



The Nathan B. Stubblefield Foundation, Inc.

Board Meeting Minutes

Date: 9/20/2021

<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	
Cindy Reichard	T		David Downing		A
Letty Valdes	T		Emma Friedman	T	
Jack Timmel		A	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	7:19
Guests:		7:20

Guests present: Scott Elliot, Marcie Finkelstein, Nathan Bonilla-Warford, Julie Schied, Mary James, Julie Schied

Guests share their concerns about the station. Scott discusses the need to address a build up of toxicity by returning to our mission statement, style, and values. Sid objects to the number of proposed pledge drives. Marcie says the reasoning behind the program changes should have been better communicated and encourages the board to select a communicative GM who listens. Miss Julie appreciates efforts to reduce toxicity and requests recommendations for food donors for pledge drives. Nathan says music programmers need full control over the music they play. Mary echoes many of the preceding comments, is concerned about Rob Lorei's firing, and wants more listener involvement.

<b>Roll call</b>	<b>Dyllan Furness</b>	<b>7:33</b>
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<b>Acceptance of items on Consent Agenda</b>	<b>Will Greaves</b>	<b>7:34</b>
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Committee Updates:

No meeting held:	Nominating, LRP, Bylaws,
Minutes in Basecamp:	Development, Finance

*Dyllan motions to accept agenda.*

*Isha seconds.*

*All in favor.*

<b>Attendance Review</b>	<b>Dyllan Furness</b>	<b>7:34</b>
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All in good standing.

<b>Review/Approve Last Month's Minutes</b>	<b>Dyllan Furness</b>	<b>7:34</b>
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Approved.

<b>General Manager Report</b>	<b>(Attached)</b>	<b>Cindy Reichard</b>	<b>7:35</b>
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There's a leak in the hallway. Roofer putting proposals together to fix it. Camera issue in the west side of the parking lot. We have applied for a grant to replace the AC but money may not be ready until July 2022. I will be attending the Florida Public Media meeting tomorrow. We have an outside cybersecurity company monitoring and putting a firewall in at the station. Company that built our website is looking into fixing our app so people can tip in the tip jar. Proposal went Friday to Tampa International Airport to host a Live Music Showcase there once a month. Classes coming up this week about pledge drives for programmers. The birthday party was successful under the circumstances. We netted \$326 but everyone was excited to be out for a change. Looking at Gasparilla Music Festival remote. Glazer Children's Museum has their birthday coming up this Saturday, looking for volunteers to assist. October pledge drive is

also coming up, looking for volunteers and food donations. Underwriting is picking up. I will be calling and thanking anyone who donated \$500 or more. We have been totally forgiven on our PPP loan! Staff is taking training required by CPB about preventing harassment and discrimination. In March, Rick started a branding and marketing committee. They got two RFPs that just came in. They agree to wait until the new GM comes in. However, there isn't money in the budget. Cam would like to present at the next board meeting.

The board discussed that the roof was as old as the building (2003).

Nancy: the PPP loan that was forgiven, will it impact the capital in our budget moving forward?

Cindy: The board will need to discuss that.

Letty: We had the money, it's in an account. We just didn't use it in case we needed to pay it back.

The board discusses the marketing and branding committee's presentation. Since the project was not included in the budget, Dyllan suggests the committee invites available board members to their next meeting rather than present at the board-at-large meeting. Letty suggests the committee needs to include a third proposal.

Cindy confirms that the AC grant is for \$741,000.

#### **President's Report**

**Will Greaves**

**8:01**

Second reading of the sustainability policy.

Letty: Has it been funded?

Jennifer C: No money has changed hands yet.

*Jennifer C motions to approved*

*Dyllan seconds.*

*All in favor.*

#### **Finance Committee Report**

**Renz Kuipers**

**8:04**

YTD we're looking fine thanks to Cindy recognizing the PPP funds. Also the grant from April, combined around \$300k. Continue to struggle with revenue.

Will calls for a second reading of the budget. There have been concerns from volunteers regarding the number of pledge drives. Renz says his vote for approving the budget was based on who was leading the station, and without that individual he would like to reconsider. Nancy and Dyllan agree. Letty objects to incurring recurring expenses, including new hires. She doesn't approve a negative budget in the absence of the manager who proposed it. Nancy raises similar concerns regarding fundraising and expenses. She recommends amending the budget based on tonight's recommendations. Cindy suggests passing the budget the way it is but

putting a freeze on hiring until we see how fundraising goes. Letty says by approving these positions but not hiring we could make people mad.

