

**The Nathan B. Stubblefield Foundation
Board Meeting Minutes 1/24/2022
WMNF Community Radio 88.5 FM
WMNF 88.5FM Community Radio 1210 E. MLK Blvd. Tampa, FL 33603-4417**

Meeting Attendance					
Board Member	P	A	Board Member	P	A
Will Greaves	T		Mark Schreier	T	
Nancy Cox-Johnson	T		Emmy Lou Fuchs	T	
Isha Del Valle	T		Cindy Richard	T	
Dyllan Furness	T		Scott Elliott	T	
Jennifer Meksraitis	T		Greg Vannette	T	
Jennifer Campbell	T		JoEllen Schilke	T	
Amina Spahic	T		Julie Scheid	T	
Cameron Dilley	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.

Agenda Item

Lead

Time

- **Call to Order** Isha Del Valle 7:17
- **Roll Call / Proxies** Emmy Lou Fuchs 7:18
- **Agenda review** Isha Del Valle 7:20
 - Jennifer C. motions to approve the agenda.*
 - JoEllen seconds.*
 - All in favor. Agenda approved.*
- **Acceptance of items on Consent Agenda** Isha Del Valle 7:21
 - Committee Updates:*
 - No meeting held: Bylaws, Nominating, Personnel, Technology*
 - Minutes in Basecamp:*
- **Attendance Review** Isha Del Valle 7:22
 - All in good standing.*

● **Visitor's Comments**

Isha Del Valle

7:23

Guests: John P, Arthur H, David B, Alvaro M, Sasha B, Micheal M

John P. Thanks the board for taking everyone's comments. He states that his group does not want to work against the station but work hand and hand to make sure the station survives and goes well into the future. Feels Rob's termination by the previous GM was unjust and is unhappy with the decisions that were made regarding it. He and his group would like to see Rob reinstated to some position at the station and feels that listeners should have more input into program changes. One way he suggests is by way of listener survey.

Arthur H States he is unhappy with Rob Lorei's firing and that there are similarities between the firings. Describes house bill 741 signed into law by Governor Ron DeSantis to the board. Asks the board two questions the First "How can less than 2% of the US population convinces 29 other state legislators to adopt the IHRA political definition of antisemitism?" and second "why did our governor insist on signing house bill 741 in Jerusalem, where he actually held a Florida state cabinet meeting? The answer is a rhetorical one, which means the answer will be in the form of a question. Here is the answer. Do you board members know what motivates our federal and state legislators to act?"

David B stated that he really appreciates the board for organizing and selecting a good slate of candidates and is curious who the new GM will be.

Alvaro M says many people in the community are expressing displeasure in the path WMNF is taking. States that the public affairs department was cut and this leaves our activist community without a voice. He is unhappy with Rob Lorei's termination and program changes. Does not want to see WMNF become a commercial station and would like the old programming back. Listener is unhappy with communication and does not feel his grievances are heard. He says that currently we hear of more progressive plans at WMNF, more black recorded voices during the day but still no latinos and that we hear more promotion of the diversity committee. He thinks a clique is in control and the progressive actions are a facade. He doesn't want to see all non-white programming, progressive talk and activism to be pushed to HD changes off the mainstream.

Sasha B. stated that she is grateful for this practice of tolerance of different points of view. Thinks there had been strides made would like to see more round table discussions with some of the members of the board and the save WMNF group. Since WMNF is a listener supported radio it is important to include their voices. Would like to see more strides made after what she feels was a lack of transparency. The listener would like to see more sections of the Tampa Bay area included in event planning, and would like the events to take place at different locations. More of the populations could be represented for better outreach. She would also like to meet in more of a discussion format versus formal board meeting. Wants to be given air time for discussions from other points of view.

Michael M States that he is pleased that three of the five finalists for the GM position are in-house candidates. Believes an in-house candidate would be a major asset and should lay a strong foundation to successfully lead WMNF into the future. HE hopes whoever is chosen will set an establishing leadership style that is aligned with the station's

history, values and mission. He feels that the firings of Rob Lorei and the programming changes are examples of what has gone wrong with the station. Would like to see Mr. Lorei back in some capacity and hopes that the next round of programming changes adheres to the programmers agreement. He does not believe the process was followed properly last round.

