

THE NATHAN B. STUBBLEFIELD FOUNDATION
BOARD MEETING MINUTES 2/20/23
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>	P	A	<u>Board Member</u>	P	A
Will Greaves	L		Geoff Gutgold	P	
Isha Del Valle	P		Dyllan Furness	P	
Jennifer Meksraitis	P		Jennifer Campbell	P	
Amina Spahic	P		Yvette Lewis	P	
Mark Schreier	P		Emmy Lou Fuchs	P	
Scott Elliott	L		Greg Vannette	P	
JoEllen Schilke	P		Samantha Hval (Staff Rep)	A	
Jack Timmel	P		Grant Hart	P	
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	7:15

Roll Call/Proxies	Emmy Lou	7:16
Guests: Michael Mainguith, Miss Julie (staff rep), Ingrid Bredenberg (retreat facilitator), Jane Lastinger (auditor)		

Agenda Review	Isha Del Valle	7:18
Will add to the agenda that the development committee met.		

Acceptance of Items on Consent Agenda	Isha Del Valle	7:18
Jennifer C. moves to accept the agenda and last month's minutes, Geoff seconds, everyone in favor.		

Visitor's Comments**Isha Del Valle****7:19**

No comments from visitors

Finance Committee Presentation**Jane Lastinger****7:20**

These financial statements are the preliminary and tentative version and will be finalized after being presented. Also waiting for the AFR to be completed, in order to get the non federal financial support numbers. The AFR needs to be finalized by mid April.

The SAS 114 letter contains information that we are required to communicate to the finance committee. It explains that we've audited financial statements of the station as of September 30th, 2022 and explains the responsibility of the auditors in relation to the financial statement audit. That's to form and express an opinion about whether the financial statements are presented fairly. This responsibility is to obtain reasonable (not absolute) assurance about whether the financial statements are materially accurate. We are also including internal controls over financial reporting, but we are not actually issuing an opinion on those internal controls. We use it more so to get an understanding of the station, and then also to design our audit procedures based on what we see from an internal control perspective.

There is a new section that we are now required to communicate to the board, Significant Risks Identified. We are required to identify things that could go wrong with the station, and generally they're pretty much the same for all of our stations that we audit. We design our audit procedures around these significant risks, and we did not uncover any issues with these significant risks this year.

As far as significant accounting policies there was a new implementation of accounting standards update this year, 2020-07, specifically for not-for-profit entities, which added a new disclosure on contributed assets.

Significant accounting estimates are going to be the same as it's been in the past. The most significant accounting estimate for the station is depreciation expense. We've identified the nonfederal financial support disclosure as the most important disclosure for the station, due to the importance of the funding from the CPB.

Significant Unusual Transactions is a new paragraph this year just stating that there's no significant unusual transactions identified as part of the audit. We didn't have any significant difficulties as part of the audit for uncorrected and corrected misstatements. All of the misstatements that we identified were corrected as part of the audit, and none of those misstatements were material enough to be listed in this letter. We didn't have any disagreements with management. Circumstances that Affected the Form and Content of the Auditor's Report is another new section, but we didn't have any unique circumstances that affected our audit report for the station.

We plan to request representations from management, which will be a letter that will be finalized as of the date that we finalized the financial statements.

There is a new section at the end of the letter where we did identify a significant deficiency for internal controls that is required to be communicated. This was the result of some of the short staffing that was happening during the year. What we identified is that controls over the cash receipts review process were not able to be completed due to that reduction in staffing, meaning the processes that had been in place in previous years were not in place throughout this entire year. Additionally, there was sometimes no evidence, such as a signature, of some of those controls being performed. Station management has acknowledged this and made a corrective action plan. Discussed potentially using either Randi or the board treasurer as someone who could review the bank reconciliations until that position is filled

Greg: maybe we need to update this management comment as well to the immediate things that we're doing in addition to the proactive future things that we're doing.

Jane: Yes. I did give Shane and Randi the chance to go through this and update these responses, but the board too can update it. We can talk in the next couple of days to get this updated with what you think would be best to show what the station's doing now to prevent any issues.

Starting with the Opinion. The report states that there's a clean, unmodified opinion, and that's the best opinion that can be received for a financial statement audit.

