

THE NATHAN B. STUBBLEFIELD FOUNDATION
BOARD MEETING MINUTES 10/17/22
WMNF COMMUNITY RADIO 88.5 FM
WMNF 88.5 FM 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	T		Nancy Cox-Johnson	T	
Isha Del Valle	T		Dyllan Furness	T	
Jennifer Meksraitis	T		Jennifer Campbell	T	
Amina Spahic		A	Cameron Dilley	T	
Mark Schreier		A	Emmy Lou Fuchs	T	
Scott Elliott	T		Greg Vannette	T	
JoEllen Schilke	T		Julie Scheid	T	
Jack Timmel		A	Yvette Lewis	T	
Randi Zimmerman (Station Manager)	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	Isha Del Valle	7:22
Roll Call/Proxies Guests: Michael Mainguth	Emmy Lou	7:23
Agenda Review Meetings will be in person starting next month.	Isha Del Valle	7:24
Acceptance of Items on Consent Agenda Jennifer C moves to approve the agenda as presented, second by Nancy	Isha Del Valle	7:23

Committee Updates:

- No meeting held: Bylaws, Nominating, Personnel, LRP, Technology, CAB, Development, Technology
- Minutes in Basecamp: Finance

Review/Approve Last Month's Minutes	Isha Del Valle	7:25
Motion to Approve by Jennifer C, seconded by JoEllen. All in favor. Minutes approved.		

Visitor's Comments	Isha Del Valle	7:26
1. Michael Mainguth- Just here to observe		

Interviews	Isha Del Valle	7:28
The board conducts interviews for the open board seat.		

Executive Session	Isha Del Valle	8:30
Isha moves to enter executive discussion to discuss voting. Jennifer C seconds.		

Volunteer Committee	JoEllen Schilke	9:03
Record sale event went well. Results of the volunteer committee election will be announced at the next board meeting.		

Personnel Committee	Will Greaves	9:04
Gave list of salary ranges that the personnel committee recommends for each position at the station. The development director recommended range is 45-60 thousand, and the salary at WMNF is \$52,476, which is lower than the average range of salaries across the industry. The personnel committee recommends trying to find a way to budget for a higher salary offering, since it's a very important hire for the station. Discussion on what the exact recommendation should be and how and when it should be voted on. Will is going to confer with the personnel committee and put out a vote by email within a week.		

Community Advisory Board	Dylan Furness	9:18
Community advisory board meeting at the end of August. Two community members attended. Gave an update on the long range plan, meet the match, urban cafe, new recycling, PSAs and the 43rd birthday bash. Asked them to recruit new community advisory board members, and to listen to the station and give feedback on how well we are staying on mission. Also asked the board to recommend anyone who would want to join the committee.		

Finance Committee	Greg Vannette	9:21
Operating budget for the year was planned to have \$20,000 of revenue in excess of expense, and is actually closer to \$75,000. Management is working on putting the next budget in place. Talked about reporting improvements we could make as we go forward. Looking to		

move some of the Meet the Match money that the board has committed to into the Foundations account so that it can be utilized.

General manager report

Randi Zimmerman

9:23

October Management Report attached

The pledge drive raised roughly 75% of the goal. Still determining how to handle the shortfall. Hurricane relief premium and Chuck Prophet offerings were big hits, but the hurricane and the recession/poor economic news made it harder to raise money.

Attended the Florida Public Media board meeting. Learned that state funding for public media is still tenuous, and we were advised to highlight to audiences and elected officials the role that the station can play in public safety. There seems to be an overall downturn in membership and underwriting. Organizations have cut expenses to compensate, and are building social media content to build followings.

Did outreach at the University of Tampa Internship Fair with the volunteer coordinator, got contact info for dozens of students by offering a coupon to the cd and record sale. Met with returning volunteer producer and updated the new production studios. Gave a presentation to Pacifica station managers roundtable about how we use data. Posted senior reporter position. Met with the creative team.