• **Review/Approve Last Month's Minutes** **Emmy Lou Fuchs** **7:39**

Jack Timmel asked to clarify that approving the minutes online beforehand means we don't need to vote on it at the meeting going forward, Isha answered "Yes, but because we had so many new members, I wanted to make sure that everyone had reviewed them."

• **General Manager Report** **Cindy Reichard** **7:40**

Cindy Reichard:

Just to hit on the HR side, we do have LaMar Robinson on as Operations Assistant part time. He replaced Joe Remo. And we have Arielle Stevenson, full time Senior Reporter producer, replaced Daniel Figueroa. And we have McKenna Schueler as a temporary part time reporter producer and she replaced Amy Snider.

I attended this last week the Florida Public Media meeting, and during this session, they are really pushing to try to get us extra CPB funds, and also the DOE state of Florida grant. So we will have some more outcomes after this session.

We've signed a contract finally getting a new phone system for the admin area. It's been up and down, it cuts people off, you can't call out. That's being installed either January 31st or February 1st. It'll actually have an app you can download to your phone, so if you want to just sit at home on your cell phone and call donors it won't come from your cell phone number, it'll show as the station number. So Infotech will be installing that and we'll be having staff training.

Signed a new lease with Dex imaging, the lease was up so we got a new printer in the admin area and moved the other one to the conference room, and moved that old one out the door. And in the process of negotiating this, I did get a \$1,000 donation from Dex Imaging. We're going to try to maybe work out some underwriting or something in the future.

We have equipment that is delayed until mid February to be able to finish up the podcast studio.

We have ICAP, our quarterly Infotech meeting is coming up in two weeks. so they'll be going through, assessing. One of the things during the audit that came up by the auditors was to increase our passwords. I forget exactly was it from, 8 to 12? I believe. So we will be taking their advice on that.

I'll leave it to you to read all about the streaming and who's got the highest numbers, overall average and number ones. I will say that the events have been doing pretty good. We've made with the Uke it Out and the John Prine and Todd Snider, we made like \$17,800. So we have a budget of \$59,000 to net but we're on our way, we're getting there.

Outreach has been really out there, I want to really thank Pam, Jennifer and Julie for all your work and getting the diversity inclusion committee going and getting us out there for the MLK parade. We were also at the Black Heritage music festival. We will be at Gasparilla, and doing a live remote again.

Also we'll be at the Tampa Bay's blues festival in Vinoy Park in April, and we'll be taking part in the Tampa pride diversity parade in Tampa.

We have our fund drive coming up, that will be starting February 14 through Sunday the 20th. This is a very important drive, we really need to make our goals and I hope that everybody will help pitch in and sign up and take a shift. And if you have a suggestion for a food donor, we could use that

information too. Our year-end campaign was budgeted for \$70,000. And they came in at \$72,550.

We also are running in creative loading a car ad to try to entice people to donate their cars. We actually got a boat, I believe it was in November, donated and that was \$17,000. So that is very much a revenue producing line item. That's really all I have unless anybody has any questions.

Nancy asked if progress has been made on fixing the app. JoEllen answers that she fixed a problem with key code access over the weekend, and now that they have access they can start fixing problems with the app and have already started working on backend issues. Julie points out that the playlists are off by an hour, and JoEllen explains that it was a time zone issue with a third party and both NPR and the app guys are looking into it.

Dyllan asks for clarification on average overall streaming numbers, JoEllen says that she believes that is the peak number, not cumulative over the whole show.

• **Diversity Committee**

Jennifer Meksraitis

7:47

Jennifer Meksraitis:

So yes, we were busy during the long, busy holiday season. Our first event was the Black Heritage celebration and the MLK Parade, which was last Monday. And it was great, everyone turned out, we had a lot of volunteers, and it was just a really awesome event. There was a lot of outreach, a lot of the volunteers got to speak to all the people attending. Some people didn't even know about our radio station, so that was really interesting to hear. And they loved the carnations, we had red carnations that ran out really fast. We had 900 of them, and before you know it, they were gone.