The Responsibilities of Management for the Financial Statements are the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and also the design, implementation and maintenance of internal controls. It also points out management's responsibility to look at the going concern for the station one year after the date the financial statements are issued.

On the second page it points out our auditors' responsibilities for the audit of their financial statements, which is to obtain reasonable assurance about whether the financial statements are free from material misstatement. It says whether due to fraud or error, but points out that misstatements resulting from fraud are more likely to be missed because they are deliberately hidden, which is why those controls are really important to have in place at the station. We are using professional judgment and professional skepticism throughout the audit, designing our audit procedures around that concept that there could be fraud or error.

The Statement of Financial Position showed an increase in cash and cash equivalents. There is a decrease in your investments, but that's just because of the market as of September 30th compared to the same time in 2021. You do have that endowment match receivable on here, which is the community foundation matching portion for the funds already raised by the station, that one third match and it's shown as a receivable as of September 30th.

Deferred revenue was zero in 2021 due to COVID and the reduction of events, and has increased this year, whereas this year the events have ramped up around the fiscal year end. So you have ticket sales for events that happened after September 30th 2022, but you had collected the funds before that date. The with donor restrictions are your unspent ARPA funds from the previous year and also your endowment funds.

In the Statement of Activities, there is almost \$65,000 under with donor restrictions, which is your new endowment funds, including those receivable amounts. You'll also see that your grants did go down significantly, but that's because in 2021 you had those ARPA funds that were received from the CPB. Cultural performances saw an increase of about \$90,000 and underwriting increased by about \$50,000, which are both probably correlated with things opening back up from COVID. Forgivable advance income was your PPE funds from 2021 so it's 0 for 2022. Due to unrealized losses in the market drop, your investment return went from a net of nearly \$71,000 to a deficit of \$35,000. You did have restricted funds that were expended, which are the portion of your ARPA funds that were spent during the year.

You did have a decrease in your total expenses of about \$30,000 compared to the prior year, but overall, your assets saw a decrease of about \$50,000. \$35,000 of that is strictly related to the market investment losses. I don't think that decrease in your net assets is significantly alarming, it's just something to keep in mind as you plan for future years. As long as you're not having consistent decreases in your net assets, it's not anything that concerning for the station.

Greg: The budget that we adopt each year really doesn't look at that donor restricted column. In the without donor restrictions column with the depreciated non-cash items, we're at \$10,000 positive. Our budget showed a surplus of \$20,000. That top line revenue in support is about 150,000 under our budget number and so are the expenses, which has been a trend for us over the past few years. So I just wanted to point out that we hit our budget numbers, and without really considering the investment losses we exceeded our target there.

On the next page you'll see the Statement of Functional Expenses which breaks down the expenses that were shown on the statement of activities. Next is the Statement of Cash Flows where you do see the decrease in net assets that I mentioned, but the net cash provided by operating activities is positive, so that's a great sign for the station. From a cash flow perspective, you'll see the depreciation that Greg was mentioning here of 110,000. Those two numbers look like an expense from an accrual perspective, but it's not really an actual cash amount that's going out. You'll also see the unrealized loss and gains on investment here and your change in certain assets and liabilities. Overall, your change in cash and cash equivalents had an increase in cash and cash equivalents of 71,000 for the year.

The first page of the notes calls attention to what the net assets with donor restrictions are, which is that there's endowment funds and the unspent American Rescue Plan Act stabilization grant funds.

Note 1M talks about the Corporation for Public Broadcasting, the community service grants that the station receives. This is the reason for the audit, because the CPB requires it for recipients of the community service grants. In the cultural performances disclosure note, your performances have ramped up in 2022 compared to 2021. The income taxes disclosure note does point out that the station does have a net operating loss, however, management believes that it's more likely than not that the net deferred assets will not actually be realized.

There is an accounting pronouncement coming up next year, the Accounting Standards Update 2016-02: Leases. The station does have leases for tower and office equipment, and so this will cause a potential change for next year and it will be something that Shane and I are going to be talking about. We also talk about the ASU 2020-7 specific to not-for-profit entities.

Note 2 is Liquidity and Availability, which shows any financial assets that are available for general expenditure that the station can use within one year of the balance sheet date. That increased from 2021 to 2022, which is a great indicator for the station. There are also investment balances that could be used if the station needed those funds, but it's not something that's generally considered liquid from a liquidity and availability standpoint.

