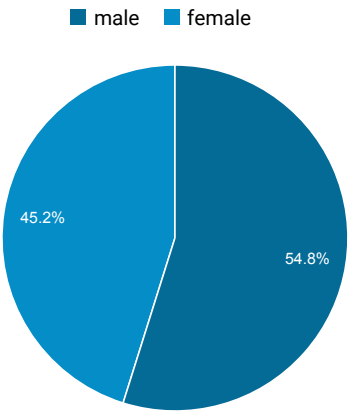
Age

11.95% of total users



Gender

12.32% of total users



# Users Flow

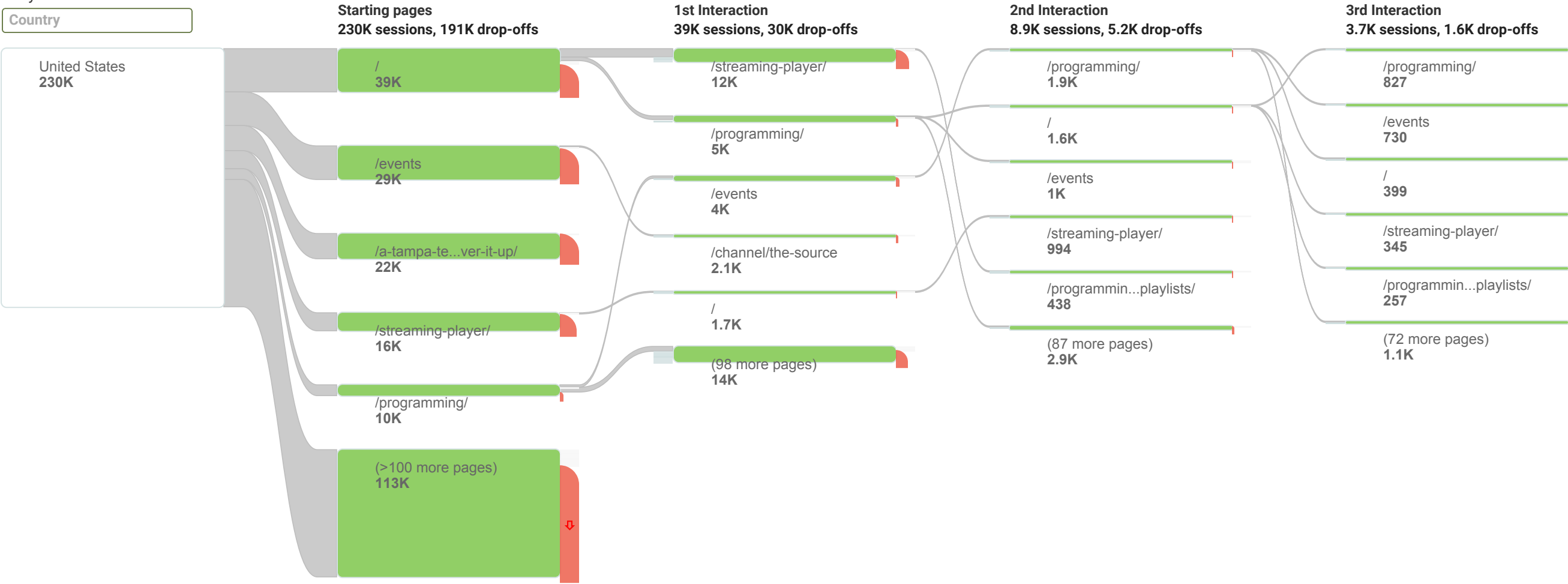
Jun 21, 2021 - Jul 14, 2021

All Users

100.00% Sessions

Users Flow » Country : United States

This report is based on 55K sessions (23.9% of sessions). [Learn more](#)



## **Analysis of Pledge Drive Days, Friday, July 9, Saturday, July 10**

Change is hard at any institution. Change is *really* difficult at WMNF. Familiarity and loyalty to programs and programmers often equate to solid fundraising, but not always to audience growth. The pitch and tone were positive these two days. Programmers knew their goals and fundamentals.

Fridays are considerably different now, which might have led to lower than expected fundraising results. Cam's should have made this goal. He and Flee pitched well and moved premiums. I have no explanation, other than sometimes, popular shows just don't hit their marks. I will talk with Cam about using his connections to bring in challenge money and succeed next time.

News and Public Affairs are different on Fridays now, with all syndicated programming. We will have to see how those perform in various metrics, including fundraising. I will strategize with Sean and Daniel as to how we can improve.

Popular shows like Art in Your Ear and Ultrasounds have new times, which may have led to donor and listener confusion. JoEllen did a lot of social media outreach. I'll get with Eluv to determine how she can reach her audience better with archives and her network.

Live Music Showcase pledge shows should never have a live act unless it is an internationally renowned artist. I have discussed with Ken Apperson that going forward, playing "best ofs" is a better strategy.