The next big event we have right now is Tampa pride. We've scheduled out our four meetings for the year, February 2nd, April 20th, July 20th, and October 26th this year. There's going to be a lot of events, things seem to be picking up again. So we want to get out there and we want to be part of the community just like everybody is saying, so that's our plan and we're going to get out there. We'll talk about all these things at the meetings, they will be on WMNF.org on the webpage so you can see the meeting. You can attend it. Anyone's welcome.

Jennifer mentions that she has received Emmy Lou's event calendar, and Julie offers to publish it in a blog.

Isha clarifies that the dates for the meetings will be posted online and anyone is welcome to attend, not that the meetings themselves will be viewable online.

• **Development Committee Report**

Emmy Lou Fuchs

7:50

Emmy Lou Fuchs:

I just wanted to pop back in because we haven't heard much from the development committee in a long time. There's not too many new updates, because we're getting back into it and I just started as the committee chair. Right now, we are looking into getting some new events out there, because the development committee needs to meet a line of about \$7,500. So we're looking into an event in Tampa and St. Pete, two different larger events, and then maybe some micro events kind of scattered in

between. We had an idea of a pub crawl, but that kind of fell apart, so now we're kind of restructuring what we're doing right now. But we have some good leads and good ideas, so next month, I'm hoping I'll be here with some big news for y'all.

I've been meeting with Laura over the phone a couple times, getting more acquainted and trying to build a relationship there, because development has great potential to do more. Some of the places we're reaching out to are the Tampa theater, and I'm going to reach out to the shuffleboard club in St. Pete, I've had some great experiences there.

That's all I really have to say about that, because Cindy already touched on the next fund drive.

● **Volunteer Committee Report**

JoEllen Schilke

7:54

JoEllen:

We met in January, and we once again put a call out on the air for people to apply to the board as the community rep that the volunteer picks. I know the first time we had one person, so we have one application, so far it does not look like the applications are streaming in, so today, I was contacting some different people in organizations and sending them the info. If anybody in here has someone they would like to suggest, please let me know, send me an email and I'll follow up on it. So that's a concern. We were trying to launch a survey of the stakeholders and volunteers mainly of WMNF, and that is put on hold for a little bit but we are going to get that out, hopefully as soon as we can. And just yesterday an event came across the page, so at our next volunteer committee meeting we're gonna be talking about doing a volunteer committee event in St. Pete with Daddy Kool Records and a record fair and stuff like that, so hopefully it'll turn into something fun. I think that's everything, Cam, Did I miss anything?

Cameron:

I think you covered it. We're also maybe looking for another mission aligned community service organization to help out like we did with the organization that the Isha brought in that was a local Latin organization that helped the homeless and other people who are disadvantaged. So in addition to fun stuff, like the Daddy Kool event, maybe showing up with some DJs and spinning some music and maybe making a little money selling some records and CDs, we're looking for another outreach, community impact initiative for the volunteer committee to maybe spearhead. So that's our priorities.

Julie:

I'll propose a Mother's Day material aid drive that we usually do through Movers for Moms, I can send information

● **Finance Committee Report**

Greg Vannette

7:58

Greg:

Hello, everyone. Just a quick update. Cindy touched on a couple of these aspects of the financial highlights from the past through 12/31 in our audit. Overall, pretty much break-even, the revenue is falling short and few spots, and expenses are also down in other places. So we think it's pretty much a wash at 12/31. Just huge kudos to Cindy for carrying the load of finance, as well as GM at same time, she pushed through the audit, we've got an audit draft now. We'll have a presentation for the board in February, but it will be a clean audit, and just again, outstanding work by Cindy and the support folks

in the finance team. David Harbeitner joined us to do a presentation for the investment, which we are recommending onto the board. And David will give that presentation.

David Harbeitner:

Thanks, Greg. So I'm working off the assumption that the Board did receive a copy of the Nathan B Stubblefield Foundation Investment Advisors selection memo. So, rather than read it, I'm just going to hit the highlights. So the endowment, which the board graciously agreed to put \$100,000 towards, in order for us to do that, with the Community Foundation of Tampa Bay, we had to do a little bit of work in selecting an investment advisor, which is a requirement of the Community Foundation. So with the assistance of Jennifer Campbell, we put together an RFP, and the process was run through a subcommittee of the development committee referred to as the sustainability society, which is where our planned giving and our larger gifts are focused on. That group, in turn, had a chance to receive the RFP responses.