Note 6 is your significant concentrations calling attention to the fact that if you do have cash above the FDIC limit, you could have some losses there, although not a significant risk. But it does point out that there were two customers that represented approximately 56% of underwriting receivables, so if something were to happen to those two supporters, then it could cause losses for the station investments

Note 7 concerns the endowment. The WMNF Endowment Fund was sitting in cash as of the end of the fiscal year. Shane reached out and got information for us on the investment return objectives, risk parameters and strategies for the WMNF endowment fund.

Note 9 is community service grants from the CPB, showing what year that they're expended in and the dollar amounts. It's hard to budget for how much the CPB will give you but the best way to try to obtain more CSG grant funds is to increase your non federal financial support.

Note 11 goes into what non federal financial support (NFFS) is, which is very important for the station because NFFS is one of the factors that the CPB considers when allocating its funding. As of now we have this listed as \$XXX but will be filled in when the AFR is finalized and these will be posted to the station's website.

JoEllen: The non federal financial support, does that include sponsorship and everything that we don't get from the federal government or is it limited to grants and things like?

Jane: It's not limited just to those things that you mentioned, but there are all of these rules as far as what is included and what's not included. It does depend on the source, so if it's coming from a government, then they look at it a different way. So when Shane does the AFR, it takes all of the revenue amounts and puts them into different buckets, and depending on what it is, and if it's supporting the mission of the station and public broadcasting, then it's viewed as non federal financial support. Things that are not viewed as supporting the mission of public broadcasting, like income from renting out the tower, that would not be viewed as NFFS.

The 990 is the return used by organizations exempt from income tax. Page one is an overview. Part 3 has a description of the station's mission and three largest programs. This is a good opportunity for the station to tell their story to potential donors, because this is public information. All board members and key officers will be listed on page seven and eight, and

compensation is required to be disclosed. It shows the compensation for Shane and Randi as 0 but that is because they were brought on after the end of 2021.

Schedule A is the public support test, which is really important. You have to have at least 33.33% of your support from the general public, not just specific large donors, but you can see down here that the station is well above that.

Schedule D is a reconciliation of certain financial statement information. You can see the net unrealized gains and losses on investments which are backed out, and donated services and use of facilities. Schedule O is going to be your notes and explanatory section.

Jennifer C.: On page 17 of the financials on the lease section, we have a dramatic decrease between 2025, 2026 and 2027, and I'm wondering what that represents. Are our tower leases expiring?

Shane: I would have to get back to you.

Jane: It does look like the main antenna and the aux antenna fall off in fiscal year 26. They're partial years. So fiscal year 27 is just going to be your copier and your postage machine.

Jennifer C.: Are we going to be in the market for another tower? That's my operational question.

Jane: You would be looking at renewal of your lease so that would be something that the management should be looking to but I don't have any additional information.

Greg: You provide both an IRS filing copy and a public copy of the 990 to the management, correct?

Jane: Yes, that is correct.

Jennifer C. makes a motion that we accept the financial statements as presented in draft form. Amina seconds. All in favor.

Personnel Committee

Jack Timmel

8:03

We met in the last month to discuss and kick off our policy-directed annual general manager evaluation. The personnel committee, in conjunction with the executive committee, is charged with conducting the annual evaluation of the general manager. We have decided to mostly lean on the good work that has been done in the past as far as methodology goes. We are going to be utilizing a survey instrument and are currently reviewing and updating certain parts of it. It is quantitative and qualitative in nature, and the quantitative parts are good to keep consistent year to year but qualitative parts may need to be updated. That way we can sit there and compare year to year performance changes or at least perception of performance changes.

This survey is going to be sent out to four groups of people. The board will get a survey by email, and participation is certainly expected of all our board members. The staff will get a separate but similar survey. Their qualitative remarks are going to be anonymized before they get to either Randi or the board. Radio activists, which is a strictly defined volunteer category, will be sent a survey. Randi will also be sent a similar survey to self-evaluate.