Prepared extensively for hurricane Ian, and the station never went off the air during the storm. Did on-air pitching and answered phones during fund drive. Went through first round of senior reporter applications with news and public affairs director.

Starting heatwave planning, events coordinator is hiring bands. Focusing on best practices for on-air studios, with posters printed and more information coming soon from the programming director and news and public affairs director.

Tom Petty tribute coming up on Saturday, with 224 tickets sold. Halloween ball has sold 10 tickets. Keller Williams show is nearly sold out. Looking to do events in Bok Tower in Winterhaven to reach out to Lakeland audience.

News and public affairs provided coverage before, during and after the hurricane. Partnership with the Florida public radio emergency network went very well. Sean Kinane was interviewed by democracy now twice, as well as a radio station in Australia. A number of popular news stories on the website, including one with over 15,000 views. 5 stories from the newsroom went out to the Florida public radio network. For September's mission focus on latin heritage, there was a headline story about the Rays hiring 9 latin american players and one about US census building trust in black and hispanic communities. For the October mission focus on indigenous people, there was a story about Chamberlain high school replacing an insensitive mascot.

Volunteers were awesome during the fund drive. New front desk volunteers from AARP, interns continue to excel in the newsroom producing stories and doing analytics.

Development has been a little slow but not stopped. Ken Aperson has secured a \$5,000 underwriting contract to sponsor Live Music Showcase. The St. Pete International Folk Fair Society is underwriting contracts and relations established by JoEllen. Underwriting in September is up about \$1,000 from last september. Endowment fund continues to receive pledge money, with \$48,000 in the bank and more than \$50,000 pledged. Hillsborough county arts council cultural development grant came through with \$18,000.

Placed advertisements for bookkeeper position, opened endowments account, and the fiscal year 2022 audit is in place.

PALS **Emmy Lou Fuchs** **9:42**

(Participation, Accomplishments, Listening, and Scheduling)

P - 8,6,9,8,7,7,7,6,7,9,7,7,10

A - 8,8,6,7,10,7,7,8,7,7,7,8,10

L - 9,9,7,9,9,10,8,9,8,8,7,9,9,10

S - 9,10,8,10,10,10,10,10,10,10,10,10,10

Next Meeting 11/21/22 at 7:15 p.m. **Isha Del Valle** **9:49**

The next meeting will be hybrid in person and virtual, in accordance with the updated bylaws.

Adjournment **Isha Del Valle** **9:59**

JoEllen motions to adjourn. Scott seconds.

All in favor. Meeting is adjourned

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 Emmy Lou Fuchs, Board Secretary

MANAGEMENT REPORT

October 2022

Prepared by: Randi M. Zimmerman, General Manager

Overall – GM

- Due to multiple requests for this report, I will start sending out some of the bullet points to the Station Biz email list.
- You will hear me say this a lot: hurricane preparations and aftermath.
- Pledge drive raised 75% of the goal, for \$156,500 and counting. We are still determining how to handle this shortfall. Programmers pitched their hearts out and we had lots of tickets this time around. We did not have a lot of challenge money this time around and will certainly work on that for next fund drive. The hurricane relief premium and Chuck Prophet offerings were hits. But, we were pitching into headwinds during this drive with the hurricane and the resultant loss of listeners to TV and the recession and all the other associated poor economic news, etc.
- Attended Florida Public Media board meeting where I learned a few things that were then passed along to Directors. State funding for public media is still tenuous. We were advised to highlight to our audiences and elected officials if possible, how we in radio are dedicated to safety. I forwarded the detail about our relationship with WFLA to our representatives to reinforce WMNF's role in providing safety to our community. There seems to be an overall downturn in membership and in contracts for underwriting. Like other public media, organizations have cut expenses to meet this downturn. They are also developing content that is appropriate for social media to build audiences and followings.
- Outreach at University of Tampa Internship fair with Volunteer Coordinator. We got email addresses for dozens of students in exchange for a coupon to our Record and CD Sale.
- Outreach at the Record & CD sale. I was also the AV squad for our DJ equipment.
- Met with returning volunteer producer and updated on new production studios.
- Gave presentation at Pacifica Station Manager's Roundtable about how we use data.
- Participated in Meet the Match campaign planning.
- Discussed any changes to Senior Reporter position with News & Public Affairs Director and then posted the position.
- Met with creative team, filling in for portion of Development Director's job. Worked out tasks and timelines.
- Hurricane preparedness including among other things: attending FEMA calls for public media outlets; meeting with WFLA; coordinating with staff for hurricane preparedness; cleaning out the gutters to avoid leaky roof; went to the transmitter to learn operations in case needed; multiple communications to community.
- Wrote GM newsletter entry.
- Met with events team to determine our ability to participate in the Dunedin Wine and Blues Festival and worked out some details with that festival's organizers.
- More mentorship and training for new and returning producers to the production studios.

- On air during afternoon drive time show and supervised board overnight during hurricane. Also coordinated hurricane news with News & PA Director, and handled on air hurricane announcements overnight.
- Worked with News & PA Director and Web master to make sure that WMNF website had key information for listeners.
- Multiple fund drive meetings with staff, volunteer committee, and Board including whether and how to provide hurricane relief donation; social media calendar.
- On air pitching with News & Public Affairs Director, Latin Jazz & Salsa, and Latino 54.
- Lots of outreach with phone answerers and answering a few calls myself.
- Coordinated with News & Public Affairs Director and tech team taking the US Senate and Gubernatorial debates to air and stream on HD3.
- Mentorship meetings with staff.
- Meetings with volunteers and listener sponsors addressing concerns.
- Reviewed first round of Senior Reporter applications with News & Public Affairs Director.

Programming

- WMNF's 43rd Birthday Bash was a blast this month. The Bright Light Social Hour brought the Palladium down while the silent auction went swimmingly. There was not much cake left over, and it was a wonderful opportunity for programmers, volunteers, and staff to meet regular listeners and new faces alike. A big thank you to everyone who helped make the show possible, as well as those who celebrated WMNF's Birthday in community!
- Planning for Heatwave is coming along! The Events Team is booking bands and starting to recruit volunteers to help with decorations, load in and out, and many other tasks. If you are interested in being involved, please contact Event Coordinator Linda at Lindalurockit88@yahoo.com and Volunteer Coordinator Miss Julie at missjulie@wmnf.org.
- Sam and Sean Kinane teamed up to create an On-Air Best Practices one sheet as well as poster, which you'll see on cork boards in all on-air studios. They described what habits and procedures set up hosts the best for success for their shows, and in turn, have received a very positive response from programmers. It serves as a great reminder of how and why we create awesome radio for our listeners.
- There will be an On-Air Volunteer Pizza Party November 10th, 6-8pm, at New World Brewery. Invited are programmers/hosts, assistants, board ops, and anyone who participates on a WMNF show. This will create comradery and connection, while also bringing people together for important updates and information from staff. Sam plans to have this type of get-together quarterly every year.
- Lastly, WMNF made it through Hurricane Ian! Sam was inspired by the tenacity and collaboration made by staff and volunteers during the storm, and is very thankful for such an amazing team during a natural emergency. She was proud to deliver a musical oasis from the stress of the hurricane, while also bringing connection to listeners by voicing their personal experiences from around Tampa Bay on WMNF's airwaves. It took a village, but we did it! Shout out to Randi Zimmerman, Brian Van Fleet, Tom Collins, Randy Wynne, Timme Schroyer, and DJ Spaceship for all their musical programming help.

Most Listened to Live Streamed Shows of September (9/4/22 - 10/1/22, Average Overall)

1. The 60's Show (516 listeners)
2. Words & Music (454)
3. The 70's Show (412)
4. Freak Show (338)
5. The Rhythm Revival (327)
6. WMNF with The LuLus (299)
7. Surface Noise (289)
8. WMNF with Randy & Blannie (280)
9. Soul Party (265)
10. Saturday Bluegrass Show (262)

Honorable Mentions:

11. WMNF with Cam Dilley (257)
12. WMNF with Bobbie Dusenberry (250)
13. WMNF with Sam Hval (249)
14. WMNF with Katarina (235)
15. Acoustic Peace Club (226)

For Reference,

Most Listened to Live Streamed Shows of August (7/31/22 - 9/3/22, Average Overall)

1. The 60's Show (568 listeners)
2. Words & Music (486)
3. The 70's Show (460)
4. The Rhythm Revival (344)
5. Freak Show (331)
6. Surface Noise (311)
7. WMNF with Katarina (303)
8. WMNF with The Lulus (296)
9. Saturday Bluegrass Show (283)
10. WMNF with Cam Dilley (276)

More than 100 Archive Listeners (October 1-14)

1. Freak Show (212)
2. The Sixties Show (177)
3. WMNF with DJ Spaceship (165)
4. Dream Clinic (153)
5. Retro Jukebox (149)
6. WMNF with Katarina (144)
7. Words & Music (136)
8. WMNF with Randy & Blannie (118)

9. Rhythm Revival (109)

Our listening numbers are a little down, but we know it is from the hurricane. We took a dip while listeners evacuated, lost power, or were otherwise occupied by the storm, and Sam expects the numbers to stay the same in October due to the Fall Pledge Drive.

Special Events

- Upcoming Tom Petty tribute on October 22nd, sold 224/500 tix
- Halloween Ball on October 27th, sold 10/300 tix
- Keller Williams on Dec 9th, sold 350/450 tix
- Chuck Prophet on Jan 11th, sold 89/500
- Set up visit Bok Towers: Oct 26 to check out venue to serve Polk County listeners
- Announcing Tropical Heatwave bands Jan 1, 2023

News & Public Affairs

- WMNF News provided coverage before during and after **Hurricane Ian**'s landfall in Southwest Florida and its journey through our broadcast area. Our coverage was on wmnf.org and wmnf.org/weather as well as over the air during public affairs shows, news headlines, live break-ins during music shows, FPREN live coverage, and recorded spots for overnight programmers.
- WMNF also provided **information about Hurricane Ian to other news outlets**. Seán was interviewed live on MMM Sydney radio on September 29th (Sept. 30th in Australia) and on Democracy Now! on September 28th and 29th.



- We are taking applications for the full-time position of **Senior Reporter/Anchor/Producer**. We are doing what is necessary to attract a diverse range of candidates.
- Sam and Seán created a document with **best practices for on-air programming** and an accompanying poster and sent that to all WMNF programmers.
- During the period Sept. 14 through Oct. 12, **HD-3 The Source** was the #3 page on wmnf.org in both total page views (15,800) and unique page views (11,600).
- From Sept. 14 through Oct. 12, **four WMNF News stories had more than 1,500 page views:**
 - Abortion rights advocates urge Florida voters to reject all but one of the state Supreme Court justices on the ballot – **15,600 page views**. October 7, 2022 by Janet Scherberger
<https://www.wmnf.org/abortion-rights-advocates-are-urging-florida-voters-to-reject-all-but-one-of-the-state-supreme-court-justices-on-the-ballot-this-year/>
 - This story is part of WMNF's 2022 elections coverage
<https://www.wmnf.org/tag/2022-elections/>
 - Have questions about Hurricane Ian? The latest from a Florida Public Radio Emergency Network meteorologist on WMNF's Tuesday Café. – **3,770 page views**. September 26, 2022 by Seán Kinane
<https://www.wmnf.org/questions-about-hurricane-ian-latest-florida-public-radio-emergency-network-meteorologist-wmnfs-tuesday-cafe/>

- Voters not happy with the Florida Supreme Court can have their say in November – **1,640 page views**. September 27, 2022 by Janet Scherberger
<https://www.wmnf.org/voters-not-happy-with-the-florida-supreme-court-can-have-their-say-in-november/>
- Florida agencies tangle in a concealed weapons ‘quagmire’ – **1,500 page views**. October 11, 2022. The News Service of Florida report published on wmnf.org
<https://www.wmnf.org/florida-agencies-tangle-in-a-concealed-weapons-quagmire/>
- The **WMNF newsroom shared five of its stories** with the Florida Public Radio network of stations from 9/14 through 10/11. Some were downloaded by WUFT and WGCU.
- We plan to carry the **U.S. Senate debate** live on WMNF’s HD-3 channel The Source from 7pm-8pm on Tuesday October 18.
- Fundraising during the **Membership Drive** was a challenge. Only two NPA shows made their goals on the day of the drive (shout out to Healthy Steps and MidPoint!). Most shows are within striking distance of goal and I have sent all NPA programmers pointers on how to achieve their goals.
- Overall, NPA raised 60.2% of our \$31,800 goal by the end of the Fall 2022 Membership Drive with donations continuing to come in.
- Here are the top five listened to NPA programs, based on **average number of streaming listeners** for the most recent four weeks (Sunday Sept 11 through Saturday Oct 8). These numbers are atypically low due to Hurricane Ian.
 - 289 – Democracy Now! (average of all five days)
 - 283 – Healthy Steps
 - 275 – Tuesday Café
 - 242 – MidPoint
 - 239 – WaveMakers
- **WMNF News’ Instagram and Facebook** Pages increased in audience and in reach from mid-September to mid-October:



- WMNF News and public interest programmers continue to focus on the **WMNF Mission Calendar**.
 - September's Mission focus was Latin Heritage. For example: a headline story about Rays starting nine Latin American players (9/16) and a headline story about U.S. Census building trust in Black and Hispanic communities (9/22).
 - October's Mission focus is on Indigenous People. For example, a headline story about the Hillsborough School Board scheduled to approve a new mascot for Chamberlain High to replace a mascot that was deemed insensitive to Native Americans (10/12).

Volunteer/Outreach Department

- **WMNF Volunteers are AWESOME.**
The number of people working most days during the October fund drive was great. Evenings were a bit light, but a small crew of seasoned helpers got the job of taking and processing pledges done with expertise. Many volunteer home cooks came through in a big way. Lots of good folks came to the station to take calls, mail gifts, tally, deliver food and a good number of people asked to be trained as Supervisors. So, as previously stated, *WMNF Volunteers rule Community Radio!!*
- We are enjoying the assistance of new front desk volunteers, Irene and Molly (actually 2 returned helpers from the “olden days”), plus we saw a lot of fresh faces at Marathon.
- Interns continue to excel in the newsroom and on social media. Eric is working with Ken on analytics and Colleen is producing stories, posting to our website & helping in event hospitality (She assisted with our birthday cakes at the Sept

10th event & plans to help again with Oct 20th party for Laura Taylor. Have you sent your RSVP yet? It's at New World).

- UPCOMING WMNF Events:
Tom Petty Tribute - Skipper's, Saturday, October 22nd and WMNF Halloween Ball – New World Brewery, Thursday, October 27th -
Volunteer positions for both events are posted on SignUp Genius now or will be soon.
- There is another **Drag Bingo, Tuesday, October 25th at Quench Lounge, Largo** - In benefit of WMNF and Josh, Esme & Bryan's Big Gay Radio Show!!
- We are looking at participating in multiple events on **November 12th**, including the **River Tower Festival** in Tampa (already on SignUp) and **Dunedin Wines the Blues**. Perhaps we will sponsor a stage at the Dunedin event... If you can help with that one, we need trusted volunteers to take, set up outreach, then return it all. Plus, you'll get to enjoy the tunes at both! Please be in touch as soon as possible to reserve a spot. Just e-mail missjulie@wmnf.org or call 813-865-8261. Thanks.
- Recent community outreach event:

Outreach volunteers & Wednesday night hosts, Isha DelValle & Franco Silva, were at **Mi Gente, Mi Pueblo**, on Saturday, October 8th. This event was great, from all accounts and reached out to our Hispanic community in a big way. Thanks to Isha and Franco.