Sean disagrees about throwing this budget away because Rick left. He says it was the staff that put the budget together with Rick's leadership. He supports passing the budget that Rick and staff created.

Cindy says she did not support this budget because she was concerned about what's happening with the pandemic. She agrees with Letty regarding the staffing issues.

Jennifer C points out there were two budgets proposed to the finance committee, one of which had a zero budget, and suggests we can always go back to that one. She agrees with Sean that all staff and department had a hand in this.

Letty notes that without the grants and loans we would be in a bad financial situation. We can't keep adding staff when we don't have the money to pay for them.

Board agrees to review the alternative budget over email and cast votes by Friday.

#### **Bylaws Committee**

**Letty Valdes**

**8:28**

I was told that the Social Media policy was not included in the General Policies but only in WMNF's website. I was surprised since we are pretty good about including changes so I offered to make the change. When I reviewed what is on the website, I realized that it is not a policy, but a terms of use. I looked back on some minutes and saw that Rick presented it as such. Therefore, I did not add it to the General Policies. Also I need the sustainability policy for the bylaws. We will be posting the general policies on the website.

#### **CAB Report**

**Nancy Johnson**

**8:30**

Had a meeting on Sept 8. Decent turn out. Rick announced his departure and gave his presentation from the all-station meeting. People appreciated it. Sean discussed current news coverage and encouraged members to let him know how to improve news coverage. Sam discussed programming changes and encouraged dialogue with listeners.

#### **Volunteer Committee**

**Isha Del Valle**

**8:35**

Held an all-station meeting on Sept 9. 65 people attended. 10 candidates, two are applying for youth seats. Also interested in participating on the volunteer committee even if they aren't elected. Sent out the survey to RadioActivists. Deadline is Sept 30 at 5pm. On October 4 meeting we will announce to the committee their new members. Volunteers have expressed concern about starting the GM search committee too quickly. I will be a visiting emcee at GMF.

Cindy shares that staff and programmers seem to want to take a breath before moving forward with the GM search. Will says the process is thorough and all our constituencies are well-represented.

Renz announces that his term is up and he won't be renewing his tenure in November.

Isha points out that the board will have five openings in November.

Julie shares that the board application is active and we have potentially four applications. Many of those applications come in the last 24 hours. She needs access to Basecamp but will hopefully post those by Friday.

Letty insists we need to have another finance backup person for Jennifer C and to serve as finance committee chair.

### **Personnel Committee**

**Dyllan Furness**

**8:38**

On Friday Jack shared with the board our GM search documents. We finalized the composition of our search committee. Welcome to Scott Elliott and Janet Sherberger, our non-board volunteer reps. Miss Julie is our staff rep. Cindy is the interim GM. David Hartbietner is the past board president. Will is our current board president. Jack is Personnel Committee chair. Isha is our Volunteer Committee Chair. During our last GM search we went with one general board member and three personnel committee members. This time, due to the composition of the personnel committee, we went with two general board members—that is, Nancy and Jennifer C—and two personnel committee members: Mark and myself.

We also received tremendous response to our GM search survey. Thank you to everyone who submitted the survey and helped sift through the responses. We will be discussing the survey responses at length as we begin to identify candidates and I'm confident they will be valuable to our search and selection process. As a reminder, the survey responses are for internal use only. They're confidential to the board and search committee members. Please do not circulate them elsewhere.

Our search plan is a work in progress and we are soliciting feedback. But as it stands the plan now assumes an approved budget, at which point we hire Chris Braunagel to provide administration support. We'll post the job ad—which you can find among the GM search documents—at end of month. The ad will be open for four weeks. The search committee will review the candidates and compile a semifinalist list. We'll then conduct our own committee interviews. From that we will select a few finalists to be interviewed by community members, including staff, volunteers, and the full board. Based on those interviews the Board will make its decision.

Looking for a vote of approval on the proposed budget and job ad for our GM search process.