The plan now is to run the survey in late March after the staff board retreat and run it for three weeks. After that, the personnel committee is going to crunch the numbers and then meet with the executive committee to put together the annual evaluation. Hoping to meet with Randi and present it to her in May and then have the results ready to be shared with the board at large, in executive session, at our May meeting. Now is the best time if you have any questions or comments or suggestions as to how to improve upon this. We're going to be working at finalizing this survey instrument in the next couple of weeks and then getting into it mid March, so stay tuned and feel free to reach out offline if you have any questions.

Board Retreat

Ingrid Bredenberg

8:07

I'm very much looking forward to doing this retreat with everyone, with not only the board, but also with the staff and volunteer representatives. I'll be designing the day with input from Randi and Miss Julie. I think we're going to have a really wonderful, very meaningful, productive day and get some work done and be sure that you get what you need to go to the next level, particularly with the long range plan. This is something that I've done with organizations, with nonprofits, with hospitals, with some New York State government groups. It's a field that I enjoy being in to help organizations move to their next level and equip you with the tools you need.

Manager Report

Randi Zimmerman

8:10

We hosted 44 Swedish students who walked from their ship in Port Tampa to the station for tours, chats and a guest spot on Tuesday Cafe with Sean Kinane. Many thanks to Miss Julie for continuing to maintain this long standing relationship that brings these students to the station.

I gave a tour of the station to the Sawgrass Progressives. A possible new reporter who has experience at WORT, the community radio station in Madison, Wisconsin. Also met with a representative from the skills center collaborations program at the boys and girls Club, and from that meeting developed a six week podcast training program for the Club that's in our neighborhood. I started to teach this course and other staff members will also be joining me in teaching this course, leading to the students producing a 30 minute episode of Sprouts that Pacifica will distribute in June.

I wrote the GM newsletter focusing on new voices and production that you may be hearing on our air. Spoke with a Pacifica Board representative about the affiliates program, and their concerns about our affiliate relationships.

Set the show goals for the upcoming fund drive at about \$192,100. Did prep work for meeting with the state representatives in Tallahassee with the whole Florida Public Media contingent, which included letter writing and meeting to discuss strategy. Along with the GMs of USF and a representative from WEDU, we met with six representatives or their designates at the Capitol in Tallahassee. Attended the Florida Public Media Board meeting also in Tallahassee.

Met with our public relations marketing firm along with Robert Fitzpatrick and Sean Kinane regarding the needs for our website. Also met with the marketing and PR firm regarding our preliminary creative plan. Helped a programmer give on air ticket giveaways. Started work with the board staff and facilitator to develop our upcoming board staff retreat. Went to two different banks to finally cut those checks with the endowment fund, so that money has been transferred. Received training on Radio Traffic, which is our underwriting and PSA software.

Multiple meetings for Heatwave, Fund Drive, Meet the Match and the Program Change Committee. Met with multiple people, programmers, board members and listeners about their various station concerns. Went to Café con Tampa as an attendee and got to announce tropical Heatwave's return. Attended the Harlem Gospel Travelers show at Skippers. Worked with Miss Julie to hold a fund drive training session for new phone volunteers. Reviewed the auditor's materials and met with their representative along with Shane.

From programming, this month Sam has collaborated with Shari in the development department to help prepare programmers for pitching during our pledge drive, which is February 22nd to March 1st. This includes revamping the pitch party powerpoint to be more encompassing of the entire process of pledge drive, not just pitching on air, as well as checking donation codes for each show, producing promos and live reads.

Sam and Sean had finalized Grid Two with help from the Program Review committee and fellow volunteers and programmers. Grid Two is a version of the future program changes in June that includes time slots and general genres, but not specific shows. Sam and Sean plan to start accepting show applications in March.

A recent show has been made from Josh, Bryan and Esme's Big Gay Radio Show, and it's now just called Big Gay Radio Show, hosted by Chris, Bryan and Esme. Sam recently met with overnight programmers resulting in a change in the way show cross promotions are played. In traffic logs, instead of a programmer being told to play any cross promotion, now the programmer will be told to play a cross promotion from a specific daypart. There have been lots of ticket giveaways.

Regarding special events, the Harlem Gospel Travelers performed at our Black History celebration On Friday, February 10th. There were well over 200 folks, and that netted \$600. Upcoming events will be Caribbean Cruise, the Beatles tribute, and Tropical Heatwave which has close to 200 tickets already sold.

In news and public affairs, our new reporter, Chris Young, started today.