We did get three responses, it'd have been great if we'd had more, but realistically, the responses we got were very good. They were all from long history investment firms from around the country. Two of them have very strong, local presences. Two of the three that responded also have existing relationships with the foundation already. So we were pleased with the quality of the responses, although the quantity would have been great if it was larger. To that point, though, we did reach out to all of our existing financial relationships, as well as others in the investment community to see if we could drum up additional interest in this. And we did have a chance to speak with several of them. For either the size of our initial investment on the endowment, or because of their fee structure, they all made decisions not to proceed with submitting a response. But again, the three we got we were very satisfied with and we went ahead and had presentations from each of the three of them.

As you saw in the summary documentation, we had a clear winner. There was unanimous belief that Manning & Napier was the best candidate. The document details why that was the case, but specifically, their understanding of the importance of mission in Nathan B. Stubblefield was very clear, their willingness and desire to work within the construct of our mission, and their understanding of socially responsible investing, as well as environmental, societal and governance, which is kind of the evolution of SRI, in the present investment arena.

Their fee structure is actually pretty good. It was not the lowest, unfortunately, the lowest bidder was not as good a fit, in fact, they could not do the socially responsible or ESG requirement that we have with our mission. So as a result, they were the best of the two in terms of price. I happen to be in the industry, I'm a certified financial planner and investment advisor in my day job, and their price point on this is really pretty good. It is less than what you would see as a normal retail consumer going in with an investment the size of what we're making. So that was a positive thing.

Their emphasis on working with endowments and foundations, as a part of their core business, was very compelling. They have some value added things that development should be able to pick up on, that should help us grow the endowment over time. So for all those reasons, we felt they were the best candidate, and it was a unanimous agreement of those of us in the sustainability society who participated, plus a few other people who were able to join us, such as Greg representing finance at that point in time. So with that, that was kind of the conclusion. Our recommendation is to hire Manning & Napier.

Will mentioned that he couldn't find the document in question, and David said that he and Cindy would

make sure it gets sent out again, and that the RFP and open letter sent to potential investment advisors are also available for anyone interested.

Jennifer makes a motion to accept the finance committee's recommendation to follow the sustainability society's decision to hire Manning & Napier. Greg seconds.

Jack and Will clarify that a recommendation from the finance committee doesn't require a second, but goes straight to vote after a motion

Jennifer motions a vote, it is unanimous.

• **LRP Committee Report**

Cameron Dilley

8:09

Cameron:

I'll segue out of the financial and the financial and endowment report from those guys and just talk a little bit about how I was charged with helping to head up the creative effort. The exciting thing about the endowment is that this is WMNF's opportunity, after 40 plus years of being in operation, of really having a retirement account. It's going to be a revenue generating endowment, that the Community Foundation of Tampa Bay is pledging to match \$100,000, but we have to come up with \$200,000, and then to that will be added the \$100,000 that the board has designated from, I think it was an estate that left us some money. So basically, the campaign is going to be "Meet the Match", because in order to get the \$100,000, from the Community Foundation of Tampa Bay, we have to raise \$200,000. So we've come up with a theme of "Meet the Match: funding a WMNF endowment", which is, again, a rare opportunity, it's really a once in a lifetime opportunity to establish this revenue generating endowment. It's socially responsible investing, so it's in keeping with the mission and values of WMNF, and we're going to be reaching out to all our stakeholders, our listeners, our supporters, and other people in the community to see if we can raise this \$200,000 and match that with the 100,000 from the Community Foundation of Tampa Bay, the \$100,000 from the board, which shows all the stakeholders and the WMNF community that the station has some skin in the game right from the get go. So it's going to be this "Meet the Match: funding a WMNF endowment", and then "Two plus One equals 300,000", that's going to be kind of the subhead of the of the public campaign to raise this \$200,000 that'll be matched by the Community Foundation of Tampa Bay. We're working with our graphic design resource to bring all that to the public and get it out over the airwaves and develop a case statement and do this the right way. It's a little bit urgent, because the money has to be raised by the end of the year. We're going to try and kick it off March 1st, so we'll basically have from March 1 to January 31 to raise this \$200,000. It'll be separate from the operating fund and everything.

I'm the new chair, the long range plan committee and kind of like Emmy Lou, I'm just getting my feet under myself here. We're going to have our first formal meeting February 15th, tentatively scheduled for 6pm. Again, everybody's welcome. I've suggested that we've got a long range plan, now we need action items, a step by step plan to help communicate the vision and goals of the long range plan to the WMNF community and all the stakeholders more effectively, because a lot of people don't feel that the mission and goals of the long range plan and the way it helped inform some of the recent changes that have got the station on a path and footing to a more sustainable future, have been communicated effectively enough. And we also want to have a number of action steps and initiatives

in place, or at least documented, like a punch list of action items, to hand to the new GM and staff to not only have a long range plan, but to implement the long range plan, to build on the progress we've made in recent months, and just keep that marching forward to a more current, relevant, and sustainable WMNF that's got better outreach, more community impact, and can really grow our audience for a more sustainable future.

Will asks for clarification on what happens to the match if we don't hit the amount raised by January 31st, David Harbeitner explains that the deadline is important to hit but there might be some wiggle room to negotiate as long as significant progress has been made

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|---|-----------------------|-------------|
| • Executive Session | Isha Del Valle | 8:15 |
| <i>Jennifer C motions to enter executive session to discuss GM candidates, Nancy seconds.</i> | | |
| <i>The board enters executive session.</i> | | |
- | | | |
|---|---|--------------|
| • (PALS: Participation, Accomplishments, Listening and Scheduling) | Jack Timmel | 10:12 |
| P | 10,10,10,10,10,10,10,10,10,10,10,10,10 | |
| A | 7,8,7,6,5,6,6,6,7,5,6,8,5,5 | |
| L | 9,9,8,7,8,9,9,10,8,9,8,8,9,8 | |
| S | 10,10,10,10,10,9,10,10,10,10,10,10,9,10 | |
- | | | |
|---------------------------------|-----------------------|--------------|
| • Next Meeting 2/21/2022 | Isha Del Valle | 10:18 |
| • Adjournment | Isha Del Valle | 10:18 |

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.

MANAGEMENT REPORT

January 2022

Prepared by: Cindy Reichard, Interim General Manager

HR/Finance/Interim GM

HR:

On boarded three new employees since November:

LaMar Robinson part-time Operations Assistant replaced Joe Remo

Arielle Stevenson full-time Senior Reporter/Producer replaced Daniel Figueroa

McKenna Schueler temporary part-time Reporter/Producer replaced Amy Snider

Been busy with new GM search interviewing, setting up travel arrangements, reference checks.

Finance:

Finalizing audit draft, working on 990 tax return, CPB AFR report, CPB SAS report,

DOE grant quarter end reports, W2's, 1099's and all other year end and quarter end reporting.

Completed Biennial Ownership report with our FCC attorney's and submitted to the FCC.

Completed with Laura CPB recertification. In November we received our first payment of \$73,094. Second payment we will receive in April of \$31,326. We budgeted \$116,876 and will be receiving a total of \$104,420. Budget shortfall of \$12,456. Also, received our 1st quarter DOE grant payment of \$25K.

Interim GM:

Attended Florida Public Media monthly meeting. During this legislation session they are working in getting us additional funding for CPB CSG and FPREN (DOE grant).

Signed contract with Infotect to replace the adm phone system. Cost of \$5,263 which is in the FY 2022 Capital budget. The new system is to be installed on 1st of February.

Signed new copier lease with Dex Imaging for the same current pricing. Got new printer in the adm area, moved the old one to the conference room and disposed of the one that was in the conference room originally. I was able to obtain a \$1,000 donation from Dex Imaging (Dan Doyle).

Attended meetings and presentations for the selections of a financial advisor for the endowment.

