

The Nathan B. Stubblefield Foundation
Board Meeting Minutes 5/16/2022
WMNF Community Radio 88.5 FM
WMNF 88.5FM Community Radio 1210 E. MLK Blvd. Tampa, FL 33603-4417

<u>Meeting Attendance</u>					
<u>Board Member</u>	<u>P</u>	<u>A</u>	<u>Board Member</u>	<u>P</u>	<u>A</u>
Will Greaves	P		Mark Schreier	T	
Nancy Cox-Johnson	T		Emmy Lou Fuchs	T	
Isha Del Valle	P		Scott Elliott	T	
Dyllan Furness	T		Greg Vannette	T	
Jennifer Meksraitis	P		JoEllen Schilke	T	
Jennifer Campbell	T		Julie Scheid	T	
Amina Spahic	T		Jack Timmel	T	
Cameron Dilley	T		Yvette Lewis		A
Randi Zimmerman (Station Manager)	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.

<u>Agenda Item</u>	<u>Lead</u>	<u>Time</u>
• Call to Order	Isha Del Valle	7:26
• Roll Call / Proxies Guests: John Palm, Michael Mainguth	Emmy Lou Fuchs	7:27
• Agenda Review	Isha Del Valle	7:28
• Acceptance of items on Consent Agenda	Isha Del Valle	7:39

Committee Updates:

No meeting held: Bylaws, Nominating, Personnel, Diversity

Minutes in Basecamp:

- **Review/Approve Last Month's Minutes** Emmy Lou Fuchs 7:30
Minutes approved.

Attendance Review Emmy Lou Fuchs 7:31
All in good standing.

- **President's Comments** Isha Del Valle 7:32
Isha discusses how she's been taking workshops including workshops/courses about race such as Courageous Conversations and recommends it to members of the diversity committee. Isha states for the record that she will not tolerate people harassing board members at their personal places of work, personal phone numbers or email accounts. Any board question can be directed to the many emails the board has for specific committees, or a message can be left with staff via the station office number. Board members are volunteers not public servants.

- **Visitor's Comments** Isha Del Valle 7:34
John Palm- Would like to see Rob Lorei in a position at the station again. He would also like to see a listener survey put out so listeners can respond about program changes and give their opinions.

- **Diversity Committee Report** Jennifer Meksraitis 7:49
The Diversity committee held their meeting on 4/20/22. They discussed the long range plan and are developing a diversity survey. They also discussed the idea of putting up the diversity mission calendar on WMNF's site. They discussed the pledge drive and Juneteenth. Jennifer suggests members of the board and diversity committee help with staffing a table at the Juneteenth event at the Palladium. Scott Elliott will be MCing and made a promo for on air. She says the diversity committee will also be participating in the pride parade in St. Pete, though details on what they'll be doing are still forthcoming.

JoEllen suggests updating the Covid banner on the website to the monthly diversity calendar subject instead. She also suggests having resources available for non profit info/phone numbers/etc available easily in the studios via the website so they can be mentioned on air.

- **Volunteer Committee Report** JoEllen 7:55
JoEllen says roughly 60 people attended the volunteer meeting on the previous Wednesday and roughly 15-20 people asked for more information. They will be encouraging people to help out for the fund drive.

- **Development Committee Report** Emmy Lou Fuchs 7:57
Emmy Lou has been working with Laura Taylor on two fundraising events. The first is June 30 in St. Pete at Intermezzo, a cocktail event with a Surf Rock band; the second is at Ella's, potentially on the second week of August but details are still in the works. Emmy Lou is working with local artists to have art displayed at the event and to reach out to the community.
Bi weekly development update meetings are in place. Emmy also says the development committee is looking for new members with fundraising experience.
The Meet the Match campaign and landing page is ready, just not launched yet.

Cameron confirms this and that there will be a pre-public launch outreach to a targeted group with Randi and Laura assisting. He says the pre-launch outreach will be going on June 15th with a public launch on July 15th. The goal for the campaign is to raise \$200,000 from stakeholders and the community, which will be matched up to \$100,000 by the Community Foundation of Tampa Bay.

Will suggests narrowing the initial list of donors to contact to a lower amount; possibly 25 based on previous experience. He says he could also write a phone pitch to use in the process

• LRP Committee Report **Cameron Dilley** **8:06**

Cameron says Nancy, Dyllan, and himself have been working together on long range plan action items and steps. They're working on meeting with Randi and Isha to go over the long range plan committee's recommendations.