We have started to share Tuesday Cafe with the rest of the Pacifica Network on AudioPort. We're going to start moving our midday public affairs shows to AudioPort for syndication to larger audiences. From January 24th until February 14th, 3 WMNF news stories went on Florida public radio.

We're working on a new digital product, the daily digest, that is a five minute headlines package. We're finalizing decisions about the subscription and testing it now.

The news department has another new USF intern and we'll be getting more from HCC. There are multiple PSAs airing now focused on February mission calendar, Black History,

produced by volunteers. Leftovers from the music sale back in September have raised an additional \$320 by selling to local secondhand music stores.

WMNF begins the winter membership drive and we're still looking for lots of volunteers. There was another pledge training session on the ninth.

Regarding social media, we've started our new Instagram page. Our Facebook page and presence is also increasing. Reach has increased over 100% to 21,000.

The Development department focused on building up organization-wide structure and processes. All departments now have department teams and channels inside Microsoft Teams. An annual development calendar has been created along with a grant and communications calendar. Underwriting has increased comparative to last year. Lastly, they've started the monthly Development Committee meetings, which consist of updates of all the items developments have been working on.

The Meet the Match page was updated to include a thermometer and donor list that is updated monthly. A letter from the board chair was sent out to 500 Meet the Match donors. The board of directors and the Endowment and Development Committee members were requested to drop names in a workbook of prospective donors that they felt had the linkage, interests and ability to give to the endowment. February will be spent curating a list of prospective donors and people who can host house parties, so then in March, we're ready for the execution phase.

Shari also started the process to add some new tools to help programmers meet their show goals, such as peer-to-peer fundraising, and curated a segmented email list for each show, hoping to have those tools in place and ready to use before the next fund drive.

We transferred \$34,000 from Sea Coast and Florida Central Credit Union for a total of \$68,000, which went to the Community of Tampa Bay Endowment, putting the balance at about \$170,000. We completed our W-2 and 1099 by the January 31st deadline. Finished fiscal year 2022 Audit.

We have a new contract with Tampa Bay Arts and Entertainment, the all access TV channel, so Live Music Showcase is now running twice a day on that channel. We'll be looking to possibly put cameras in our air studio so we can also broadcast some of our midday public affairs shows as well.

There was a Webroot antivirus audit that we had that took place that was clean. Began review of Microsoft licensing for the next budget year. Acquired Adobe Acrobat licenses. Multi-factor authentication set up for administrative access. Developed Google Analytics for streaming. Google Analytics is changing over in July so we may have to reprogram and rewrite some of those programs. Tropical Heatwave now has a landing page. Archive lists expanded from one month to five years.

Will: Sam was originally just filling in for her show, and station policy was for the program director to not have their own show, has that changed?

Randi: I think it's really important that the program director and the news director actually act as exemplars.

Will: One thing I saw was that our YouTube numbers for WMNF news are up. Do we know anything about any significant changes there or is it just kind of a one time spike because we had some video that got picked up?

Randi: Overall looking at the geopolitical landscape, there are just more people coming to us, from around the country, for news and information. So that's just a general trend up that's been happening for many months now.

Will: I saw the individual donors is at 3600 this year and it was down 1600. How much of that is just a data conversion issue? And two, our revenue has gone down 30% in that regard, so does that mean that individual donations have gone up?

Randi: It used to be that the largest segment of donors were between \$50 and \$250, and it's looking like that is spreading across, where we're getting more people who are giving at a variety of different levels. That's something I'm going to be looking at in more detail, to see if that was a blip from this month.

Amina: When you mentioned you were meeting with state legislators, was that about grants or general station exposure?

Randi: The strategy for that meeting was, first and foremost, to thank them for giving for the past ten years to public media. After that was to emphasize that the governor put public media into nonrecurring funds, and we'd like him to put it back into recurring funds. Also there's a section of grants called capital funds that we used, that was removed by the governor's budget, so we asked them to put that back. Then the other thing was for us to highlight specific stories, not just talking points, of the value that public media brings to the constituents, to really highlight the engagement that we have with constituents and to invite them to our station so they get a better feel for us.

Amina: So these grants that we used to get, were they part of a general package for public media funds or is it something we applied for? I don't know if we're eligible, for example, for appropriations requests.