DEVELOPMENT DEPARTMENT

Underwriting

Ken Apperson secured a \$5000 underwriting contract with Dr. David Goldschein of Generations Cosmetic and Family Dentistry sponsoring *Live Music Showcase*. St. Petersburg International Folk Fair Society (SPIFFS) underwriting contract and relationship established (Thanks JoEllen)! Underwriting for September is up from \$3040 to \$4032 over last September.

Pledge Drive

Pledge drive raised 75% of the goal, for \$156,500 and counting. We did not have a lot of challenge money this time around and will certainly work on that for next fund drive. At least one of the pitch trainings was cancelled due to the hurricane.

End of year letters will go out at the beginning of next month.

Other Development Projects

Car donations:

September 2022, \$3,452

September 2021, \$2,551

Planned Giving

We have donations from two estates still in the process of selling off and dividing assets. Our attorney is following both the Hallstead and Bustillo estates. The endowment fund continues to receive pledged money and we now have +\$48,000 in the bank with more than \$50,000 pledged.

Grants

We were awarded \$18,000 from the Hillsborough County Arts Council Cultural Development Grant.

FINANCE

- Filed 1st quarter (7/1-9/30) DOE grant report
- Placed advertisements for bookkeeper position
- Endowment account open and funded with 40k.
- Upcoming:
 - Fiscal year 2022 audit, in process

OPERATION & ENGINEERING

- ordered PPE
- installed new cd players for air studio 1&2
- picked up 5 new chairs for studio 2
- built step and repeat for studio 2 backdrop
- received clear floor mats for on-air studios
- landscaping and tree trimming completed (storm prep)
- cleaned gutters on roof for (storm prep)
- started generator at transmitter (storm prep)
- tested broadcast equipment at transmitter site (storm prep)
- updated podcast and music on HD2
- prepared mobile equipment for two outreach events
- set up phones and computers for membership drive
- prepared LMS for WFLA emergency broadcast set up
- prepared show clips for midpoint public affair show
- ordered new air-studio incoming call flashing wall light
- gave access codes to new and returning volunteers
- covered the board for no-show/late phone screeners

- completed 4 quarter issues report for FCC

Answered thousands of questions from dozens of people who see me walking by and figure it's the best time ask me a question.

IT/WEB

IT

- * Fall 2022 fund drive
- * UniFi (WiFi) and website Staging virtual machine servers upgraded to Ubuntu Linux 20.04
- * Continued data room review, organized equipment - plan to deploy layer 3 switch
- * DOE reports
- * Soundexchange quarterly reporting to engineering
- * Hurricane preparation - computer shut downs, etc.
- * FPREN emergency system setup with terminal server for access, re-allocated IP address from outgoing Fax service
- * VLAN and multi-factor authentication (MFA) tickets with Infotect
- * Transmitter NAS (storage server) issues ongoing, Synology ticket
- * Podcast script updates
- * Google Chrome updates to version 105 due to serious security vulnerability
- * Program changes - updates to streaming/archiving scripts, Allegiance update
- * Steam counts queries and reports by show and daypart
- * Developing Google Analytics 4 streaming and on-demand event measurement protocols for scripts
- * Review of Infotect ICAP monthly and quarterly reports

Web

- * Fall 2022 fund drive
- * API updates for events time offset and debug
- * Created Paypal links and buttons for donations
- * Meet the Match (endowment) campaign
- * Website updates for mobile devices
- * Developing program page updates for Podcast episode listings
- * Developing website FPREN widgets for news department
- * Podcasts updates to Spotify, TuneIn and iTunes
- * Completed development of new web query for view of all programs data to assist with internal updates, podcasts, etc
- * Continued development of new form for submitting new programs to set up