• CAB Committee Report **Dyllan Furness** **8:14**

Dyllan says community members seem very enthusiastic about the podcasting and the capabilities offered to the community in general. The mission calendar has been receiving good feedback, as has the local reporting. Dyllan says they conducted a PALS, which found that people wanted more action items. There's been attendance issues in the CAB and they are looking for more members; he offers to give out his email to anyone who works for local organizations who want to join the CAB's next meeting.

Nancy says she'll call some contacts to see if they're still interested in being part of the CAB and confirm if they're in or out.

• Finance Committee Report **Greg Vannette** **8:19**

Greg has reviewed the internal controls with the auditors and they are functioning well. He states that the finances are being managed well by Randi. Randi has recruited a new finance director. Greg says they raised \$28,250 from the giving challenge and that the finance committee has voted on proposing to the board that they use that money as challenge grant money for the upcoming fund drive. He opens the floor to discussion and for a motion to approve that.

Jack asks if the theory of a challenge as a motivator work if the contributor is the organization itself. JoEllen points out that challenge money being given to the drive is a great motivator and incentive and will bring new donors.

Jack asks what is to keep the station from budgeting challenge money every year, Julie says they like membership money to come from members and organizations.

Isha motions to approve the recommendation from the finance committee. Jennifer C seconds.
All in favor, the recommendation is accepted.

• General Manager Report **Randi Zimmerman** **8:27**

McKenna Schueler's contract was up, she is now a permanent part time newscaster. Randi says she prefers that instead of continually renewing contracts with people who intend to stay. Randi is working on establishing connections and signed contracts with local music festival producers; she's expecting an announcement very soon regarding Gasparilla.

Jack asks how many hours a week McKenna Schueler is working; Randi answers 20 with an option to do an additional 5 hours. Jack notes if her work goes over that extra 5 hours, providing benefits will need to be discussed.

Randi is meeting with a music festival organizer for a collaboration in Ybor City. They submitted a re-registration to the state for the Tropical Heatwave name.

Randi says she attended a Florida public media board meeting and learned about how other stations use social media to build a news audience. She says they're working on 90 second news clips for their Instagram page to encourage more listeners. She held multiple fund drive meetings with the staff and is taking one final pass at show goals, scripts, and setting dates for training; says by the end of this week programmers should have all of that information they've asked for. They've started to record the La Batista podcast project, the La Batista founder is also a new volunteer for WMNF. They've recruited more local nonprofits at the Uptown Music Festival in addition to meeting a PR person who will send some clients to WMNF. Still working on getting local politicians to come to the Juneteenth event.

Per request, Randi wrote a letter to programmers giving them some of the info about audience and ratings from the last board meeting. She asked programmers to promote WMNF on their personal socials as well as encourage tips/donations. She's waiting on pricing and dates from contractors about working to improve the on-air sound quality, which will be paid for from the training budget. She met with DT, Max, and Greg to work out issues with HD2. HD2 is going to become the WMNF all black station. HD4 is currently used as Soul School but it will be moved to HD2, retitled Soul to Soul, and is expected to have more listeners. WMNF recorded live material from the archives and live music showcase, plus concert recordings from past WMNF events, will be moved to HD4; with room for new programmer development.

We received a new artist agreement from FCC attorneys last week to cover social media. Sam is going to contact BMI and ASCAP directly about rebroadcasting or podcasting some material.

Randi met with Joe Porter and Laura Taylor to learn about free google ads and how to structure them for maximum effectiveness. They're developing keywords for the ads and traffic is gaining so far. Searches leading to WMNF used to primarily be words like "florida" and "news," but now more people are finding the station by looking up WMNF or 88.5 on Google.

Randi wrote the GM newsletter message about Mental Health Awareness Month for May. She also updated CPB contact information so they can start the process of the new anti discrimination in the workplace training; one WMNF employee has already completed it. All employees have to finish the training by September 30th. She also met with Laura and the Florida Humanities Council to make simple programming more accessible to people; creating simple production stations in Pinellas County. She talked to the program director at Florida Humanities Council about how to structure the proposal to make it as successful as possible. Randi produced 2 promos for the summer fund drive, engineered the La Batista podcast, and ran camera for the Facebook Live feed for the Live Music Showcase.