Randi: Public televisions get \$365,000 a year, and radio gets about \$100,000 a year. It used to be in the recurring fund, so we could count on that. We're still getting that just because we're part of public media. Then there's those capital funds that we would apply for. That's what happened to our HVAC funds, which the governor vetoed last year. We still apply for all of that, but the general hundred thousand we kind of get automatically, unless it doesn't come back in the budget. Those capital funds we got awarded because our grant won.

Jennifer C.: Did I hear you say that the archives went from one month to five years?

Randi: That's what it looks like. I'm going to have to check on what that exactly means. By FCC rules, we're not allowed to store that music programming. I need to check with Robert on what that means.

Dyllan: For some public affairs shows you can go back to five years. Whereas music shows you cannot.

Miss Julie: Because of the copyright laws on music, the next week's show bumps out the old week's show. You can only listen to the archives for one week and that will never change, as far as I know.

JoEllen: I think the FCC allows actually two weeks but in an abundance of caution, WMNF moved to one week.

Long Range Plan Discussion

Dyllan Furness

8:54

The board retreat will be focused on the new LRP that we will be working on in the future. We've had some really good success with the current one. There are aspects of it that we could do a better job on, but all in all, we seem to have hit a lot of the marks that we set in the long range plan.

There are the six sections that we put in the current long range plan, marketing, finance, technology, diversity, personnel, and policy review. Isha And Ingrid and I met today to talk about the retreat and discuss the possibility of sticking with those six sections, and a goal of the retreat to be coming up with a fairly long list of subsections or objectives that we would like to see through, which the LRP committee could then sculpt into the next plan. So the goal for this discussion is to answer any questions about the current long range plan or the retreat.

There's an abbreviated version of the LRP that can be found on the website. I would recommend reading the longer one if you have the time to.

Amina: The Long Range Plan Committee had a meeting with Randi just to check in on how that was going, and then she submitted a response to us to update us on some of those topics, would that be made available?

Dyllan: We would like to begin the meeting with an update on the long range plan. So yes, we plan to have an update on the current long range plan at the beginning of the retreat.

Ingrid: We will be also asking everybody who's coming to review the LRP so this shouldn't be first eyes on it, but rather more of a progress report.

Isha: For those who have not seen it, you can look for an email from me from February 13th.

Will: So since the goal is to have a progress report at first, Dyllan, do you think it's possible to put together some sort of snapshot document with an overview of where we are on those goals for those of us who can't be there?

Dyllan: The committee worked with Rick previously on some KPIs, but I don't recall if those ever rolled over to Randi. Over the past year, the goal was to make sure that Randi had the flexibility and the latitude to do what she needed to do to get things rolling without being bogged down with some KPIs related to the long range plan. We don't have quantitative

updates there. We will have updates on some specific things that were mentioned in the plan. We'll have someone taking minutes or some other form of documenting the retreat.

Approval of Minutes

Isha Del Valle

9:10

The November minutes were republished and re-uploaded with some edits. Jennifer C motions to approve, Geoff seconds, all in favor. Jennifer C moves to approve the January minutes, Mark seconds, all in favor.

PALS

Jack Timmel

9:12

(Participation, Accomplishments, Listening, and Scheduling)

P - 8,4,6,7,6,5,5,6,7,6,7,4,6,7

A - 8,8,8,8,7,8,8,8,10,9,9,8,8,10

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

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

Next Meeting 3/20/23

Isha Del Valle

9:19

Adjournment

Isha Del Valle

9:20

Jennifer M motions to adjourn. Greg and Geoff second, all in favor.

THE BOARD'S ROLE

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

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



by Emmy Lou Fuchs, Board Secretary

February 2023 Managers Report

GM

- Hosted 44 Swedish students who walked from their ship in Port Tampa to the station for tours, chats, and a guest spot on Tuesday Café with Sean Kinane. Many thanks to Miss Julie for continuing to maintain this long-standing relationship that brings these students to the station.
- Gave tour of station to Sawgrass Progressives, possible new reporter with experience at WORT, and representative from Skills Center Collaboration program with Boys & Girls Club.
- Developed six-week podcast training program for Boys & Girls Club in our neighborhood. Started teaching this course. Other staff members will be joining me in teaching this course. Ultimately, the kids will be producing a 30-minute episode of Sprouts for Pacifica distribution in June. This has been confirmed with Pacifica.
- Prep work for meeting with state representatives in Tallahassee with the whole Florida Public Media (FPM) contingent, which included letter writing and meeting to discuss strategy. Along with the GM of WUSF and representative from WEDU we met with six representatives or their designates at the Capitol. Attended the FPM board meeting, also in Tallahassee.