There were some pleasant surprises. Rev. Billy wasn't here for his pledge show, yet Randy and Marvelous Marvin did quite well in raising \$4,248.50 with a \$6,000 goal. Both are experienced pitchers who stuck to the playlist.

The Soul Party exceeded its goal despite the new timeslot. The show's consistency and loyalty are bringing up the Soul Party's fundraising. However, Da Soul Kitchen was under by about \$800. Da Soul Kitchen is on a new day and time, which could have added to their shortfall. I will meet with them to get their feedback as to what is and what isn't working. Flashback Friday did a little better, raising \$1,100 out of a \$1,500 goal.

Overnights were challenging with Mullet Man having a new show, Rooftop Radio being pulled from the schedule after the host had a life change, and a fill-in by Josh Morrow at the last minute.

Deciding to pitch Music of the Isles live was wise, as they went over the goal. Bluegrass went over its goal despite its time change of one hour. They didn't hit the mark during the show but did several hours later.

Marcie holds the fundraising championship title after her new show Words & Music recently debuted on Saturdays 10a-noon. An intensely loyal audience who was accustomed to hearing her on Tuesday mornings for decades followed her. She went over her goal.

The other biggest surprise of the two days was the 60s and 70s Shows. Both are popular. Both have good fundraising track records. Both only reached about half their goals.

Dr. Bob made a \$2,000 challenge, but it didn't achieve the desired results. Ktuf paid for his pre-drive mailing, but the outcome wasn't there. I will also meet with them but expect to see a lot of makeup pledges over the weekend.

Surface Noise went over its goal with a good social media push and audience relationship-building. Several pledge card comments said the show is a good fit on Saturdays.

Saturday Soiree came close, and I expect Cheryl to make up her deficit this weekend. She had pledges come in afterwards and will likely hit or surpass her goal.

Saturday Night House Party also went over the goal, again with a consistent show and loyal audience. I also worked with Cen-Flo to make a \$600 pre-pledge into a challenge.

Waves of the Bay went in with their goal reached due to a generous person making a \$1,200 Circle of Friends donation. WOB also has a strong social media presence and has fully embraced fundraising as a fun responsibility.

Despite a few surprising disappointments on Saturday, we still raised a lot of money. I don't see Saturdays on a downward trend due to popular shows and programmers. Fridays are the ones to watch.

<b>FRIDAY</b>	<b>SHOW</b>	<b>GOAL</b>	<b>ACTUAL</b>
6:00AM-9:00AM	Cam	\$8,000.00	\$3,867.00
9:00AM-10:00AM	Democracy Now!	\$2,000.00	\$831.50
10:00AM - 11:00AM	Ec Update	\$1,500.00	\$533.25
11:00AM - 12:00PM	AR	\$1,600.00	\$396.00
12:00PM-1:00PM	Art in Your Ear	\$2,000.00	\$1,697.35
1:00PM-2:00PM	UltraSounds	\$1,500.00	\$469.50
2:00PM-3:00PM	Live Music Showcase	\$2,000.00	\$528.00
3:00PM-6:00PM	Rev. Billy	\$6,000.00	\$4,248.50
6:00PM-8:00PM	Soul Party	\$3,500.00	\$4,578.49
8:00PM-10:00PM	Da Soul Kitchen	\$2,500.00	\$1,720.50
10:00-midnight	Flashback Friday	\$1,500.00	\$1,110.00

**GOAL:\$32,100.00      ACTUAL: \$19,980.09**

<b>SATURDAY</b>	<b>SHOW</b>	<b>GOAL</b>	<b>ACTUAL</b>
12:00AM - 3:00AM	Mullet Man	\$300.00	\$80.00
3:00AM - 6:00AM	Rooftop	\$300.00	0
6:00AM - 7:00AM	Music of the Isles	\$1,000.00	\$1,389.25
7:00AM-10:00AM	Bluegrass	\$6,000.00	\$6,160.25
10:00AM-12:00PM	Marcie	\$7,000.00	\$7,243.17
12:00PM-2:00PM	60s Show	\$6,000.00	\$4,138.25

2:00PM-4:00PM	70s Show	\$5,500.00	\$2,385.17
4:00PM-6:00PM	Surface Noise	\$4,000.00	\$4,513.00
6:00PM-8:00PM	Saturday Soiree	\$3,300.00	\$2,937.50
8:00PM-10:00PM	Saturday House Party	\$2,000.00	\$2,343.96
10:00PM - MIDNIGHT	Waves of the Bay	\$500.00	\$1,432.50

**GOAL: \$35,900.00      ACTUAL: \$32,623.05**

Two Day Goal:            \$68,000  
Two Day Actual:        \$52,603.14

**Deficit:                    \$15,396.86**