WFLA evaluated the WMNF facilities for their needs; WMNF has been recommended as an emergency facility for WFLA in case they are flooded. Randi asked in exchange for this to put their logo on their page when they use the WMNF facilities.

Jack asks if they'll be doing emergency broadcasting on their own signal or the internet, Randi explains that WFLA will be setting up a microwave truck outside the facilities to broadcast to their own signal.

JoEllen asks for more information on using libraries for the previously mentioned WMNF podcasting studio simple production stations; Randi clarifies libraries have safe private rooms that could be rented to make sure equipment isn't stolen.

Cameron notes in the chat that getting space donated for a small St.Pete studio would be worthwhile because having a footprint there makes them more inclusive due to then being in the whole Tampa Bay area and not just Tampa proper.

Randi discusses a music programmer being recently accused of inappropriate sexual conduct. The conduct did not occur at WMNF, but that the accusation and conversations were concerning enough that Sam and her felt it was appropriate to remove the programmer and their station privileges. The decision was enacted May 2nd.

Sam attended a radio convention in Philadelphia, more details from her will be coming soon. Programmers have been bringing in more live music. WMNF is taking extra steps to become Tampa Bay's headquarters for local and live music. WMNF is partnering with Gasparilla to bring a TBA large name artist to Tampa for a live event with more details forthcoming. Other upcoming live music WMNF events including Suncoast Blues Society on the 20th and a tribute to Creedence Clearwater Revival on the 28th, both at Skipper's.

Randi wants to focus more on what the local community wants to hear, including taking song requests. Inclusivity is a must, public radio means everyone must be represented and heard. Sam was taught at the Philadelphia convention that community is built on 4 things: Proximity, Permission, Connection, and Cadence. Someone recommended to Randi to make new promos about wanting new in-house volunteers; she is going to continue to do volunteer outreach. WMNF's news story with the most page views was "The Polk County Commission rejects a proposed development." This type of news is the type that people seek WMNF out for. Randi points out that it's important for these headline news stories to be shared because it says WMNF at the end. WMNF's two spring interns are wrapping up and two more are starting in summer. Shaun recorded two promo spots on HD3 asking for donations and at least one donation was received specifically from those.

Randi says WMNF is contributing to other organizations; including Movers for Moms. WMNF presented When Doves Cry: A Tribute to Prince at New World Brewery. Randi says they need phone answerers, supervisors, food donors, etc for the Summer Fund Drive; they can email Julie to take shifts. The Giving Challenge took place and was a success, it raised more money than has ever raised before; a check for over \$25,000 is coming from the Patterson Foundation. Laura is working on underwriting for the Orange Blossom Review for increased underwriting buy and tickets to the festival for the summer drive. Laura also scheduled a Florida Folk Festival contract. Vehicle donations are up again with over \$9000 in April, on track to receive more in May. WMNF's PECO grant application was given good initial reviews.

Randi says the new HR finance director, Shane Linkous, has been hired and will be starting June 3rd, an announcement has already been prepared and will be sent out. A new social media person has been hired to format and coordinate the WMNF common message on multiple platforms with staff, volunteers, and social media interns; they will be providing analytics to show the effectiveness of these social media efforts. Randi provided the finance chair with a cash position sheet for all accounts, including gross numbers for deposits, credits, checks, etc. Cash flow is stable. The invoicing for accounts receivable is now up to date. The new director of finance and admin will be receiving reconciled books for the fiscal year. Randi says the podcast studio is about 90% complete, she's waiting to greenlight the purchase for new furniture after the fund drive.

She says the Spectrum backup internet is still waiting for installation. The UPS maintenance service has been completed. Max is working on the Studio 1 firmware issue. Randi is working on resolving plumbing and lighting issues in the WMNF restrooms. Some of the grant received from Florida Humanities Council will be used to build up the Live Music Showcase. There will be WMNF mic flags for branding purposes. The WiFi and firmware has been updated and there are two new workstations in the podcast studios. They've fully integrated Kim, taken more of Cindy out, and the ops assistant Greg is fully integrated with IT as well as newsroom reporter Megan. There was also a transmitter outage and something needed to be replaced; it was fixed. WMNF now has a concert listings calendar added to the live studio desktops, programmers will be receiving an email about it.