Programming

- Sam and Sean have finalized Grid 2 with help from the Program Review Committee and fellow volunteers and programmers. Grid 2 is a version of the future Program Changes in June that includes timeslots and general genres, but not specific shows. Sam and Sean plan to start accepting show applications in March.
 - Sam has learned a lot from meetings with Co-Conspirator, including local listening habits and mindsets. She will consider this information while making decisions during Program Changes.
- Sam recently met with Overnight Programmers (Music, Midnight-6am), and through that meeting, it produced a change in the way show cross promotions are played. In traffic logs, instead of a programmer being directed to play any cross promotion, now the programmer will be directed to play a cross promotion from a specific daypart, such as Weekday, Evenings, Overnights, and Weekends. This gives all of WMNF's shows more chance for on air promotion, which in turn helps listenership across the broadcast schedule.
- Tickets we've given away on air:
 - Sweet Seduction: Valentine's Jazz Experience, USF College of the Arts Music Concert Hall, Feb 11th
 - Paul Thorn, Bilheimer Capitol Theater, Feb 18th
 - Kathleen Edwards, The Floridian, Feb 19th
 - National Geographic Live, The Straz Center of the Arts, Feb 21st
 - The Weight Band, Bilheimer Capitol Theater, Feb 22nd

- Al Stewart, Bilheimer Capitol Theater, Feb 26th
 - Wilco, Ruth Eckerd Hall, April 20th
 - And more!
- Lastly, Sam has recently discovered that she has developed nodules on her vocal cords. She has been given direction by her doctor to rest her voice and speak at low volumes as much as possible for the next few months. Sam is grateful for your patience during this time!

Special Events

- The Harlem Gospel Travelers performers punctuated our Black History Celebration on Friday February 10th. Local artist Ari Chi opened the show. Over 200 folks came out. Net of \$600.
- Upcoming March events:
 - Karybbaan Kruze hosted by Angela B. Entertainer "Crazy" (Trinidad and Tobago artist). Plus local reggae band "Impulse" and others On March 11th at Skippers.
 - Flee (master of tributes in Tampa Bay 😊) will be presenting a Beatles tribute on March 25th.
 - Tropical Heatwave started promotions and ticket sales, almost at 200. Poster distribution and other planning continues. We will be posting volunteer spots for all. If any board members are available to assist 2-3 hour spot, especially to sell tickets or help in our bank, please let miss Julie know.
 - This year's Juneteenth celebration planning is being led by Pamela Robinson and Scott Elliot.

News & Public Affairs

- Our new reporter, **Chris Young**, started Monday Feb. 20.
- Our Summer 2023 intern, **Justin Seecharan**, got a head start and began volunteering Feb. 17.
- We have started to share one WMNF public interest show (Tuesday Cafe) with the rest of the **Pacifica** network via Audioport. After the membership drive Seán will work with other

NPA programmers to format their shows so that they will be more accessible to an audience outside Tampa Bay -- especially as interest in Florida news grows before the 2024 elections.

- From Jan. 24 - Feb. 14 we shared three WMNF News stories with the **Florida Public Radio network**:
 - Joshua Holton - Tropicana Field redevelopment / Rays / reaction (downloaded by WGCU)
 - Seán Kinane - Book bans in education (downloaded by WFSU, WUFT, WGCU)
 - Lisa Marzilli - Threats against abortion providers (downloaded by WFSU, WGCU, WJCT)
- Special coverage of **Tampa City Council races**: During the week of February 20 we plan several programs to highlight all the remaining candidates in the races for Tampa City Council: Tuesday Cafe & WaveMakers (Tuesday) and The Skinny (Friday). WaveMakers has already interviewed all the candidates in District 1.
- Soon we will unveil a new digital product: an **audio and text Daily Digest of news headlines**, based at first on the morning WMNF headlines. Seán is working with intern **Taylor Lovejoy** on this project.
- The WMNF News post with the most page views from Jan. 24 - Feb. 14 was by intern **Colleen Cole** (1,900 views) - <https://www.wmnf.org/florida-nursing-homes-are-seeing-a-major-rise-in-severe-violations/>
- During that period, **The Source** continued to be the [wmnf.org](https://www.wmnf.org) page with the most pageviews (29,900) and most unique pageviews (24,100).
- Our news and public interest programs and news headlines have included numerous reports about WMNF's **Mission focus for February, Black History**. For example:
 - Wavemakers (2/14) with the curator of Black History at the Tampa Bay History Center
 - Surly Voices (2/2) with the father of a Black man shot / defendant used Stand Your Ground defense