*Jennifer C motions to approve budget.*

*Nancy seconds.*

*All approved but Sean abstains.*

*Jennifer C motions to approve job ad.  
Mark seconds.  
All approved but Sean abstains.*

**Executive session**

**9:00**

*Dyllan motions to enter executive session to discuss confidential matters requiring counsel.  
Nancy seconds.  
All in favor.*

*Board enters executive session at 9:01 p.m.*

*Board exits executive sessions at 9:50 p.m.*

**(PALS: Participation, Accomplishments,  
Listening and Scheduling)**

**Dyllan Furness**

**9:51**

**P - 9, 9, 9, 9, 9, 9, 9, 9, 9, 9, 9, 9**  
**A - 9, 9, 9, 9, 9, 9, 9, 9, 9, 9, 9, 9**  
**L - 9, 9, 9, 9, 9, 9, 9, 9, 9, 9, 9, 9**  
**S - 9, 9, 9, 9, 9, 9, 9, 9, 9, 9, 9, 9**

**Next Meeting 10/18/2021**

**Will Greaves**

**9:54**

**Adjournment**

**Will Greaves**

**10:00**

Next meeting will be interviews with board applicants.

*Nancy motions to adjourn  
Mark seconds  
All in favor*

**THE BOARD'S ROLE**

Governs the NBSF, which protects the FCC license, building and equipment, goodwill; employs staff. Establishes the mission of WMNF. Responsible for strategic planning. Establishes prudent financial policies, annual budget, annual audit, conducts planning retreats, approves personnel policies, style statements and programming policies. Participates in fund-raising functions of WMNF; approves non-budgeted expenditures over \$2,000.00.

\*We go into Executive Session only when proper criteria concerning purpose are met or to review/approve the previous month's Executive Session minutes.

By: *Dyllan Furness*  
Dyllan Furness, Secretary

Approved by the Board on: **10/18/2021**

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# MANAGEMENT REPORT

September 2021

Prepared by: Cindy Reichard, Interim General Manager

## **OPERATION & ENGINEERING**

Ops & Engineering current projects:

- remotes at Palladium
- identifying a leak from our roof
- cutting down bamboo tree behind our building
- exterior landscaping
- repairing an exterior camera
- replacing a rusty broken water pipe on chiller
- monitoring protesters for illegally parking in WMNF parking lot
- changing name on Target Towing agreement (removed Rick added Cindy)
- request Hillsborough county required backflow test with Mc Natt plumbing

In-Studio project

- downloading shows for playback (ongoing)
- setting up studio for zoom news interviews
- retrieving stuck disk for cd players
- temporally replacing broking boom arm in studio until new one is delivered
- preparing podcast studio for rebuilding
- scheduling regular maintenance for USP equipment
- working with frontier to block restricted callers

Replenishing PPE for station use

- Gloves
- Ear cover
- Mic covers

## **IT**

- \* Source code updates to repository for streaming/archiving scripts
- \* Traffic Logs sharing on OneDrive for outside access
- \* Continued backup software updates
- \* Steam counts queries and reports by show and daypart
- \* Infotect contract startup, installed network monitoring, setup admin accounts



- \* Program changes to streaming and archiving
- \* Allegiance training and tickets
- \* Scripting adjustments for new Podcast episodes
- \* GM exit, access and forwarded email to Cindy
- \* GM search setup, updated office laptop for use by Chris Braunagel
- \* Hardened security on NAS storage servers (3) as recommended by Synology
  - disabled admin account
  - created separate accounts for myself and engineering as well as backup, replication and syncing
  - changed DSM ports updated Cloud Sync for Digital Shows and Traffic Logs
- \* Purchased new Dell desktop and laptop

### **Web**

- \* WordPress 5.8.1 update to address security vulnerabilities / plugin updates
- \* Website code debugging
- \* New website programmer support page with links to agreement, traffic logs and help videos
- \* Continued development of BuddyPress for members, new menu and pages
- \* Continued creation of Content Delivery Network (CDN) for website media
- \* wmnfcar.org statistics
- \* Created website videos template and styles
- \* Migrated Cindy to new laptop due to camera issues, reset laptop for engineering remote use

### **Programming**

- Sam worked with Fitz, Julie Jenkins, and other members of the team, so Laura had what she needed to write a proposal to host Live Music Showcase at the Tampa International Airport. Sam will make sure this proposal is sent by the end of the week!
- Sam has also been working with Fitz and Joe Porter on the progress of our Google Ads. Joe says that the individual Google Ads for each show on air will be out soon in the next few weeks. In the last four months, our general station Google Ads have averaged about 1,000 clicks per month since May 2021!
- Laura, Sam, and David will be hosting a number of training and refresher courses about Pledge Drives and how social media plays into them. The general Pledge Drive course for new programmers will be held on September 22nd, and a similar one for seasoned programmers will be on September 23rd. The Social Media course will be held on September 27th, and all will be via Zoom, recorded to share, include FAQs and best practices, and will be held at 6pm on their respective dates.

- WMNF's 42nd Birthday Bash was a success! We implemented Covid procedures of requiring a mask, as well as proof of vaccination or a negative Covid test within 72 hours of the show. Only two couples, less than 4% of attendees, were not aware of the procedures, resulting in two people refunding their tickets. This shows Sam that having the expected Covid procedures on the venue website, wmnf.org, the Facebook event page, and in a station promo on air proved to be an effective way to get the word out. Multiple attendees also mentioned that the only reason they felt safe to come was because of the procedures. Sam plans to continue these safety precautions with all events in the near future!
  - Total ticket holders: 133
  - Net total made: \$2672
  - Profit after expenses: \$326
- Sam is currently talking to David Cox from Gasaprilla Music Festival about broadcasting the festival on our airwaves on Saturday, October 2nd. She will follow up with him so we can create a promo and advertise it on our website as soon as possible! Ken of Live Music Showcase and Katarina on Thursday Mornings have/will be hosting a number of bands from the GMF lineup in the coming weeks.

Lastly, here are the latest stats and data, which was presented at the All Station meeting on September 9th. Sam has included some conclusions and thoughts from the numbers as well!

### **Most Listened to Live Streamed Show from 6/20/21 to 8/28/21 (Average Overall)**

1. The Sixties Show (504 listeners)
2. Words & Music (434)
3. The 70's Show (427)
4. Freak Show (332)
5. The Rhythm Revival (316)
6. WMNF with The LuLus (295)
7. Saturday Bluegrass Show (284)
8. Surface Noise (279)
9. WMNF Wednesday Mornings (including Robin & Sam switch) (278)
10. Soul Party (274)

It's great to see that the strategy of tweaking the lineup for flow between shows, especially on Saturdays, seemed to pay off! Listeners are tuning in and generally sticking around, which is encouraging. WMNF Wednesday Mornings should be ignored for now, as there are too many variables involved (Sam and Robin switched).

### Top 10 Shows With Most Improvement in Live Streamed Listening Numbers (Averages)

Compared from Week Before Program Changes to Now (Week of 6/13/21 to Week of 8/22/21.  
New Shows are compared from their first week of airing to Week of 8/22/21.)

RANK	SHOW	# of Listeners Week of 6/13	# of Listeners Week of 8/22
#1 (Most Improved)	WMNF with Grant	As Grave's Pizza Party: 95	WMNF with Grant: 287
#2	Words & Music	As Tuesday Morning: 343	Words & Music: 487
#3	Ultrasounds	143	248
#4	Saturday Bluegrass Show	239	330
#5	The 60s Show	455	543
#6	The 70s Show	378	456
#7	Latin Jazz & Salsa	148	223
#8	Surface Noise	274	331
#9	Art in Your Ear	187	235
#10	WMNF with Harrison	As 360 Degrees of Blues: 224	WMNF with Harrison: 269

The fact that some shows switched to stereotypically higher listening times definitely helped with their growth. However, you can once again see some Saturday shows, as well as Latin Jazz & Salsa, which sets up the Wednesday Latin Nights well. I'm glad to that little tweaks in the schedule seem to be helping listeners find the shows they want to hear!

From 6/20/21 to 8/28/21, **56% OF SHOWS IMPROVED IN NUMBERS**

- 7% or 5 Shows Gained up to 10 Listeners
- 11% or 7 Shows Gained up to 20 Listeners
- **26% or 17 Shows Gained up to 50 Listeners**
- 12% or 8 Shows Gained More than 50 Listeners

From 6/20/21 to 8/28/21, **45% OF SHOWS DID NOT IMPROVE IN NUMBERS**

- **14% or 9 Shows Only Lost up to 10 Listeners - SMALL LOSS IN LISTENERS**
- 9% or 6 Shows Lost up to 20 Listeners
- 12% or 8 Shows Lost up to 50 Listeners
- 11% or 7 Shows Lost More than 50 Listeners

**Overall, 69%, or 9 out of 13 Daytime Shows following the Daytime Mix IMPROVED IN LISTENER NUMBERS!** While some shows are still finding their footing and tweaks can be made, this shows to Sam that the Daytime Mix is heading in the right direction.

Top 10 Most Listened to Shows on the Archives (WMNF.org, WMNF App, NPR, and Tune In Combined)

June 21, 2021 to September 3, 2021

1. The Freak Show - 2,312 people listening (users), pressing play 6,750 separate times (sessions)
  2. Dream Clinic - 1,736 users, 4,820 sessions
  3. The 60s Show - 1,638 users, 4,577 sessions
  4. Words & Music - 1,371 users, 3,877 sessions
  5. Postmodern Hootenanny - 1,342 users, 3,925 sessions
  6. The 70s Show - 1,301 users, 3,269 sessions
  7. WMNF with Katarina - 1,263 users, 3,855 sessions
  8. WMNF with Cam Dilley - 1,060 users, 3,173 sessions
  9. Retro Jukebox - 1,059 users, 3,532 sessions
  10. WMNF with Randy and Blannie - 1,053 users, 3,672 sessions
- 42% of shows had under 1,000 sessions through this time period (number of times the play button was pressed, June 21-Sept 3)
  - 32% of shows had 1,000-2,000 sessions
  - 10% of shows had 2,000-3,000 sessions
  - 12% of shows had 3,000-4,000 sessions
  - Less than 1% had more than 4,000 sessions

- This 1% also had the highest number of listeners!

Top 10 Shows that had the Longest Listening Duration on the Archives (WMNF.org, WMNF App, NPR, and Tune In Combined)

June 21, 2021 to September 3, 2021

1. The Waking Hours - 1388 Hours of Listening through this time period (June 21-Sept 3)
2. WMNF with Randy and Blannie - 1239 hours
3. WMNF with Katarina - 1234 hours
4. Saturday Bluegrass Show - 1217 hours
5. WMNF with Grant - 1189 hours
6. WMNF with Cam - 1181 hours
7. Mo' Blues Monday - 1177 hours
8. The Rhythm Revival - 1143 hours
9. WMNF with The LuLu's - 1129 hours
10. Retro Jukebox - 1098 hours
- 11.

- 26% of shows had over 1,000 hours of listening on average!
- 61% of shows had 500-1,000 hours of listening on average.
- 12% of shows had below 500 hours of listening on average.

Top 10 Shows Who Gained New (or Potentially Regular) Listeners Through the Archives (WMNF.org, WMNF App, NPR, and TuneIn Combined)

June 21, 2021 to September 3, 2021

1. Thee Righteous Temple of Hip Hop - 22.87% increase in sessions (number of clicks on play button)
2. Loom in Essence - 21.60% increase
3. The Sunday Simcha - 19.33% increase
4. Latin Jazz & Salsa - 19.15% increase
5. Saturday Night Shutdown - 18.73% increase
6. Poetry Is - 17.54% increase
7. Josh's Big Gay Radio Show - 16.53% increase
8. LatinX - 16.14% increase
9. Art in Your Ear - 15.43% increase
10. Live Music Showcase - 14.93% increase

This shows Sam that listeners are discovering where shows are in the new schedule, and finding new favorites!

**Every show had an increase in number of sessions through the Archives!**

- 66% of shows increased their number of sessions up to 10%
- 30% of shows increased their number of sessions from 10-20%
- Less than 1% of shows increased their number of sessions more than 20%
- 

**NEWS & PUBLIC AFFAIRS**

**Online stream numbers:**

The decision to switch from those shows alternating weeks to having Health & Nutrition and Sustainable

Living air every week seems to have paid off. Both of those Monday shows have an upward trend in online listeners in the time since the program changes in June.

**Live archive listens, September 1-15:**

Health & Nutrition, hosted by Dr. Fred Harvey has the most archive listens (79) on wmnf.org for a public affairs show in the first half of September, but a number of music shows have more archive listens.

**Web visitors:**

Three of the top 11 WMNF.org web pages for unique pageviews during the last month are news stories:

14,900 - Ending federal benefits was supposed to lower Florida's unemployment but that didn't happen, data shows. By Daniel Figueroa IV

8,400 - Florida judge again uses DeSantis's own case against him, says State cannot punish districts over mask mandates. By DF IV

7,900 - Deputies arrest woman who asked for name and badge number during Manatee commission meeting - By DF IV

(This last one has been published for less than one day when I compiled this report; it's likely still attracting viewers)

The WMNF news and public interest team has focused on September's **Mission Calendar** of economic justice and labor:

Our intern from USF St. Pete, Evan, posted information about how Tampa residents can get assistance with paying for rent and utilities:

<https://www.wmnf.org/city-tampa-assists-residents-rental-utilities-relief/>

Sean spoke with Creative Loafing Tampa reporter Justin Garcia about the history of labor movements in Ybor City.

<https://www.wmnf.org/blm-arrests-labor-history-ybor/>

### **Volunteer/Outreach Department**

- WMNF has 3 new interns 2 from USF 1 from UT, all will be supervised by Sean Kinane for their News Department work.
- We expect to have a new board operator soon, who holds a certificate in broadcast production from HCC. He will oversee the board for Sunday Simcha and possibly African Safari, if not live, each week. He is working with Samantha and DT, to be trained.
- WMNF welcomed 2 new AARP participants from the SCSEP partnership in August. One assists in the business office and both run the switchboard. They each work 18 hours a week. It's working out great, so far.
- The station is in partnership with the Glazer Children's Museum to promote their 11<sup>th</sup> Annual Birthday Bash on Saturday, September 25<sup>th</sup> – We've been running promos and may have an outreach table at the 10am – 4pm event in Curtis Hixon Park. Anyone willing to help staff the table, please contact Julie at your earliest opportunity, using the

options below. I believe Sam is working to create a playlist for PA play, between musical performers and stage announcements.

- Volunteer elections are underway until 9/30 at 5pm – Candidate bios and the Survey Monkey ballot went out to RadioActivists on Monday, 9/13/21. Thank you for voting for the next Volunteer Comm/Board Reps.
- Seeking pledge takers, food donors, tally help and phone supervisors for the October membership drive dates (Wed/Thurs – 10/6 & 10/7). 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.

### **DEVELOPMENT DEPARTMENT**

#### **Upcoming October Pledge Dates:**

**Wednesday, October 6**

**Thursday, October 7**

**Friday, October 15**

**Saturday, October 16**

**Sunday, October 24**

**Monday, October 25**

**Tuesday, October 26**

**We are sticking to a two-day model for October due to the Delta variant of COVID-19 continuing to rise, except for October 24-26. While overall, goals will be lower for future drives, we have budgeted to raise \$215,100 in October in new revenue. Still, that is about \$20-30,000 lower than a seven-day October drive. Management will assess the progression of COVID-19 to possibly return to a seven-day model in 2022.**

### **DEVELOPMENT PLAN GOALS**

Allegiance reports show the following year to date:

#### **New Donors:**

Count – 1,090

Amount Pledged - \$ 149009.92

Average Amount - \$ 136.83



\$1,000+ Pledge - 14

### **First Time Circle of Friends**

Allegiance reports show the following year to date:

Count – 266 (four dropped out from last month's number of 270)

Amount Pledged - \$ 44,450.55 (the amount dropped from last month as a result of those canceled pledges.)

Pledged Average - \$ 115.46

Average new COF/month - \$ 13.92

\$1,000+ COF – 5

From April 12 – July 31, From April 12 – August 31, we have had 125 individuals cancel or reduce their COF contributions. The reasons given for these cancelations are news director changes (74), program changes (21), financial hardship (15), no reason given (13).

### **BOARD KPIs:**

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

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

**Actual:** year to date: \$48,819.31. This KPI is not being met. But conditions are improving for the meantime.

Laura brought on Ella's as our first on-line Concert Calendar sponsor at **\$1,560 annually. The Palladium Theater has expressed interest as well.**

### **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. She contacted The St. Pete Innovation District, and the Gonzmart Restaurant Group. Laura is still talking to Gonzmart, and Julie Jenkins has a proposal for Shumaker, Loop & Kendrick, LLP who underwrite on WUSF.

**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. However, this was not accomplished in August due to Allegiance training and other tasks.

c. Rewrite community businesses for community radio spots that solicit local underwriters: non-profits, community banks, and credit unions, tourism/chambers of commerce. **UPDATE:** Laura restarted the rotation of spots soliciting underwriters. However, she still needs to produce her Concert Calendar spot.

d. Develop a **full digital component by September for FY 20-21**. Laura will work with Sam and David now that we have a new schedule. The media kit needs to be updated.

### **Other Development Projects KPI Goal: \$42,000**

The Vehicle Donation Line has already met its goal! Year to date we have received \$71,480.12 in the Other Development Projects Line. That entire line is over by \$36, 607.04, due in large part to vehicle donations.

### **Grants**

#### **Goal: one unbudgeted grant**

- The PECO State equipment grant Laura, Rick, DT, and Max applied to replace our HVAC system for \$741,829.70 is on the appropriation list waiting to be approved in Tallahassee. If approved funds would be available next year.
- September 9<sup>th</sup>, Laura and Sean met with representatives from 100 Black Men and Women to continue the conversation about relaunching WMNF HD4 as a station programmed by and for the local African American community. Belinthia Berry from 100 Black Women met Wednesday, September 15 with the Community Foundation of Tampa Bay to broach the idea. Laura and Belinthia are trying to schedule a follow-up meeting on September 21. The idea is to get a grant to fund the programming on the HD4 channel and a program coordinator to manage the content.
- Laura also attended a webinar with *Senator Darryl Rouson about applying for other grants or appropriations from the State of Florida. He said most public media grants are funded through the Department of Education and PECO (state equipment grants.)*

#### **Goal: Major Giving:**

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

The number is 14 from October 1, 2020 to date.

#### **Planned Giving:**

- A cultivation plan has been developed with multiple touchpoints.
- We now have four prospects.
- Laura is now a Veritus Scholar after taking a course and receiving her Major Gift Officer certification. The skills taught in this class not only apply to donors who could make regular gifts, but also to those who could be a part of our planned giving program and endowment.

- We received a \$5,000 bequest from the Susan A Alstadt Estate. There may be more funds coming after loose ends are tied up in the estate.
- WMNF is awaiting the outcome of the Joyce Fleishman Halscott Estate. The proceeds could be six figures.
- WMNF was also notified that the station has been named in the Last Will and Testament of Jan Viking. Proceeds are unknown at this time.
- Laura refreshed on-air spots planned giving spots, with one announcing three have left us in their wills or trusts.

### **HR/Finance**

- Staff training Preventing Harassment and Discrimination (CPB requirement to be completed by all staff deadline 9/30)
- Received notification that SBA has forgiven our PPP loan in total for \$159,512
- Waiting on 2021/2022 DOE final grant approval
- Renewed DOLI, property and liability insurance.
- Outsourcing payroll with Paylocity will begin on January 1<sup>st</sup> 2022.
- Preparing for annual audit 2021 with James Moore. Pre audit day is Wednesday, September 22<sup>nd</sup> remotely.

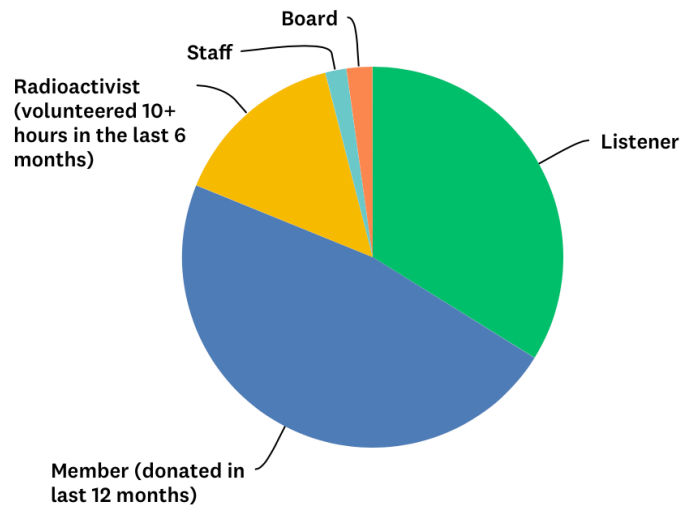


# Community Input Survey Results- GM Search



## Survey Report Summary

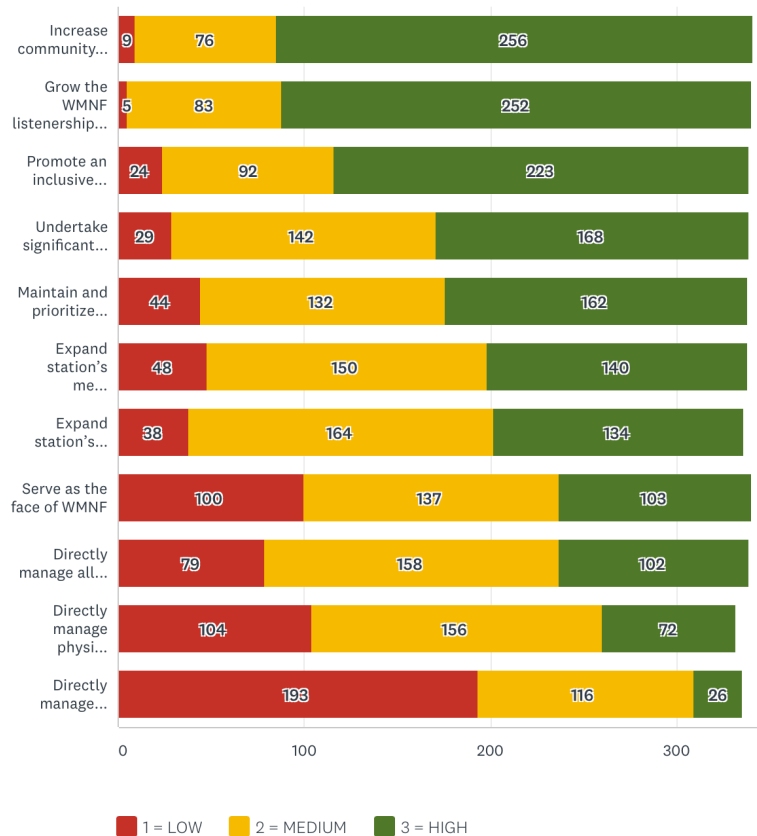
The GM Search Community Input survey was advertised and open for responses from 26 August - 12 September 2021. There were a total of 499 submissions. All submissions were categorized by what stakeholder community the respondent was part of. See the chart below for the distribution of responses in these groups.



## Overall Results - Critical Function Importance

Understanding that all of these functions are important, please rate each of the following on a scale from 1 (low) to 3 (high) regarding how critical each is for the next General Manager of the station.

Answered: 342 Skipped: 157

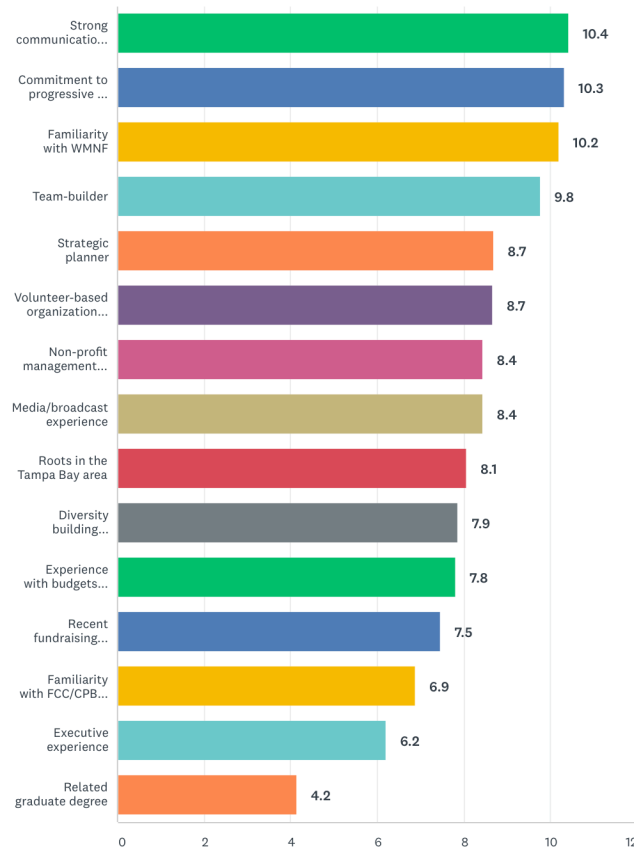


Increase community awareness and engagement with the station
Grow the WMNF listenership, membership, and radioactivist community
Promote an inclusive environment at WMNF and insure that the station reflects the diversity of the community it serves.
Undertake significant fundraising that includes exploring and securing alternative opportunities for divergent funding sources
Maintain and prioritize traditional station offerings (ie shows, concerts, etc)
Expand station's media presence
Expand station's technological capabilities
Serve as the face of WMNF
Directly manage all internal administrative functions
Directly manage physical plant issues
Directly manage programming

## OVERALL RESULTS - Attributes

Please rank the following 15 potential attributes of a new WMNF General Manager, with 1 as the most important attribute and 15 as the least important

Answered: 340 Skipped: 159



Strong communication skills
Commitment to progressive and social justice ideas and organizations
Familiarity with WMNF
Team-builder
Strategic planner
Volunteer-based organization experience
Non-profit management experience
Media/broadcast experience
Roots in the Tampa Bay area
Diversity building background
Experience with budgets WMNF's size or larger
Recent fundraising success
Familiarity with FCC/CPB regulations
Executive experience
Related graduate degree