Randi continues; More firewalls have been updated for the web systems. WordPress security updates have been installed, The Source show schedule was updated. Podcast episodes have been expanded from one month to two years. Randi then concludes her report and opens up for questions. Nancy asks if they'll be promoting HD channels on the main broadcast channel; Randi answers that yes they are, and Shaun has been promoting them already. Nancy also asks about the arts council's \$25,000 grant and asks if it's happening, Randi specifies it's contributing to the Live Music Showcase. Will asks about the timeline for the return of Heatwave; Randi says it'll be sometime in 2023.

<div>• (PALS: Participation, Accomplishments, Listening and Scheduling)</div> <div>P - 9,8,9,7,9,6,7,9,7,8,9,6,6,8,7 A - 7,8,8,7,8,8,7,9,8,10,8,7,7,7,8 L - 8,7,8,8,8,8,10,9,8,8,8,9,8,8,9 S - 9,9,9,9,9,9,9,9,9,9,9,9,8,9,9</div>	Jack Timmel	9:09
<div>• Next Meeting 6/20/2022 at 7:15pm</div>	Isha Del Valle	9:14
<div>• Adjournment Will motions to adjourn, Nancy Seconds. All in favor. Meeting is adjourned.</div>	Isha Del Valle	9:16

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.

A handwritten signature in black ink, appearing to read "Emmy Lou Fuchs", with a long, sweeping horizontal line extending to the right.

by Emmy Lou Fuchs, Secretary

MANAGEMENT REPORT

May 2022

Prepared by: Randi M. Zimmerman, General Manager

Overall – GM

- Hired new Director of Finance & Administration. Shane Linkous. More on that during the HR section. But, I wanted to let you all know right away. McKenna Schueler's contract was up. Moved her to permanent part time – per my strong objection to stringing people along.
- Establishing more solid connections with local music scene, especially other music festival producers. Still waiting for signed contracts but expect an announcement soon with Gasparilla Music Foundation for collaboration concert in October 14th. Also met with another music festival organizer for a collaboration in Ybor City. As a hint to what is coming.....
- We submitted our re-registration of the Tropical Heatwave name. Talked with local music festival producer about what a new Heatwave would look like and our roll in it. Conversations with staff will also start so I better understand what happened and how to make it more successful for WMNF. Also will be receiving IP addresses obtained by a loyal fan.
- Florida Public Media Board meeting. Learned about how some other stations are using social media to build news audience. Spoke to Sean about how to implement some of that at our end. Our social media interns are key to getting this going.
- Held multiple Fund Drive meetings and attending to our schedule of what needs to get done when. We're taking one final pass at the show goals, scripts and set dates for training so programmers and other interested volunteers can be informed ASAP. You may have already seen email blasts and heard promos about that.
- Podcasting update. We have started to record La Bautista. Following up with other organizations but don't want to list them until they schedule a day in the studio. Recruited more local non-profits at Uptown Music Festival who are very interested in podcasting. Also met with a PR person who has some clients she works with pro bono that she believes might be interested in developing podcasts with us. Scheduling a meeting with that person to discuss other clients.
- Working on getting local politicians to our Juneteenth event by following up on contacts given to me by staff and other contacts.
- Outreach events included Ronny Elliot's birthday party at New World Brewery, the open mike at Flocale that was hosted by LMS Ken Apperson, and the Uptown Music Festival where I met organizers of that event, other non-profit leaders, listeners, volunteers, and potential listeners. Attended the Volunteer Party and gave an award or two.
- Attending to programmer requests and needs by going on Rustic Soul with Jim Bannon. Also per request, wrote a letter to programmers giving them some of the information about ratings and audience numbers. Also asked them to attend to social media differently – cite us in their personal accounts when they are taking about their shows. Reminder to teach our listeners who we are and that they should be "hitting the tip jar." Hinted at need to improve on air sound quality. As for that, I'm waiting for pricing and dates from our contractors. This will come from training budget.
- Met with DT, Max, and Greg to work out logistical issues with HD2 and realistic timeline. Our HD2 is going to become an all Black station. Currently we use HD4 as our "Soul-School," but we're going to move what will be the new "Soul to Soul" to HD2 because it will likely get more listeners and I want them to have the stronger signal. The stronger signal on HD2 is a manifestation of the physics of how the signal is structured. A lot of the initial programming will be rebroadcasting existing Black

programmers on that station. We have to strip out the NPR headlines and some signal that indicates it was broadcast. At NAB, DT and Max identified the equipment we could use to do just that. They said we could get us up and running over the rest of May, use June to work out the issues, so we can make the announcement at our event on Juneteenth. This will be used as a model to update some of the scheduling issues with the Source, our second most popular streaming channel and what will be on HD4. I am planning to develop HD4 into WMNF-live with all recorded live material. We should also always have space for new and developing programmers on this channel – afterall 168 hours per week is a lot of time.

- Met with Joe Porter and our Development Director to learn more about our free Google Ads and how to structure them better for maximum effectiveness. Between meetings I met with the News & PA Director to build that audience better and that seems to have been helpful. We're still learning.
- As part of my informal meals with staff, I had dinner with the Development Director.
- Wrote GM Newsletter Message about our
- Updated our contact information with CPB and started the process of the new anti-discrimination in the workplace training requirement.
- Attended "New Normal" Webinar with NonCom about legalities of music licensing, and podcasting for non-coms. A lot of shoulder shrugging.
- Worked with our Web Manager to write our ransomware insurance renewal application.
- Reviewed and gave feedback to the Volunteer Committee regarding the survey they want to put out.
- Gave a tour to a neighborhood resident who wants to produce here at WMNF. He has since gone through training with our Operations Chief.
- Meeting with Laura and Florida Humanities Council about production stations in Pinellas County.
- Had fun with my creative side by producing two promos for our Summer fund drive, engineering the La Bautista podcast, and running a camera for our Facebook live feed of Live Music Showcase.
- Meeting with Board member
- WFLA came and evaluated our facility for their needs.

Programming

- Members of staff recently learned that one of our music programmers was accused of inappropriate sexual contact. This alleged behavior did not occur at WMNF nor at a WMNF event. However, the accusation and subsequent conversations within the Tampa Bay community were so concerning, that Randi and Sam felt it was appropriate to remove the programmer from the WMNF airwaves and rescind all station privileges effective immediately. Because this person is also associated with a particular brand, that brand name has been removed from our broadcast schedule. This decision was enacted Monday, May 2nd. Sam and Randi feel strongly that WMNF should remain a safe space for all people, and therefore, believe that removing this person from the WMNF airwaves was the best way to keep our community safe.
- Sam was able to attend the NonComm Radio Convention in Philadelphia from May 3rd-6th, which had a lot of informational panels, opportunities to network with radio stations and music promoters from around the country, and see some amazing up-and-coming music. To read more details about the convention, please scroll to the bottom of the Programming section of this [report!](#)

- Programmers besides shows like Live Music Showcase and Words & Music have been bringing in more live music on air! Artists have included this past month: Shawn Kyle, Shevonne Philidor, and a zoom interview with Brett Dennen. They are additional steps WMNF is taking to become Tampa Bay's headquarters for local and live music!
- Speaking of live and local, WMNF is partnering with Gasparilla Music Festival to bring a large artist name to Tampa for a show! Nothing has been announced yet, but stay tuned for more details. In the meantime, WMNF has events later this month such as The Suncoast Blues Society's 25th Anniversary with The Jimmys at Skipper's Smokehouse on the 20th, as well as our Tribute to Creedence Clearwater Revival and John Fogerty also at Skipper's on the 28th.

Most Listened to Live Streamed Shows of April (3/27/22 - 4/30/22, Average Overall)

1. The 60's Show (539 listeners)
2. Words & Music (479)
3. The 70's Show (452)
4. The Freak Show (355)
5. The Rhythm Revival (328)
6. WMNF with The LuLu's (318)
7. Surface Noise (302)
8. WMNF with Randy & Blannie (293)
9. WMNF with Cam Dilley (290)
10. WMNF with Katarina Lauver (288)

Honorable Mentions:

1. Saturday Bluegrass Show (284)
2. WMNF with Bobbie Dusenberry (280)
3. Soul Party (279)
4. WMNF with Sam Hval (278)
5. WMNF with Nancy Cee (261)

For Reference, Last Month's Numbers

Most Listened to Live Streamed Shows of March (2/27/22 - 3/26/22, Average Overall)

1. The 60's Show (540 listeners)
2. Words & Music (483)
3. The 70's Show (452)
4. The Freak Show (368)
5. The Rhythm Revival (356)
6. Surface Noise (335)
7. WMNF with The LuLu's (319)
8. Saturday Bluegrass Show (301)
9. Soul Party (297)
10. WMNF with Randy & Blannie (292)

The top 5 shows are holding strong since last month, and while streaming numbers are slightly down, Sam does not believe that this small dip is of big significance to worry over. She is overall happy to see that listeners seem to be getting used to where their favorite shows are, as well as liking the daytime mix of eclectic music! It appears in particular, the morning shows are starting to become new favorites.

Notes from NonComm Radio Convention 2022

Sam loved attending her very first NonComm! She was introduced to potential new artists and bands that WMNF listeners may love, such as Geese, Ben Arnold, Charley Crockett, Ibeyi, and Joanna Sternberg, while also seeing and connecting with WMNF classic favorites, such as Sharon Van Etten, Buffalo Nichols, Lucius, Curtis Harding, Old Crow Medicine Show, and more. She is working on trying to bring some of these amazing bands back to Tampa Bay for shows with WMNF!

She also was able to attend multiple panels, hearing the thoughts and experiences of experts in noncommercial, Triple A radio stations from around the country. Here is some of what she learned!

- **While no radio station has definitively found the perfect balance of music genres and sounds, we're on the right track.** Other radio stations such as WFUV and WXPB are starting to attempt what WMNF already does during our daytime shows, which is combining multiple, diverse genres to make one eclectic mix of music. WFUV's Program Director said during a panel, "We want to honor our heritage listeners. At the same time, we are willing to unfortunately say goodbye to some of those listeners if that means growing as a station." Basically, like WMNF, they may have lost some of their longtime listeners due to recent changes that were made to their music mix. However, they know, like us, that it's sometimes part of the process in order to stay on mission and serve the overall majority of their local listening community!
- **Do what makes your community feel heard.** A large message during the convention was to deliver more of what the local community would like to hear. That means considering more song requests and crediting the listeners for them on air, continuing to have knowledgeable and passionate programmers host shows, and always talking about local music and local problems that interest our demographic. Things WMNF already does quite well, so we'll continue to do so!
- **Inclusivity is a MUST.** If public radio is all about being in service to the local community, then it is our duty to make sure there is room at the table for everyone to be represented and heard. This not only applies to who is physically in the building and on air, but also in the music we chose to play and the news stories we decide to cover. Something that was suggested at the conference that the Programming and Music Department has started doing is taking note of what genres and artists are in WMNF's Hot Box, as well as our Top 30 most played songs each month. This way, we'll have an eye on if certain genres, artists of color, and/or women/other identifying artists and bands are truly being represented

equitably on our airwaves. If not, action can be taken accordingly. Sam encourages all shows on WMNF to have a similar process when selecting music as well!

- **Build your community whenever and however you can.** Lastly, as the station slowly starts to open its doors to invite back our community members, there are multiple things we can do to create an atmosphere to encourage connection and belonging. We were taught that community is built on four things: proximity (being physically together in a close enough space, health safety permitting), permission (feeling allowed and comfortable enough to have conversation and connection with others), the right conditions (no interruptions from loud music, cell phones, anything that can disrupt connection), and cadence (making it a timely tradition). This immediately reminded Sam of pledge drives, chatting with volunteers while waiting for donations over the phone, as well as the open houses of the past. When these opportunities start to present themselves again, don't be a stranger! Come back and reconnect with your fellow WMNF family members.

NEWS & PUBLIC AFFAIRS

The wmnf.org news story with the most page views in the last month (1,332) was:
Polk County Commission rejects a proposed development
<https://www.wmnf.org/polk-county-commission-reject-proposed-development/>

In the last month, WMNF reporters have shared 5 of our stories with the Florida Public Radio network of stations.

WMNF April Mission Calendar (Environment) public interest programs:

- Electric Cars (Sustainable Living)
- Earth Day & EcoFest (Sustainable Living)
- Home farming / plastics (WaveMakers)
- Numerous Florida Public Radio Emergency Network bulletins, including hurricane prep
- Numerous WMNF headlines stories on the environment, including some from other FPR stations

WMNF May Mission Calendar (Mental Health Awareness) public interest programs:

- Nutritional fixes for a depressed mood (Healthy Steps)

Our two Spring interns were wrapping up their work early in May.

We have at least two interns ready to help out beginning in the Summer.

Wrote, recorded and placed promo spots on HD3 The Source asking for donations

Volunteer/Outreach Department

- The 2021 Volunteer Appreciation Zoom was 4/24/22 and a blog is posted on wmnf.org with all award winners! Congrats to all the honorees!!
- Most recent WMNF outreach appearances:

- EcoFest at MOSI/North Tampa and The District Uke Fest/Clearwater (4/23)
- Spring Black Business Bus Tour/Mid-Tampa (4/30)
- Clean Air Fair 2022/Downtown Tampa (5/5)
- Upcoming Concert & Outreach opportunities:
 - UACDC's Uptown Music Festival/North Tampa - Saturday, 5/14
 - WMNF's Co-Pro with Suncoast Blues Society at Skipper's - Friday, 5/20
 - WMNF's Tribute to John Fogerty & CCR at Skipper's - Saturday, 5/28
 - WMNF honors Juneteenth at the Palladium/St Petersburg, Saturday, 6/18
 - St Pete Pride LGBTQ+ Youth and Family Day, Saturday, 6/18
 - St Pete Pride 2022 Diversity Parade, Saturday, 6/25
- Most recent WMNF outreach appearances:
 - Tampa Bay Blues Fest/St Petersburg - Friday to Sunday (4/8 - 4/10)
 - EcoFest at MOSI/North Tampa and The District Uke Fest/Clearwater (4/23)
 - Spring Black Business Bus Tour/Mid-Tampa (4/30)
 - Clean Air Fair 2022/Downtown Tampa (5/5)
- The 2022 **Movers for Moms**@ Mother's Day drive yielded 5 large and 3 medium boxes/bags of material aid for this year's recipients: The Spring of Tampa Bay and Sunrise of Pasco County Domestic Abuse Center. Thank you to the generous WMNF donors who shared some love. Your mothers must be proud!
- WMNF presented "When Doves Cry: A Tribute to Prince" at New World Brewery 4/30 – It was wonderful, owner (Steve Bird) was very happy with the crowd and can't wait to have us back.
- **The Summer FUN Membership Drive is 9am on Tuesday, 6/7 through 9am on Tuesday 6/14** - We need phone answers, supervisors, tally, food donors & food pick up volunteers.
- Please register on SignUp Genius or contact Miss Julie to take some shifts! If you have any contacts with restaurants, caterers or chef, we need new food donors to help feed the volunteers.
- You can e-mail missjulie@wmnf.org or call the station during business hours to help in any way.

DEVELOPMENT DEPARTMENT

The Giving Challenge took place Tuesday, April 26-Wednesday, April 27, noon-noon. We raised more funds than in previous years. The total was \$14,378.25 from 209 donors. \$13,873.25 will be matched with an anticipated \$28,251.50 check coming from the Patterson Foundation. *The Development Department is asking the Board to please vote to accept this gift as challenge money to be used during the June Summer drive.* Leveraging these funds enables the staff to allocate more matching challenges for several shows, as opposed to a just few. Many donors in the Giving Challenge directed their gifts to support specific programs, and those shows will receive credit toward their summer drive goals. I am estimating out

of the \$28,251, at least \$25,000 could be used for challenge money. That means almost every show could have at least a \$500 challenge.

Underwriting

Laura is working with the Orange Blossom Revue for a possible increased underwriting buy and tickets to the festival for the summer drive. She also scheduled a Florida Folk Festival contract, the first time we have dealt with them directly outside of a Florida Public Media buy.

Other Development Projects

“WMNF Surfs St. Pete” has been confirmed at Intermezzo in St. Petersburg June 30th for a cocktail and surf band fundraiser. A Florida-Seminole Heights-centric event is planned at Ella’s in Tampa on the second Monday in August. Vehicle donations are up again. We netted \$9,373 in April and are on track to receive \$11,812 so far this May.

Planned Giving

The Community Foundation of Tampa Bay (CFTB) “Meet the Match” campaign is ready to launch. We have a landing page devoted to it and \$5,000 so far in seed money. More details will be released as soon as they become available

Grants

WMNF’s application for State Equipment Grant known as PECO to replace our aging generators and fuel tanks was given good initial reviews. However, due to the high cost of the grant and low expectancy of funds, WMNF is scaling back our proposal to ask for just one generator and fuel tank at our main radio station facility. Randi and Laura met with the Florida Humanities Council, and plans to apply for “Broadcasting Hope” Public Media grant in the fall. This would include equipment to set up a remote production studio in St. Petersburg

HR

A new Director of Finance & Administration has been hired. They will be starting June 3rd. An announcement has been prepared and will be sent out tomorrow morning.

We have also hired a new social media person whose main responsibilities will be to format and coordinate our common message on multiple platforms with staff, volunteers, and our social media interns. Providing analytics to evaluate the effectiveness of these social media efforts.

McKenna Schueler’s contract was up. In conjunction with the News & Public Affairs Director, it was decided to retain her permanent part-time.

Financials

- Still working with part-time, temporary contractor.

- Provided Finance chair with preliminary balance sheet for all accounts including gross numbers for Deposits/Credits vs Checks/Debits.
- Cash flow is stable, though the typical “right before fund drive dip.”
- Invoicing for AR is up to date.
- New Director of Finance & Administration will be receiving reconciled books for this fiscal year.

OPERATION & ENGINEERING

- **Podcast/HD studio update 90% complete**
 - Digital Board, (installed, programmed & updated)
 - PC #1 & PC#2 (installed)
 - Microphones (installed)
 - Adobe audition (installed)
 - Headphones Mixer (preparing to install)
 - New Furniture (waiting on the green light to purchase)
- **Studio Update**
 - Spectrum backup internet, still waiting for install @ Rhodine rd. (there is no cable currently at the location, waiting on the spectrum to send out a construction team to install services)
 - Nation Wide power UPS maintenance service completed (suggest battery replacement)
 - Max working with Wheatstone to identify studio one's Wheatstone console firmware issue
- **Building Update**
 - Hosted DMS site visit and provided stations blueprints for peco security grant project
 - Site visit with WFLA engineers to explore emergence broadcast partnership.
 - Managed plumbing and lighting issues in restrooms
 - Working on broadcast clock for HD4 programming
- **Our NAB Report**

In our search for technical solutions to support our broadcast, production, and streaming infrastructure, we have found several solutions that complement WMNF’s broadcast mission and objectives.

- 1) Solutions for sending audio files recorded in the field in order to send back to the studio for immediate access for broadcasting.
- 2) Small 360 Camera to be used in on-air, studio for streaming public affairs talk shows and in-studio musical performances.

- 3) New technologically advanced sound deadening foam mic flags for studios and in the field interviews during live remotes or ENG
 - 4) DJB Radio Air Logger software and hardware to record all of our streams along with our broadcast signal and provinces mic skimming and off-air audio alerts for all of our channels.
 - 5) Black Magic switcher to replace our aging Black Magic Video Switcher currently being used in the live music studio. New switch includes streaming capabilities built into the switcher.
 - 6) We observed the new advancements in transmitter solutions, while we do not need one now we will in the future, as our current transmitter continue to depreciate.
- Black Magic switcher to replace our aging Black Magic equipment in the live music studio.

IT/WEB

IT

- * Completed deployment of new VPN for remote user network access
- * Completed WiFi separation, firmware updates
- * Two new workstations and Podcast studio mixer installed
- * New bookkeeper Kim setup in Finance with Cindy exit
- * New ops assistant Greg IT setup
- * New newsroom reporter Meghan
- * Quarterly Soundexchange reporting to engineering
- * Transmitter outage and disk replacement, RAID rebuilt, replication reinitialized
- * PoE switch ordered to compensate for all devices
- * WMNF Volunteer Appreciation Party technical assistance
- * Met with volunteer security expert to outline VLAN and MFA - tickets opened with Infotect
- * DOE reports to development
- * Concert listings calendar added to live studio desktops
- * Bypass spam filtering rule for incoming DJ text messages
- * 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
- * Review of Infotect ICAP monthly and quarterly reports

Web

- * Major WordPress security updates to version 5.9.2
- * Fix to NPR Playlist download for music charts (Adds & Spins)
- * The Source show schedule changes
- * App updates meetings and preparation with HD Interactive
- * Podcasts review - adding to Spotify, TuneIn and iTunes updates
- * Social media David exit, consolidated and reviewed
- * Meet The Match (endowment) campaign development

* Giving Challenge development

* Expanded Podcast episodes from one month to two years