Volunteer/Outreach

- The News Department has another new USF intern & we will be getting more from HCC, too!

- There are multiple PSAs airing now, focused on February mission calendar topic of Black History, produced by volunteers.
- Promotions for membership drive volunteers & food donors are garnering responses, with new volunteers signing up and coming in to help.
- More leftovers from the Music Sale back in September have raised an additional \$320 by selling to local second hand music stores, for a total of \$677.75 – Thanks, Doug.
- **The Living Mirror Playback Theater**, March 3rd, will be in WMNF's Live Music Studio. This is a monthly Community Talk-Back and Improv Show to be held at 7pm on the 4th Friday of every month (or the 1st Friday in March, due to Membership Drive). It is organized by Postmodern Hootenanny host, Ed Lehmann and performed by his improvisation troupe. Walter Smith, Jr. will be the guest speaker on Black History.

Recent community outreach and WMNF events included:

- The Volunteer Committee organized an informal gathering of about #15 - 20 volunteers at New World Brewery on Wednesday, February 8th from 6pm – 9pm. It was fun!
- **The St. Pete Science Festival** with DJ Mark Hardt at USF St Pete on Saturday, February 18th – 9:30pm – 4pm.
- **The Shruti Foundation's East West Music & Dance Festival**, Sunday, February 19th from 1pm – 7pm in Water Works Park, Downtown Tampa. WMNF was a media sponsor and had a table and provide emcees for the event.

Development Department

- Development focused in December and January on building up org-wide structure and processes. All departments now have department “teams” and “channels” inside Microsoft TEAMS in order to manage their projects, keep all org docs and info in one platform, and to be able to collaborate and communicate with their colleagues. I also made some advances in

underwriting, grants, sponsorships, MtM and Fundrive, which you can read about in more detail under their respective sections. An annual development calendar has been created along with a grant and communications calendar.

- January was spent meeting weekly and planning for fundrive. We created a marketing plan that consisted of cultivating messaging through weekly email and social posts for the three weeks before fund drive. The week of fund drive and two weeks after the marketing will shift to solicitation, and then ending with stewarding. The PowerPoint presentation for fund drive was revamped and the new thank you gift list and new pitch sheets were added. Two presentations were given to programmers and the PP was emailed to all programmers and staff as a reference point.
- End of year campaign goal: \$70,000. Raised: \$56,554.55
- Endowment campaign goal: \$200,000. Raised: \$107,447.85. This raised figure does not include NBSF donation.

Underwriting

January 2023: \$11,228.98

January 2022: \$5785.09

Heatwave Sponsorships

Total: \$39,808.71

- Ybor City Special Events: \$10K
- Arts Council of Hillsborough County: \$18,308.71
- Bank Of Tampa: \$1500
- Rock Brothers Brewing & Cigar City Cider and Mead: \$10K

Finance

- Completed W-2s and 1099s.
- Finished FY2022 audit.

- Completed DOE quarterly report with Shari.
- Upcoming:
- CPB Annual Financial Report
- CPB Station Activity Survey

Operations & Engineering

- Met with InfoTech to solve phone display issues.
- Repair CD player in air studio
- Repair Lights in library
- Repair Front door keypad and crash bar
- Repair Studio speaker hum in Studio 2
- Repair Clean Box for Nielson rack
- Generator maintenance
- Setup door Code/phone/PC for new news reporter
- Set Zoom interview for Friday's new program, The Skinny
- Set up conference room for meetings
- Delivered Live Music Showcase program to Tampa Bay Arts and Education network for playback
- Repair conference room lights

IT/Web

- Installed upgraded computers for Operations and Finance & