

The Nathan B. Stubblefield Foundation
WMNF Community Radio 88.5 FM
Board of Directors Meeting Minutes
Via Zoom Conference Call - August 16, 2021 – 7:15 pm
WMNF 88.5 FM Community Radio 1210 E. MLK Blvd. Tampa FL 33603-4417

Attendance

Board Member	Present / Absent	Board Member	Present / Absent
Will Greaves	P	Nancy Cox-Johnson	P
Isha Del Valle	P	Renz Kuipers	A
Letty Valdes	P	Emmy Lou Fuchs	P
Jennifer Campbell	P	Sean Kinane	P
Jack Timmel	P	Dyllan Furness	A
David Downing	A	Jennifer Meksraitis	A
Emma Friedman	P	Mark Schreier	P
Rick Fernandes	General Manager		P
Cindy Reichard	Director of Finance & Administration		P

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.

1. **Call to Order** – the meeting was called to order at 7:23 pm via Zoom video conference call
2. **Roll Call/Proxies** – see above 7:24 pm

It was announced that the following proxies were held:
Jack Timmel held the proxy of Dyllan Furness
Letty Valdes held the proxy of Jennifer Meksraitis
Will Greaves held the proxy of Renz Kuipers
3. **Agenda Review** by Will Greaves. There were no changes. 7:25 pm
4. **Acceptance of items on Consent Agenda** by Will Greaves. There were no changes. 7:26 pm
Committee Updates:
No meetings held: Nominating, LRP, Diversity, Bylaws
Minutes in Basecamp: Development
5. **Attendance Review:**
Jennifer C. noted that all members are currently in good standing. 7:27 pm
6. **Visitor's Comments** 7:28 pm

Greg Musselman thanked Will and Jack for their presence at the rally last Friday, noting that communications are important.

Miss Julie announced that there are no comp tickets available at this time for the Dylan LeBlanc concert on 9/11/2021 at the Palladium. Those wishing to attend and show support should purchase tickets at mypalladium.org. As the date grows closer, some comp tickets may become available, but it is unknown at this time if that will happen.

John Palm also thanked the two board members for attending the rally, noting that feedback is important. He asked several questions which he acknowledged the answers may not be immediately available: what have the membership #s done from 4/1-7/1/2021? How are the listeners doing on the streaming/on-line on the main channel weekdays from 8am - noon? What does the board propose to do to increase these numbers? When is the next listener survey like he used to get in the mail years ago?

Mary Jones said that she has been a listener and supporter for 21 years and has donated thousands of dollars over those years. She said she is gravely concerned about the future of the station with COVID and Rob's firing—that she sees no future for the station without Rob. She believes that program changes have not been well received, and thanked the two board members for coming to the rally.

Arthur Hebert said he has been a Circle of Friends member for many years and asked why Rob was fired 4/9/2021. He said that he took his information from the *Times* and Rob's posting on YouTube and that he believes Rob's firing was not smart.

Bob White said that he has listened to Rob and WMNF for over 20 years and that he does not believe that Rob intended his word as a slur and that he can't trust the board or management.

Sasha B. said that to regain listenership and participation of the community, she recommends that the board do an outside independent survey. She said that she agrees with the prior speakers and that she is unhappy with the changes. She said that she believes that Latin and people of color segments of the community are not sufficiently represented, and that she believes that diversity should be our strength, not a vulnerability.

David Coleman said that he grew up in New York and one of his favorite community radio stations one day went top 40 and then they went off the air. He said that he believes that community volunteers are keeping this community radio station on the air and he doesn't want to lose it.

End Visitor Comments 7:43 pm

7. Review/Approve Last Month's Minutes – it was noted that the minutes had been approved in BaseCamp. 7:44 pm

8. General Manager Report (attached)

7:45 pm

Rick noted that during last week's rally there was a sign asking "Where's Rick?" advising that he was carrying his father-in-law's casket and lowering it into the ground. He asked that people be respectful.

He reported that the endowment with Community Foundation of Tampa Bay is underway with a 1:3 match and that the administrative details are being worked on.

There are two proposals attached to his report regarding branding.

There has been a possible problem with the transmitter with an intermittent popping noise that is being worked on.

Not only have paper logs been digitized, they have now been made available electronically.

Streaming numbers are the last page of his report.

The station is putting the Programmer's Application on-line so that someone doesn't have to wait two years for a programming cycle change in order to apply to do a show.

The station has kicked off its internship with an HCC sophomore participating.

One programmer had to be suspended due to allowing one of the FCC's forbidden words to play on air outside of the Safe Harbor hours of 10 pm – 6 am. He said that these forbidden words are clearly spelled out in the Programmer's Agreement.

Still talking to venues, but the COVID variant has thrown another unknown into the works.

The 2 day fundraiser strategy vs. 7 straight days is working. Instead of listeners tuning out on the first day of a fundraising week for the entire week, listenership is more stable as shown by the numbers.

Daniel has had 3 stories that have had >14k hits apiece.

The Google grant volunteer Joe, has built ads for shows either live or in the archives using key words. He intends to build a second set of ads that are local in nature, with a third set with no geographic limitations. This grant is \$10,000 per month for 12 months = \$120,000 of free advertising on Google.

Yes we missed Friday's goal on the last fundraiser, but Saturday exceeded its goal. For Monday and Tuesday fundraisers, there is a new programming schedule and it is to be expected that it takes time to build up audiences.

There were 270 new Circle of Friends members.

There have been 1,072 new donors this year with an average donation of \$132.

For the time period of 4/1-7/1/2021, there were 91 Circle of Friends cancellations, 76 of which cited the News Director's firing.

The bottom line is there are net new donors to the station.

The new "strip" or "block" programming of 3 consecutive hours of the same type of music is working as intended to attract businesses to underwrite an entire block. He announced that Red Mesa has underwritten Latin night for one year.

Planned giving continues to move forward, particularly with the Community Foundation of Tampa Bay match in mind.

HR has applied for forgiveness of the \$159k PPP loan. The Department of Education grant is being applied for.

AARP is giving us two volunteers (who are paid by AARP for 18 months), one to help with the switchboard and another to do office functions.

The Glazer Children's Museum has a celebration on 9/25/2021 and it would be great if we could have an outreach table there.

Will and Nancy asked Rick to follow up on libraries as some have recording studios built inside them and the WMNF logo could be displayed if we coordinate properly.

End General Manager's Report 8:02 pm

9. Finance Committee Report

8:03 pm

It was noted that the Finance Committee met just before this board meeting and the committee briefly reviewed the July financials, including the balance sheet, profit and loss, budget performance, cash position and cash flow statements. Cindy was asked to briefly review financial results for the month ended July 31, 2021, noting some highlights: the projected operating surplus for the fiscal year is at \$110k this month, with capital of approximately \$40k to be deducted from that amount. Revenues/underwriting continue to lag. Car donations dropped to \$3k for the month, but is still over budget by \$36k. The record/CD sale netted \$3k. Expenses continue to stay in line. From the Cash Position worksheet, cash in the bank at 8/13/2021 was \$1.2M, with the investments in the Parnassus fund at \$215,916.25 as of 6/30/21, with the \$10k endowment sitting aside in a CD.

Will noted that at the beginning of the year the station received a \$28k donation and the board deferred action on where to place that donation until July or August, closer to the end of the fiscal year. Jennifer C. asked for staff's recommendation; both Rick and Cindy recommended that it go to Contributions. It was moved by Jennifer C., seconded by Letty to

accept staff's recommendation to place the \$28k donation in Contributions. Upon voting, the vote carried by majority vote with two abstaining.

Letty added that the financial situation at the station is stable and healthy, noting that there is no more mortgage on the building and that we have a healthy 7 figure cash position and are debt free. She asked if we are experiencing some short-term bumps, yes. Is the station in financial trouble, no—the long-term health and financial stability of the station are excellent.

10. Nominating Committee Report by Nancy

8:09 pm

Nancy, reporting for David, advised that the Nominating forms are posted out on the website and that there will be on air announcements (that have not yet been recorded). The nominating deadline is 9/24/2021 at 5:00 pm.

Jack asked if there was a minimum financial donation asked of the candidates, and Letty and Jennifer C. both replied that there is no such requirement in either the by-laws or the policies & procedures. Miss Julie pointed out that in the Board of Directors Frequently Asked Questions, there is a membership commitment of \$35 annually included.

11. Volunteer Committee Report by Isha

8:12 pm

Isha advised that an email had been sent to all Radioactivists regarding the open positions, noting that there are 3: one youth positions for under the age of 30, the seat that Jeff Stewart held, and the Volunteer Chair position. She advised that the application deadline is 9/1/2021. There is an All-Station meeting on 9/9/2021 at 630pm when all candidates have the opportunity to speak. Isha advised that this information is out on the website and on the calendar.

Emma was thanked for her time and service. It was noted that she will finish her term out but then will not run again.

12. Personnel Committee Report by Jack

8:16 pm

Jack reported that one of the responsibilities of the Personnel Committee is to conduct an every other year salary comparison to similar stations using Corporation for Public Broadcasting information. He advised that the current and proposed salaries were within range, and that the committee had some recommendations for salary ranges that don't affect the budget. He also referred to the station's Living Wage policy wherein the station's wages are compared to national statistics, and that the living wages paid by the station exceed that policy requirement.

Jack reported that another responsibility of the Personnel Committee is to assist in the annual evaluation of the General Manager. He advised that the same survey as last year

was sent out and had a deadline of 8/18/2021. He reported that all responses are anonymized and that the results would be presented in October.

13. Any Open Items by Will

8:25 pm

Will noted that there were two changes to policies and procedures and by-laws that the board had the first reading on: the sustainability/endowment policy 4.13 and the by-laws attendance section allowing for 4 times per year electronic participation in a board meeting vs. in person instead of two times per year and asked Rick and Cindy to make certain that both were posted at the station, and that we will do a second reading on them next month.

14. PALS: Participation, Accomplishments, Listening and Scheduling by Jack

8: 28 pm

Jack explained the abbreviation of PALS and advised that it is a self-evaluation tool used by the board.

Participation: 7, 8, 8, 8, 8, 6, 8, 7, 7, 7, 7

Accomplishments: 8, 7, 8, 7, 8, 7, 8, 7, 8, 8, 7

Listening: 7, 6, 8, 8, 8, 8, 8, 10, 8, 8, 8

Scheduling: 10, 10, 9, 9, 9, 9, 10, 9, 9, 9, 9

15. Adjournment – the meeting was adjourned at 8:35 pm.

Next meeting: 9/20/2021 at 715 pm

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.

Jennifer Campbell

by Jennifer Campbell, Substitute Secretary

Approved by the Board on: 9/20/201



MANAGEMENT REPORT

August 2021

Prepared by: Rick Fernandes, General Manager

GENERAL MANAGER

- Where was Rick? Though scheduled for vacation time, it ended up being personal time/working remotely to attend the funerals of two important people in my life: his Aunt and his Father-in-Law.
- We were notified that Inside Climate News is absorbing FCIR.
- Finalized Budgets with staff and finance committee.
- Monthly Florida Public Media meeting.
- Sent letters out to two donors to discuss our newly created endowment.
- Received two bids for future branding/marketing. Two other companies decided not to submit proposals due to the scale of the project. The bids are at the end of this report.

OPERATIONS & ENGINEERING and IT

- Conducting Board Operator Refresher & Training Classes (ongoing)
- Remote at Palladium
- We are analyzing Issues at the transmitter site with the internet.
- Rebooting blades to fix an issue with a bad on-air signal will develop a new Ops policy to reboot Quarterly to avoid further issues.
- Recycling old equipment via Urban Recycling

Ops & Engineering requested quotes from:

- (Broadcaster General Store) for Allen & Heath audio mixer
- (BGS) for FOCUSRITE 4I4 USB AUDIO INTERFACE (remote back plan)

In-Studios projects:

- Downloading shows for playback (ongoing)
- Setting up studio for zoom news interviews

Setting up the conference room for:

- Conference room zoom meetings
- Staff budget meetings
- Volunteer committee meetings
- Membership drives
- Replenishing PPE for station use.



IT

- Created Github source code repository for streaming/archiving scripts
- Added primary configuration to redundant streaming server scripts
- Traffic Logs sharing on OneDrive for outside access
- Continued backup software updates, resolved issues
- Steam counts queries and reports by show and daypart
- Summer Fund Drive
- Budget / Infotect contract review
- Program changes to streaming and archiving
- Allegiance tickets, program codes, and listings
- Scripting adjustments for new Podcast episodes
- DOE report
- LMS and Production 3 closet updates
- Linux server updates to streaming and website staging servers
- Raisers Edge server backup review

Web

- Major WordPress 5.8 upgrade / plugin updates
- Full WordPress DEBUG of the website
- Program schedule changes to website/app and playlists and archives
- Updates to Community Partners / Nonprofit organizations
- Moved Episodes from own post type to post fields
- Developed category restrictions
- New programmer application and sign-up forms
- Re-enabled website events, added birthday event
- Apple Podcast review and changes
- Continued development of BuddyPress for members, new menu and pages
- The ongoing creation of a Content Delivery Network (CDN) for website media
- wmnfcat.org statistics

PROGRAMING

- With Nadia Cox going off to college, we have officially started our Dorm Room internship! Our first intern programmer is Meghan Bowman, a sophomore at Hillsborough Community College. She started on August 5, and she's thrilled to be learning and growing through this show at WMNF!
- Sam and DT have told programmers that the due date to have a broadcasting studio training class with him and sign the Programmer's Agreement is Monday, August 16. They are aware that if either does not get completed in time, that their show is at risk of suspension until it is done.



- Live Music Showcase had some technical difficulties on July 30 that prevented a live remote broadcast. Sam and the Engineers brainstormed multiple backup plans for the next remote on August 20, so it should not be a problem again!
- Sam had to, unfortunately, deliver her first suspension to a programmer. This programmer said sarcastic critique and comments about WMNF staff and played a song with two swear words in it (not during safe harbor hours), all on-air against the FCC/Programmers agreement, which puts the station at risk of a significant fine. That programmer was suspended for one show.
- The events team is reaching out to venues around the Tampa Bay area and determining whether they are safe to continue planning shows with the Covid-19 Delta variant. So far, the only event in question is the WMNF Birthday Bash on September 11, as the next possible event isn't until December. The Bash will continue as planned, socially distanced at the Palladium with masks required, unless a public announcement of cancelation is made.

Here are our Top Ten Listened to Music Shows from July 11 - August 7, 2021 (4 weeks total) on our main live stream:

1. Words & Music (Marcie Finkelstein) - Average of 374 listeners
2. WMNF Tuesdays 3-6pm (The LuLu's) - Average of 350
3. The 60s Show (Dr. Bob) - Average of 336
4. WMNF Tuesdays Noon-3pm (Harrison Nash) - Average of 317
5. Saturday Night House Party - Average of 316
6. WMNF Thursdays 3-6pm (Multiple People Filling in for Nancy) - Average of 313
7. WMNF Tuesday Mornings (Randy and Blannie) - Average of 307
8. WMNF Thursday Mornings (Katarina) - Average of 307
9. Surface Noise (Laura Taylor) - Average of 304
10. The 70s Show (KTUF) - Average of 300

For comparison, here is the same list from May 30 - July 10 2021:

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

You may notice some new shows in the most recent top ten. Sam believes some shows, like Surface Noise and the Saturday Night House Party, are only showing up this month because she was able to do a more thorough averaging of all shows this time around.



However, that does not explain the change in numbers from shows in both lists, like how Marcie went from second last month to now first, The 60s Show has dropped from first to third, and The LuLu's climbed fourth to second.

Sam talked to Randy for his perspective, and they concluded that the overall drop in numbers could be from a multitude of reasons:

- Listeners (and programmers) taking summer vacations and snowbirding up North, which could affect listening.
- Program Changes and people getting used to where their favorite shows are/the new schedule.
- How people are tuning in (terrestrial radio vs. the website vs. the app.)

There was a Pledge Drive on July 26 and July 27, but Sam found no consistent trend in low numbers on those dates compared to other dates of standard programming. Randy also mentioned that he believes the steady listener drop started in Spring, well before the Program Changes in June.

Essentially, Randy and Sam think that you can't conclude the Program Changes are the main reason for listener numbers dropping overall. Only time will tell if any of the above caused it or something else altogether.

Lastly, while there is a summer drop in numbers overall, Sam noticed that about 37% of shows steadily gained listeners each week this past month! This includes:

- African Safari (Sundays 3-4pm)
- Body Rock (Mondays Midnight-3am)
- Colors of Jazz (Sundays 6-8pm)
- Deacon's Blues (Mondays 11pm-Midnight)
- Fish Bowl (Saturdays Midnight-3am)
- Flashback Friday (Fridays 10pm-Midnight)
- Josh's Big Gay Radio Show (Thursdays 2-4am)
- LatinX (Wednesdays 10pm-Midnight)
- Midnight Rock N Soul (Tuesdays Midnight-3am)
- Morning Energy (Fridays 4-6am)
- Poetry Is (Sundays 8-9pm)
- The Love Zone (Saturdays 3-6am)
- Rustic New Soul (Thursdays 4-6am)
- Saturday Night Shutdown (Sundays Midnight-3am)
- Step Outside (Sundays 10pm-Midnight)
- Surface Noise (Saturdays 4-6pm)
- The Mixtape (Fridays 2-4am)
- Saturday Night House Party (Saturdays 8-10pm)
- Thee Righteous Temple of Hip Hop (Sundays 9-10pm)
- Waves of the Bay (Saturdays 10pm-Midnight)
- WMNF Mondays 3-6pm (Bobbie Dusenberry)
- WMNF Mondays Noon-3pm (Flee)



- WMNF Tuesdays Noon-3pm (Harrison)
- WMNF Thursdays Noon-3pm (Stu Mellish)
- WMNF Tuesdays 3-6pm (LuLu's)

NEWS & PUBLIC AFFAIRS

WMNF News stories aligned with WMNF's Mission Calendar - Latin heritage (August)
Florida Governor Race: Crist promises to champion statehood for Puerto Rico
<https://www.wmnf.org/florida-governor-race-crist-promises-to-champion-statehood-for-puerto-rico/>

Daniel had three stories with more than 14,000 visitors on wmnf.org:

- No labor shortage for Florida woman who pays employees \$15 an hour
<https://www.wmnf.org/no-labor-shortage-for-florida-woman-who-pays-employees-15-an-hour/>
- Florida fisherman, TV host accuses Gov. DeSantis and Fish and Wildlife chief of downplaying Red Tide for profit
<https://www.wmnf.org/florida-fisherman-tv-host-accuses-florida-gov-and-fish-and-wildlife-chief-of-downplaying-red-tide-for-profit/>
- A Tampa teacher hit an elementary school student with a desk, and their principal tried to cover it up
<https://www.wmnf.org/a-tampa-teacher-hit-an-elementary-school-student-with-a-desk-and-their-principal-tried-to-cover-it-up/>
- 141 views in the first 48 hours that the video of this interview was on wmnf.org - Tampa General Hospital doctor talks about the delta variant COVID-19 spike
<https://www.wmnf.org/tampa-general-hospital-doctor-delta-variant-covid-19-spike/>

Former WMNF Board member Emma is putting us in touch with U Tampa internship leader

Working with volunteer Randi Zimmerman to prepare WMNF News ethics document and training materials



DEVELOPMENT

Pledge Drive Days Results:

Since the last report, Friday, July 9, and Saturday, July 10th has been updated with post pledges. As well as for the Monday, July 26 and Tuesday, July 27 dates.

Friday: GOAL: \$32,100.00 ACTUAL: \$21,867.76

Saturday: GOAL: \$35,900.00 ACTUAL: \$36,494.04 over goal!

Monday: GOAL: \$ \$40,000.00 ACTUAL \$15,773.70

Tuesday GOAL \$ \$40,000.00 ACTUAL \$18,930.22

Four Day Goal: \$148,000 Actual: \$ 93,065.72 Shortfall: \$54,934.28

We are concentrating on bringing up the underwriting and Concert Calendar lines in these final fiscal months instead of adding additional pledge dates.

Donations are still coming in despite the shortfall. Underwriting is picking up.

Laura is finalizing the budget numbers and trying to make the goals more reachable throughout the year.

DEVELOPMENT PLAN GOALS

Membership KPI (Current and Lapsed Donors)

Goal: \$702,040 (approved goal/year to date actual: \$ 612,920, current year-to-date shortfall \$23,079.62 per P&L, plus drive shortfall = \$54,934.28.

Using these numbers, I am projecting a shortfall of at least **\$78,013**.

Membership Growth Goal:

- **200 Members (lapsed, renewals, new) – Actual 1072 since 10/1/20**
- **230 Circle of Friends members – Actual 270 since 10/1/20**

Membership Coordinator Ian DeBarry says Allegiance reports show the following year to date:

New Donors:

Count – 1,072

Amount Pledged - \$ 141,515.46

Average Amount - \$132.13

\$1,000+ Pledge - 13

First Time Circle of Friends:

Count – 270

Amount Pledged - \$46,149.08

Pledged Average - \$117.13

Average new COF/month - \$14.24

\$1,000+ COF – 5



From April 12 – July 31, we have had 109 individuals cancel or reduce their COF contributions. The reasons given for these cancelations are news director changes (71), program changes (19), financial hardship (14), no reason given (5).

This means a net gain of +963 members

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

Identify five music programs that have the potential to make their goals and work with them to succeed or improve. This would involve the Development Director, Program Director, and General Manager. Now that the new schedule is in place, Laura will work with Rick, Sam, and Sean to identify five more programs that need additional work. One of them was *Mo Blues Monday*; it has had a drive since the last report.

1. *Mo Blues Monday* – In May, the program raised \$5500 out of a \$6000 goal. Laura worked with Larry to reintroduce the popular WMNF Gives Me the Blues shirt. However, the results did not pan out on the second day. The goal was \$7,000.00, and the Amount raised was \$3,852.25. Laura will adjust that goal to be more realistic based on current trends for the show.

Underwriting KPI Goal: \$110,000

Actual: year to date: \$41,564.56. This KPI is not being met. But conditions are improving in the meantime.

Laura brought in three new underwriters, The Fringe Festival and Burnt Ends Tiki Bar, and procured a \$6,000 annual underwriting sponsorship for WMNF's Wednesday Latin block. Red Mesa has sponsored events but has never been an on-air underwriter. Contract underwriting sales staff Julie Jenkins brought in another \$500 contract for Lint Busters.

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**. She contacted The St. Pete Innovation District, and the Gonzmart Restaurant Group and will circle back with them in August.

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 will use this as a tool to find new underwriters and block program sponsors.

c. Rewrite community businesses for community radio spots that solicit local underwriters: nonprofits, 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:** Laura will start a series of spots soliciting underwriters and sponsors for the online WMNF Concert Calendar in late August.

d. Develop a full digital component by September for FY 20-21. Laura is meeting about the Concert Calendar with former sponsors of the on-air version. The Independent expressed interest but had to close a few days due to COVID. Laura is negotiating with them. Ella's Americana Folk Art Café has signed back on, and the Palladium has expressed interest. Laura also reached out to KaTiki to rejoin.

Other Development Projects KPI Goal: \$42,000

The Vehicle Donation Line has already met its goal! Year to date we have received \$66,408.66 in the Other Development Projects Line. That entire line is over by \$32,281.74, thanks in large part to vehicle donations.

Grants

Goal: one unbudgeted grant

Goal: Laura, Rick, DT, and Max are still waiting to see if we will be awarded a PECO State equipment grant to replace our HVAC system.

The "Your Real Stories" \$20,000 grant to begin podcasting at WMNF through the Florida Humanities Council was not funded. One of the reasons cited was a desire to see details for deeper community connections beyond what was outlined in the narrative.

Laura is in talks with volunteers from Habitat for Humanity to find funding for a temporary position to manage/develop a plan in partnership with leading African American organizations for our HD4/ African American Channel.

Goal: Major Giving:

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

The number remains **nine** as of this report.

Planned Giving: The Development Department will continue vital work in this area. In the Fiscal year 2018-19, planned gifts helped WMNF realize a profit.

The Planned Giving Subcommittee of the Development Committee continues monthly meetings. We are working on specific asks for donor prospects to determine what they would most likely fund.

Laura asked for a wealth-screening module, WeDidIT, in the 2021-22 budget, but it is not included in the current draft. She will continue to work with the Planned Giving and Development Committees to conduct donor research.



As well, the Development Plan says:

The **Board will identify three high-net-worth individuals and introduce them to the GM.** Laura is happy to work with Rick in setting up meetings with these donors.

FINANCE / HUMAN RESOURCES

- Completed budget for Finance Committee review.
- Submitted PPP loan forgiveness application to Bank of Tampa.
- Participating in setting up Endowment with The Tampa Bay Community Foundation.
- In process of preparing 2022 DOE grant.
- Updating for auditors internal control processes.
- In discussion with Paylocity in starting payroll services either October 1 or January 1.
- Meet with AARP candidates to help as Adm Assistant still in process.

VOLUNTEER/OUTREACH DEPARTMENT

- Sent e-mail Monday, August 9, to Volunteers and RadioActivists regarding upcoming Volunteer Committee/Board elections and announcing the All Station Meeting to be held on Thursday, September 9 – Social time from 6:30pm – Meeting begins promptly at 7pm.
- Volunteer Committee/Board nominees will be given time to speak at the All Station meeting. There are 3 openings RadioActivists can run for - Two are one-year terms (finishing Jeff Stewart's seat, elected as a Volunteer Rep to the Board, which serves on both Board and VC and a Youth Rep, Emma Freidman's seat, also a one year term, as described previously) - Plus, a full two-year term, elected as a Volunteer Rep to the Board, serving on both Board and VC.
- AARP has reinstated their SCSEP partnership with WMNF. Cindy and Julie interviewed 2 participants and still planning to have one participant who can assist in the business office and another who can run the switchboard.
- Working with Sam and maybe DT to organize an outreach table for the Glazer Children's Museum and their 11th Annual Birthday Bash event on September 25 from 10am – 4pm. It is outdoors in Curtis Hixon Waterfront Park. Laura is working with Glazer staff to set up on-air mentions. Also, Julie had input from Linda and Cindy on ideas for giveaways, etc.
- Collaborated with Laura & Maribel Raudales to create a new PSA on the logs for August. This was followed up on a contact from Will Greaves and an event at the UACDC last month: REACHUP, Inc, a nonprofit organization, offering SWIFF (Stronger with Involved Focused Fathers), a program funded by the Children's Board of Hillsborough County for



- Fathers, father figures, and couples with children ages 5 and under, designed to increase father involvement in their children's development and education. Courses include instruction about relationships for parents and co-parents, and on early childhood development. They are offered in English and Spanish. More at reachupincorporated.org

WMNF BOARD

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	\$ 58,361.80
July	Monday, Tuesday	7/26, 7/27		\$ 80,000.00	\$ 34,673.92
POST PLEDGE DRIP	10 Drives			\$ 35,000.00	\$ 18,900.22
TBD	If needed*				
* This will be to make up any additional short falls					
Total				\$	613,384.59
Goal				\$	713,000.00
Current Short Fall				\$	99,615.41

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		\$ 15,773.70			
Tuesday	\$ 42,000.00	\$35,519.20		\$38,608.32				\$28,962.03		\$ 18,900.22			
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				\$21,867.76			
Saturday	\$ 33,000.00	\$25,409.74				\$39,846.22				\$36,494.04			
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	\$ 99,144.81	\$ -	\$ -
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	\$ 545,818.54	\$ 545,818.54	\$ 545,818.54

DONATED VEHICLES ACTUALS													
Goal	October	November	December	January	February	March	April	May	June	July	August	September	
Month Total Dollars	\$ 36,000.00	\$ 3,121.06	\$ 3,934.04	\$ 2,548.44	\$3,680.00	\$ 4,440.08	\$ 7,919.32	\$ 15,158.38	\$ 13,154.80	\$ 9,127.82	\$ 3,324.72	\$ -	\$ -
Month Total Vehicles	9	26	12	5	6	6	17	10	14	9	6		
RUNNING TOTAL DOLLARS		\$ 3,121.06	\$ 7,055.10	\$ 9,603.54	\$ 13,283.54	\$ 17,723.62	\$ 25,642.94	\$ 40,801.32	\$ 53,956.12	\$ 63,083.94	\$ 66,408.66	\$ 66,408.66	\$ 66,408.66
RUNNING TOTAL VEHICLES		26	38	43	49	55	72	82	96	105	111	111	111

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	\$ 5,589.11		
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	\$ 5,589.11	\$ -	\$ -
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	\$ 43,909.88	\$ 43,909.88	\$ 43,909.88

UNDERWRITERS													
Goals	October	November	December	January	February	March	April	May	June	July	August	September	
ACTIVE	need to establish												
NEW UNDERWRITER	0	1	0	2	0	0	0						
N.U. RUNNING TOTAL		1	0	2	2	2	2	2	2		0	0	
CONTACTED	need to establish	3	4	4	2	3	3	1	2	3	5		
C. RUNNING TOTAL		3	7	11	13	16	19	20	22	25	30	30	30

CIRCLE OF FRIENDS Finance													
Goals	October	November	December	January	February	March	April	May	June	July	August	September	
1st CC \$	\$ 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	\$ 8,228.29			
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	\$ 7,477.09		
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	\$ 22,502.63	\$ 22,680.69		
3rd CC Rejected \$	\$ -	\$ (451.37)	\$ (411.36)	\$ (591.44)	\$ (428.45)	\$ (431.26)	\$ (212.15)	\$ (343.93)	\$ (466.21)	\$ (532.51)	\$ (490.91)		
18th CC Rejected \$	\$ -	\$ (470.48)		\$ (432.09)	\$ (499.76)	\$ (593.26)	\$ (265.88)	\$ (458.02)	\$ (287.38)	\$ (377.47)	\$ (250.30)		
1st Wed EFT Rej. \$	\$ -	\$ (125.79)	\$ (115.75)	\$ (297.50)	\$ (297.70)	\$ (204.53)	\$ (130.20)	\$ (77.50)	\$ (105.83)	\$ (124.88)	\$ (110.24)		
4th CC ReBilled \$	\$ -	\$35.00	\$ 107.38	\$ 100.00	\$ 50.00	\$ 43.00	\$ 41.00	\$ 87.38	\$ 100.00	\$ 125.00	\$ 366.83		
19th CC ReBilled\$	\$ -	\$ 80.00		\$ 106.00	\$ 80.00	\$ 70.00	\$ 25.00	\$ 94.76	\$ 55.00	\$ 70.00	\$ 211.50		
1st Thur EFT ReBilled. \$	\$ -	\$ 25.00	\$ 7.38	\$ 40.00	\$ 10.00	\$ 25.00	\$ 70.00	\$ -	\$ 60.00	\$ 30.00	\$ 42.38		
1st CC Variance \$	\$ -												
15th CC Variance \$	\$ -												
1ST Mon EFT Var. \$	\$ -												
COF Cash/Check						\$ 568.29	\$ 380.95	\$ 251.38	\$ 605.90	\$ 649.67			
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	\$ 38,805.00	\$ -	\$ -
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	\$ 378,533.15	\$ 378,533.15	\$ 378,533.15

1st CC - Lost Member	10	2	3	1	1	2	1	17	10	4	4		
15th CC- Lost Member	10	5	1	0	0	3	1	20	7	6	4		
1ST Mon EFT - Lost Member	5	8	5	11	11	7	3	24	13	10	9		
1st CC ReBilled #	9	3	7	5	4	3	2	8	7	15	18		
15th CC ReBilled#	8	7	11	8	3	9	1	3	4	9	11		
1ST Mon EFT ReBilled#	5	2	7	3	1	4	2	0	5	4	6		

Agents for Better Business & Marketing Strategy

Coconspirators are plotters, disruptors,
collaborators and confidants.

INSIDERS WITH AN OUTSIDE PERSPECTIVE

Our objectivity is our biggest asset. We'll work to truly understand your vision, and offer a fresh set of eyes to bring it to life.

WE PLAY ACCOMPLICE TO BIG IDEAS

We are well-versed in strategic ways to mix up your marketing approach, so your brand never blends in or grows obsolete.

WE SHARE SECRETS TO SUCCESS

Balancing big brand experience with small business values, we bring the same level of expertise to any size project.

WE WORK SMART AND HARD

We offer executive-level partnership without the inefficiency or handcuffs of a full-time commitment.

Meet Your Branding Team



SHANE NEEDHAM
Business Growth

Shane started Coconspirator because he believes in the power of people and the strength of collaboration. With nearly two decades of experience connecting business objectives to customer needs, he has helped impact national brands like Buffalo Wild Wings, Marriott, and Jackson Hewitt, as well as startups like Boatsetter, CFO Alliance and iPaladin.



SAYA HEATHCO
Brand Strategy

As a leader in Brand & Creative Strategy, Saya spent 15+ years helping brands reinvent themselves to thrive, despite recessions, pandemics, and revolutions in consumer habits and cultural trends. She loves to dig deep on consumer insights, creative messaging and brand positioning, with prior brand experience including Publix, Baskin-Robbins and CDC Foundation.



KEVIN BOTFELD
Creative Storytelling

A copywriter by trade, Kevin is a creative problem solver with 20+ years writing, directing, and leading brands like Toyota, The Home Depot and FedEx. His passion for innovation, storytelling, and helping brands find their voice has earned him recognition in The One Show, Effies, Clios, Communication Arts, and the London International Awards.



ALLY GANNON
Market Activation

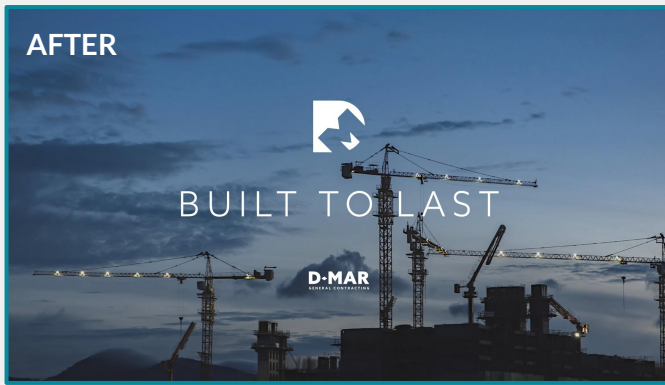
Ally is the ideal connector of brands, partners, consumers and internal stakeholders. She has a deep understanding of marketing operations, channel planning and media activation. And a sixth sense for finding marketing efficiencies and strategic solutions across companies like Synapse, PODS, Tampa General Hospital and Metropolitan Ministries.

What We Do Best

We build brands that stand the test of time



COCONSPIRATOR



Transforming a brand through a fresh identity

After nearly 40 years, **D-Mar General Contracting and Development** had grown from a family business to big business. However, their brand did not match their potential. We conspired with D-Mar's leadership to redefine their value and evolve their brand. Identity and design were primary outputs, but the real results were measured by increased awareness in their market and the confidence and fervor with which they now approach their work.



Making a brand relevant to a new generation

Publix was consistently one of the most beloved supermarket brands in the country. But they risked losing share to a growing list of competitors, and needed to better reflect the diverse audiences they served. We were part of the agency team that led every aspect of the creative strategy, from brand voice and messaging, to product and service innovation, to diversity and inclusion consulting. The resulting work evolved Publix's positioning, while staying true to their values, and engaged a new generation, without alienating their loyal fan base.

Proposal for WMNF

Marketing & Branding Foundation 2021



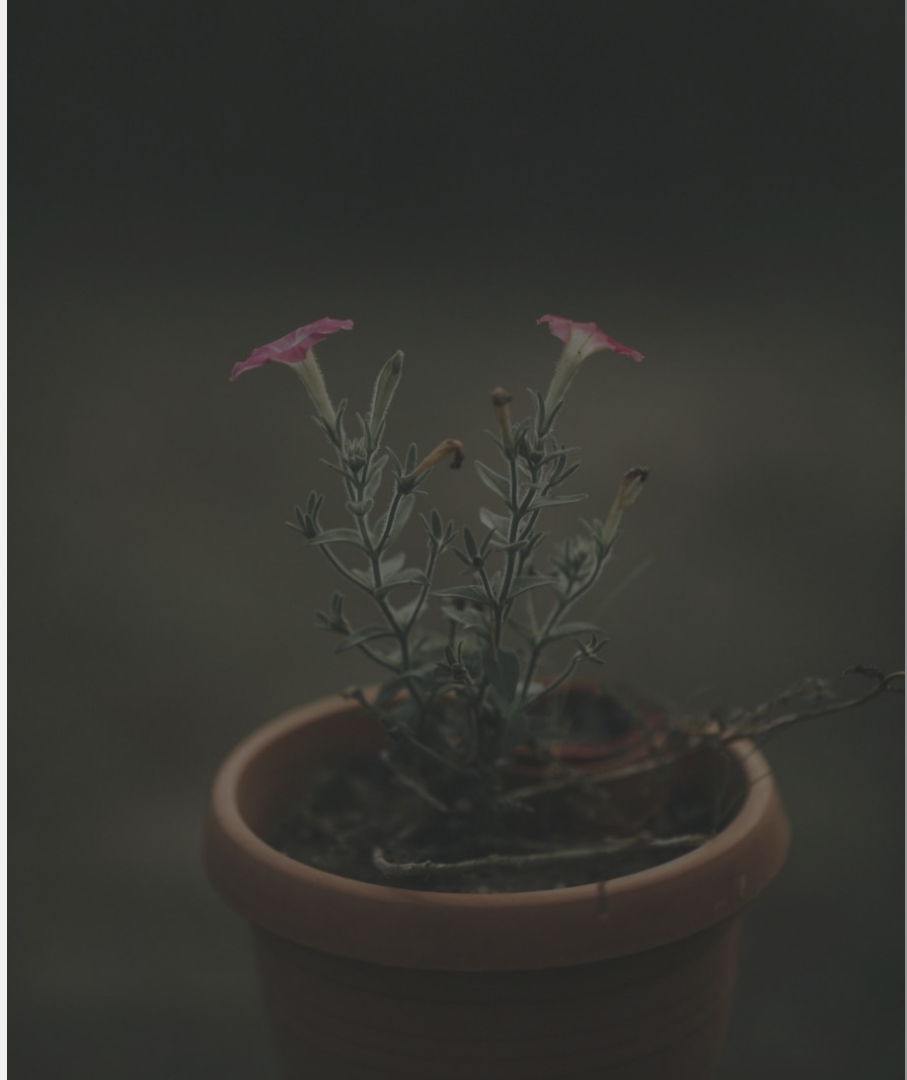
COCONSPIRATOR

The Opportunity

Since 1979, WMNF has been a unique cultural icon and voice for Tampa Bay. As listener behaviors and digital access have fundamentally changed the landscape, there is an opportunity to update the brand's image and steer it into the future. By defining and expressing the sweet spot between who WMNF authentically is, and what today's listeners want, this work will increase the relevance and impact of marketing efforts to engage a diverse audience, reflective of the Tampa Bay community.

Specifically, our approach will address the following objectives:

- Tighten and strengthen the brand in order to present a clear and unified WMNF.
- Launch a marketing campaign to (re)introduce WMNF to the community as a whole.
- Target specific audiences.
- Measure results to determine what's working and adapt accordingly.



Our Service Model

ESTABLISHED BRAND

Future-Proofing

Like buying insurance against your greatest threats to consumer and cultural relevance.

Growth Scheme

DEFENSIVE STRATEGY

Phone-a-friend

Lifeline solutions for the inevitable challenges that come with being an entrepreneur.

OFFENSIVE STRATEGY

Brand Work-Up

Everything you need to define your brand and make it dangerous.

EARLY STAGE BRAND

Phase 1: Growth Scheme

Strategies crafted to begin the next chapter for your brand.

An audience-centric and focused brand platform helps prepare your business for growth without sacrificing what you've already built. This work will help internal stakeholders, creative and external partners work from a consistent narrative and towards a clear vision.

Discovery

Understanding of category, business model and programming
Audit of current marketing platforms, media partners and content
Interviews with key stakeholders

Brand Story Refresh

Internal and community-facing brand promise articulation
Target audience definition
Messaging matrix aligning audience segments to programming pillars

Comms Planning

Creative brief for content creation
Strategic channel partner recommendations
Marketing rollout strategy

Phase 1: Brand Identity & Campaign Launch

The foundation for brand awareness and future campaigns

This work will align your growth strategy to creative and media strategies to ensure you're in front of the right people at the right time with the right message. This foundational work will form the building blocks for all future creative assets, and culminate in a celebratory rollout to expose current and future listeners and the community to your fresh new look and promise.

Brand Identity

- Logo exploration (for digital, print and promotional use)
- Tagline/creative platform exploration
- Brand standards (logo usage, colors, brand voice)
- Messaging templates for volunteers and partners

Launch Campaign

- Phase 1 Launch plan
- Facebook, Twitter & Instagram design update
- Social media posts
- Press release surrounding fresh brand identity

Phase 2: Sustained Creative Campaigns

Creative Campaign Stewardship

After Phase 1 is complete, you'll have direct access to one or more Coconspirators to help sustain the new strategy across creative development and marketing activation. Partnership would include strategic oversight of creative partners, channel plans, and a pulse on relevant marketing opportunities and trends.

Creative Asset Development

Following the initial soft launch, we would coordinate with your team and our network of vetted, high quality local talent to ensure that creative strategies are carried through activation, in line with the brand identity and guidelines set forth by our work together.

Estimated Cost

Phase 1 10-week engagement	Growth Scheme (Discovery, Brand Story and Comms Planning), Brand Identity & Launch Campaign	\$40,000
Phase 2 monthly retainer	Creative Campaign Stewardship	\$4,500 per month
	Creative Asset Development	TBD, pending scope of services needed*

**Cost of Phase 2 creative execution will be estimated once communications plans are approved. Coconspirator can work with your existing creative and media partners, or draw from our network of professional local talent at the following hourly rates:
Creative conceptualing and copywriting (\$100-\$150), Creative design (\$75-\$120), Social media management (\$40-\$50)
Web development and maintenance (\$80-\$100), Paid media placement & management (\$50-\$100)*

We believe in the mission and passion of WMNF and want to ensure it continues to inspire and empower culture for generations to come.

Let's conspire together.



COCONSPIRATOR

WMNF 88.5 Tampa Bay

BRAND 2.0 PROPOSAL

July 25, 2021

DISCOVER A COMMUNITY BRAND THAT GETS HEARD ABOVE THE NOISE.

The world is transforming rapidly. And now is the time for your brand to transform, too.

Just like the artists that are discovering the new sounds that your DJs will share with the world, Dot Think's Brand 2.0 program helps you survey the new landscape and DISCOVER the brand story that speaks to the heart of what your customers want – with clarity, authenticity and purpose.

Then, armed with the foundation for success, we will CREATE the identity that connects all the dots and CONVERT your ideal customer by speaking to what matters to them most.

Let's get started...

BRAND 2.0 DISCOVER

SURVEY YOUR LANDSCAPE. *What story is your brand telling? We lead you through a guided collaborative discovery and branding program that helps you identify how and to who your story and mission are being delivered. We listen to your goals and then illuminate the magic in your brand that speaks to the heart of your customer.*

BRAND DISCOVER PROGRAM

We will lead you through a program that refines your brand, ups your messaging game and sets you up for success in creating all the elements of your brand. This program includes:

- **Collaborative Discovery** (all the questions worth asking)
- **Data, Web Properties and Intellectual Property Review** (send us what you got)
- **Brand 2.0 Workshop**
 - **Value Proposition Session** (get clear on the big WHY)
 - **Ideal Client Definition** (hint: it's not everyone)
 - **High-level brand goal** (that's right, just one)
 - **Content Goals** (what is the story your brand tells?)
 - **Engagement Goals** (what action do you want to invite?)
 - **Brand Promise** (this is where the magic happens)
 - **Taglines** (get your ideal client in the door)
- **Recommended Data Goals** (measure what really matters)
- **Recommended Next Steps** (no worries, we've got you)
- **Final Discovery Deck** (so your team and your partners can amplify the brand)

Note: This work is required for the website project as it drives how to measure success of the design, user experience and analytics. This cost will be deducted from the website cost, if engaged for the website project.

BRAND 2.0 CREATE

FIND YOUR TRUE NORTH. Your brand speaks to your customer. Our job is taking the messaging and connecting it with icons, typography, images and a tone of voice creating a cohesive story that resonates with your ideal customer across channels.

LOGO DESIGN

What is your brand logo and icon communicating to the public about who WMNF is and what it is committed to. As part of creating your logo we will provide:

- Collaborative mood board
- 3 Logo Designs
- 3 Rounds of revisions
- Final logo package

BRAND DESIGN & GUIDELINES

How does your brand speak through images, colors, fonts and tone of voice? We will create a comprehensive brand guideline that will include:

- Image Usage Style & Direction
- 2-3 Color palette options
- Font direction
- Tone & voice guideline
- Logo usage guideline
- Logo package (web, print, color options)
- 2 rounds of changes are included

BRAND TEMPLATES

How can you get the farthest reach? Consistency. We will put together the most common templates for your team to use throughout all communications and could include:

- Animation of logo
- Social Media Templates (3 platforms)
 - Cover photo
 - Profile Pic
 - 3 Templates to follow (PSD/Canva Format)
- Email Template Set Up
- Web banners (720x90, 300x250, 970x250, 600x300, 320x50)
- Billboard
- Print Ad
- Flyer

Note: The templates above are examples. Dot Think is happy to work within WMNF's budget to create the most needed templates.

BRAND 2.0 CONVERT

SET YOUR COURSE.

Ready to kick your marketing into high gear? Together, we'll craft a launch strategy, agree on messaging that matters, and commit to executions that reach your customer and align with your budget. Then it's go time!

LAUNCH STRATEGY

How can you leverage your creative talent to amplify your new brand? Dot Think will create a launch plan to build excitement, gain new listeners and build community. The plan will fit within WMNF's spend budget to launch the brand with traditional, digital and grassroots marketing. It will include:

- A multi-channel plan
- Recommended budget across channels (to fit within WMNF's budget)
- Implementation costs (to fit within WMNF's budget)
- Grassroots campaign recommendations
- 2-3 Campaign messaging recommendations
- Suggested creative of 2-3 executions
- Final Strategy Plan Document

WEBSITE DESIGN, CONTENT & DEVELOPMENT

Your website is your home that tells the story of your brand. Dot Think is a master of building custom wordpress websites for community based organizations. Our zone of genius is the intersection of design, technology and content that connects with your ideal customer. We will craft a website that not only streams your channel for your listeners but engages their heart, mind and converts them into members of the community.

Note: The design, development and launch of the website will be provided in a separate proposal which includes the technical specifications of the website. Timing on the creation of website can also coincide with the creation of templates and launch strategy, if so desired.

INVESTMENT & TIMING

Turn up the volume for your unique brand? There's never been a better time than right now...we can't wait to collaborate!

		Cost	Optional
1.1	Brand 2.0 Discover	\$3,200.00	
2.1	Brand 2.0 Create - Logo Design	\$4,200.00	
2.2	Brand 2.0 Create - Brand Guidelines	\$2,450.00	
2.3	Brand 2.0 Create - Templates		
2.4	Animation of logo		\$450.00
2.5	Social Media Templates (3 platforms) - Profile, Cover, 3 Templates		\$750.00
2.6	Email Template Set Up		\$1,250.00
2.7	Web banners (720x90, 300x250, 970x250, 600x300, 320x50)		\$250.00
2.8	Billboard		\$450.00
2.9	Print Ad		\$800.00
2.1	Flyer		\$450.00
3.1	Brand 2.0 Convert - Launch Strategy	\$2,850.00	
	Brand 2.0 Convert - Website Design & Development	TBD	
1		\$12,700.00	\$4,400.00

BRAND 2.0 TIMING

DISCOVER 4 Weeks

CREATE 2-6 Weeks

CONVERT - Strategy 2 Weeks

CONVERT - Website 6-12 Weeks

TERMS

For work to commence, a 50% deposit of the DISCOVER and CREATE will be due. 2nd invoice of 50% will be sent upon completion of DISCOVER and Create and is due within 15 days. Invoices will be submitted via QuickBooks and paid online. After 15 days, a 1.5% per month fee will be applied. Costs herein are valid for 30 days. A revised Scope of Work may be provided based on client needs, budget and timing. If there are any additions to scope identified in discovery, a revised estimate will be provided. Any additions to scope once the project has started, or additional rounds of review, will be billed at Dot Think's hourly rate of \$175/hour.

THE DOT THINK TEAM

From creative brand building to dynamic campaigns,
we bring together the people and skills that make magic happen.

WMNF Team

Project Lead: Corti Cooper

Content Lead: Emily McFaul

Technical Lead: Anne Schmidt



CORTI COOPER

Principal & Creative Director

As a seasoned industry professional, Corti brings a dynamic vision and keen eye for strategy to the table for clients across the nonprofit sector. With a creative eye and holistic approach, she is committed to engaging users at a human level and crafting solutions that meet organizational needs over the long term. Corti's clients include Fairfield County's Community Foundation and Mill River Park Collaborative.



EMILY MCFAUL

PM & Content Strategy

Resident copywriter and former journalist, Emily brings more than a decade of experience to synthesizing big ideas into a unified brand voice. As a core project manager, she also interfaces with team members to keeps tasks moving forward, from ideation to the last details of completion.



ANNE SCHMIDT

Lead Developer

A seasoned full-stack developer, Anne specializes in building custom WordPress sites and simplifying the often-mysterious ways of the web. Most recently, she has worked on the Hartford-based Community Renewal Team's website (launching soon!)



KRISTINA SULLIVAN

Senior Graphic Designer

With a talented eye for detail in both print work and web design, Kristina has a keen ability to capture the essence of the brand and elevate important messaging. Kristina can be counted on to deliver clean, clear and pixel-perfect design.



CHLOÉ NWANGWU

PM & Data Strategy

A trained Behavioral Specialist, Chloé combines her research and data skills with a talent for copy and design, enabling her to support clients in implementing solutions that are both data-driven and emotionally engaging.



CARLOS ESTEVES

Office Manager

From nails in walls to ensuring that proofs hit the mail before final pick-up, Office Manager Carlos plays the indispensable role of holding down the fort so the team can freely create.



BRAD RUMBLE

Photographer

A seasoned photographer with a passion for Portraiture, Brad enjoys capturing the essence of the human experience so the viewer can make an emotional connection.



DINA CASHMAN

Social Media Manager

Dina brings an eye for design, attention to detail and high level of commitment to both project management and the creation and management of social media content to engage target audiences.



BILL STALEY

Full-Stack Developer

Bill brings a deep experience of full-stack and systems administration to the team. With a passion for clean code, analytics and solving the impossible, Bill's technical skills stand among the vanguard of the industry.

ORGANIZATION AND MANAGEMENT OF SERVICES

As a woman-owned and -operated agency based in Bridgeport, Connecticut, our model is to build long-term relationships with our clients. This allows us to serve clients better by deeply understanding their business goals, aligning on key priorities, and being agile and responsive to changing needs. Dot Think Design is certified by the State of Connecticut's Supplier Diversity Program as a Woman-Owned Small/Minority Business Enterprise.

OUR APPROACH

Our process starts with our proprietary **Brand 2.0 DISCOVER** program to gain an understanding of your infrastructure, challenges and opportunities, and goals for growth. Drawing on competitive research and analytics, we collaborate with you to define priorities and craft data-driven strategy. Then, we create marketing programs and platforms that are informed by user experience and funnels, and that connects with people at a human level.



As an extension of your team, we streamline touchpoints and keep your marketing moving forward by meeting weekly with key department leaders to share progress, monitor and set priorities, and make strategic and holistic recommendations.

DEI STATEMENT

Dot Think Design is committed to supporting organizations and initiatives that advance diversity, equity and inclusion for all. We believe all ages, abilities, races, genders, and backgrounds bring value and richness to the human experience – and that, unequivocally, Black Lives Matter. We continue to implement anti-racism training for team members, practice anti-racism in our circles of influence, and seek opportunities to diversify our team and craft messaging that centers Black and brown voices.

ALIGNING VISION, LIFESTYLE & SOCIAL MISSION.

As a woman-owned and -operated design studio based in Fairfield County, Connecticut, Dot Think Design is committed to working with clients who value collaborative relationships and strive to deliver quality, ethical products that further modern lifestyles. Our mission is to understand your business goals, get to the heart of your organization's purpose and craft strategic messaging that connects with the right customers. We offer a holistic approach to marketing and communications, delivering everything from content marketing and strategy to print pieces that range from annual reports and white papers to event collateral.

Our clients include Fairfield County's Community Foundation, WERS 88.9, Watermark Capital, the Community Renewal Team, Harvard Business School's Kraft Precision Medicine Accelerator, Nielsen's Florist and the law firm of Cacace, Tusch & Santagata, among others. It would be an honor to utilize our expertise and passions to advance WMNF's brand mission and presence.

Appendix: Technicalities

This document is intended as a proposal and should not be interpreted as a scope of work or services agreement.

The plans, proposed services, timelines and costs in this document are based on the information known at the time this document was created and are subject to change.

Coconspirator has found partnerships based on project fees or monthly retainer work best. This affords focused effort on defined deliverables and flexibility to provide counsel and support when the need arises.

To optimize efficiency, Coconspirator works with a variety of trusted independent partners for creative services and other marketing specialties such as social media, paid media management, and search engine marketing (SEM). These services are scoped separately and on-demand.

Each engagement with Coconspirator includes oversight from experienced marketing leadership and project management, to ensure timely and quality delivery.