We are still keeping in touch with TIA regarding possible partnership and having LMS performing occasionally. They said they won't be able to continue talks until COVID dies down.

OPERATION & ENGINEERING current projects:

Ops & Engineering current projects:

- Condenser fan at transmitter site (waiting on parts)
- Podcast/HD studio (waiting on parts delayed until mid-February)
- Infotect starting on the process to replace our admin phones systems
- Men's bathroom urinal (fixed)

In-Studios projects:

- Downloading shows for playback (ongoing)
- Schedule maintenance for Hartline fire alarms (completed)
- Currently working on replacing cough buttons
- Currently working on installing dead-air lights
- Replaced studio tracking lighting
- Replaced blown out speaker in studio 3

Replenishing PPE for station use

- Gloves
- Ear cover
- Mic covers

IT/WEB

IT

- * Deployment of new VPN for remote user network access
- * New printer deployed for admin, relocated Kyocera to conference room, updates to all users
- * Studio and Library computer updates
- * New employees Arielle Stevenson and McKenna Schueler setup with new desktop computers
- * Setup QuickBooks database sharing to avoid user conflicts in multi-user mode
- * Relocated outsourced bookkeeper computer to IT network to free up Accounting computer
- * Disabled 2FA requirement on Synology storage server at Infotect request
- * Radio Traffic updates - firewall issue resolved with Infotect
- * Infotect firewalls adjustments
- * Ubuntu Linux updates to scripting and streaming servers
- * Program changes - updates to streaming/archiving scripts, Allegiance update
- * Steam counts queries and reports by show and daypart

- * Scripting adjustments for new Podcast episodes
- * Sean laptop issues, migrated to one SSD drive
- * Review of Infotect ICAP monthly and quarterly reports
- * GM search assistance

Website

- * Major WordPress security updates to version 5.8.3
- * QR code generation for program guide
- * End of Year Campaign
- * NPR playlist issues
- * App updates preparation with HD Interactive
- * Podcasts review - adding to Spotify, TuneIn and iTunes updates
- * Continued development of BuddyPress for members, new menu and pages
- * Continued creation of Content Delivery Network (CDN) for website media
- * wmnfcar.org statistics

Programming

- Events are doing well at WMNF! Not only did our recent Tribute to John Prine turn a profit of about \$8,000, but with the quick sell out of Todd Snider, we decided to add a second night! Now January 19th and 20th at Skippers, we expect both dates to be nostalgic, fun events for attendees.
- The events team has also started putting together Press Releases for all WMNF shows, and the Todd Snider PR got attention from the local ABC News affiliate. This led to Sam being featured on Tampa Bay's Morning Blend on January 13th, talking about not only the Todd Snider event, but also WMNF and our mission and values. You can view the segment here: <https://www.abcactionnews.com/morning-blend/wmnf-events-and-todd-snider>
- Sam is continuing to hold airchecks, starting with daytime programmers first, then spreading out to other day parts. She finds they are going well, and most programmers are taking the praises and critiques in stride!
- The most recent updates to the on-air schedule:
 - DJ Deacon could unfortunately no longer continue his show, Deacon's Blues. Frankie Grover of The Beauty Salon and Barbershop Blues Show, took over that hour and is now Mondays 9pm-Midnight.
 - Wave Theory Radio is our newest show, with local music celebrity Mike Mass and his team hosting Tuesdays Midnight-3am. The show focuses on hip-hop, funk, rap, lo-fi, and other genres primarily from local Tampa Bay artists.

- Sam is working with Music of the Isles, Sunday Simcha, and African Safari to transition these shows from recorded to live by February 2022. If they cannot do so, she will work with them on alternative options for their show.

•
 Lastly, here are December's streaming numbers compared to October's:

Most Listened to Live Streamed Shows from 12/5/21 to 1/1/22 (Average Overall)

1. The 60's Show (474)
2. Words & Music (418)
3. The 70's Show (396)
4. The Rhythm Revival (306)
5. The Freak Show (305)
6. WMNF with The LuLu's (292)
7. Surface Noise (282)
8. WMNF with Katarina (265)
9. WMNF with Randy & Blannie (265)
10. WMNF with Nancy Cee (262)

Honorable Mentions

11. WMNF with Robin (260)
12. Saturday Morning Bluegrass (260)
13. WMNF with Sam Hval (254)
14. WMNF with Bobbie Dusenberry (251)
15. Soul Party (243)

Most Listened to Live Streamed Shows from 10/10/21 to 10/30/21 (Average Overall)

1. The 60's Show (357)
2. Words & Music (325)
3. The Rhythm Revival (296)
4. The 70's Show (295)
5. WMNF with The Lulus (284)
6. The Freak Show (281)
7. WMNF with Katarina (279)
8. WMNF with Sam Hval (273)
9. Saturday Bluegrass Show (272)
10. WMNF with Randy & Blannie (249)

Sam noticed that the listening numbers overall dropped during the week of Christmas, but then jumped back up after the 25th. That is to be expected with the holidays. However, she is thrilled to see a nice bump in numbers over the course of two months, with the top show growing in 117 listeners! Programmers have noticed as well, with

some proudly presenting and commenting on it to Sam. You may see every show's listening average for the month of December attached.

Just booked and selling tickets to Elizabeth Cook and Sarah Borges, Saturday, March 5th at Skippers.

NEWS & PUBLIC AFFAIRS

We have a new NPA show: WaveMakers hosted by Janet and Tom Scherberger every Tuesday at 11:06 a.m.

Two new interns started in the newsroom this month. One from USF, one from UT.

In November, we hired a full-time senior reporter/anchor (Arielle Stevenson) and a temporary, part-time reporter/anchor (McKenna Schueler).

In the last month we've had five wmnf.org posts with 2,300 or more views:

- University of Florida immunologist finds mutations in coronavirus omicron variant that may enhance its transmissibility (nearly 3,800 views)
- A Tampa teacher hit an elementary school student with a desk and their principal tried to cover it up
- Florida nurses rally to demand safe staffing at Oak Hill Hospital
- SWFWMD buys Southworth Tract — 589 acres in Hernando County
- St. Pete approves two rental housing ordinances

“How to sign up for Obamacare in Florida” was our most-watched video of the month.

The highest reach for a WMNF News Facebook post for the month was:

“Who is Ben Frazier, the Jacksonville activist arrested before a DeSantis press conference?

Watch WMNF’s 2020 interview with him”

For the December Mission Calendar we featured programmers outside prime-time with interviews of True Talk host Samar Jarrah and Sunday Forum host Walter L. Smith II).

Volunteer/Outreach Department

WMNF welcomes **two new Broadcast Journalism interns** – One from UT, working in the newsroom with Sean Kinane and another from USF is working with Janet & Tom Scherberger on their new program, Wavemakers, amongst other things. I feel both will be great assets to WMNF and hopefully, will continue past this semester.

Thank you to Pamela Robinson & Jennifer Meksratis, of the Diversity & Inclusion Committee for spearheading the **MLK weekend outreach events** (Jan 15th – 17th). WMNF participated in the **Tampa Bay Black Heritage Music Festival** in Curtis Hixon Park, downtown Tampa and **the Tampa MLK Parade**, in our own neighborhood. Many program hosts also were involved in these 3 days of outreach – Thanks to all of you, it was a great team effort.

The **Gasparilla Music Fest is in Curtis Hixon Park, Feb 25th – 27th** and WMNF will be there again (Music & OPS depts are doing a live remote at GMF, probably one day only - TBA) and outreach is looking for folks to staff the Beer tent/Coke portable (on top of Curtis Hixon) Friday, February 25th from 3:30-7:30pm (volunteer shifts will begin at 3pm). First come, first SERVING – Masks and COVID vaccine proof or NEG test within 72 hrs prior required. Also, you get a GMF tee shirt or can wear your WMNF shirt, if you prefer.

Looking for input another upcoming outreach opportunity – **Tampa Bay Blues Fest in St Petersburg's Vinoy Park, April 8th – 10th**. Any interested board members, please contact Julie at missjulie@wmnf.org or 813-865-8261, especially if you can help with set up or supervising. We are committed to 3 days at the TBBF, setting up on Thursday, April 7th – Can you help?

The 7th annual Tampa Pride Diversity Parade will be on March 26th in historic Ybor City – WMNF will be walking and Pamela Robinson is the lead on this event.

Seeking pledge takers, food donors, tally help and supervisors for the **February Winter "I Love WMNF" Membership Drive (Mon 2/14 through Sun 2/20)**. Please contact Julie at missjulie@wmnf.org or 813-865-8261 or go to SignUp registration page to schedule a shift or two... The phones & tally slots are posted by day. Or be in touch to recommend a restaurant or caterer to contact.

DEVELOPMENT DEPARTMENT

The Development Department has been bustling since our last November report. The End of the Year Campaign went over its goal ending at midnight December 31, 2021. We raised \$72,550. The budget goal was \$70,000 upped from \$50,000 last year. Now we are on to the February "I Love WMNF Drive", with a goal of \$200,000. Fund drive dates February 14th – February 20th.

Underwriting

New underwriters since the November report are Palm Harbor Library, Pinellas Farmers Market, and FI Legal Group. These were one-time event underwriters. It is to be determined whether the \$3,000 FL Legal Group contract will go in the underwriting general ledger line or the Special Events line.

Upcoming Key Tactics

- a. Targeting one public media underwriter by using the tack that WMNF is a local and community alternative to national NPR and PBS programming.
- b. After February drive, resume spots community businesses for community radio spots that solicit local underwriters: non-profits, community banks, credit unions, and tourism/chambers of commerce.

Other Development Projects

- Laura placed an ad in ***Creative Loafing*** to raise awareness about our vehicle donation program.
- The Development Committee is still planning fundraising events. One is proposed for Ella's and the other in a St. Petersburg Community Partner space, like Red Mesa or Cage Brewing.
- Vehicle donation revenue
October 1 – December 31, 2021 Actual \$34K Budget \$15K. Over budget by \$19K. Annual budget of \$60K. In November we received a boat donation included in these numbers for \$17,877. We have seen a drop in car donations this month.

Planned Giving

WMNF is on the brink of one of the most exciting campaigns to commence since we built the new station! On March 1st, along with the Community Foundation of Tampa Bay (CFTB), WMNF kicks off a ten-month endowment campaign. CFTB has offered to help WMNF establish an Endowment with at least \$300,000 in initial funding. To take advantage of this once-in-a-lifetime opportunity. The board has approved to fund the first \$100,000 from reserves and will automatically receive a match of \$33,000 from CFTB. The station must raise additional \$200,000 within the next year to be able to receive up to a total match of \$100,000.

The theme is: **MEET THE MATCH**

Funding a WMNF Endowment

Establishing a revenue-generating Endowment Fund would help secure WMNF's financial wellbeing for generations to come.

And right now, we have a rare opportunity to do just that.

2+1=\$300,000!

This will not be in the form of a pledge drive. We will run on-air spots, send letters, and talk to donors and prospects. The Planned Giving and Development Committees are looking at prospects from Allegiance and those outside the immediate WMNF core to help raise this money. Special thanks to Board Member Cam Dilley for spearheading the marketing effort and former Board President David Harbeitner for working with the CFTB to make this a reality. The Planned Giving Committee will make a recommendation on a financial firm to handle the endowment. David also solicited RFPs for these firms.

The Board and its committees will be provided with collateral for anyone who wants to get involved.

WMNF is also awaiting the outcome of the Joyce Fleishman Halscott Estate. Planned Giving Committee Member Gary Gibbons reported the following in December 2021: "(The) Joyce Halscott Estate is one step closer to making a distribution to WMNF. We were successful in getting a suit dismissed "with prejudice" meaning the Plaintiff cannot continue to amend the suit to keep it going. While there is a 30-day window for an appeal to be filed by the Plaintiff, we're hoping that the Plaintiff will stop pursuing this losing case he has been chasing. If so, this property will be sold as well, and it will open the door for disbursement from this estate to WMNF. A prior bulk sale of the other rental properties owned by Joyce Halscott resulted in net proceeds of sale of \$744,905.55. It is still estimated that WMNF probably will receive less than \$100,000 from this estate.

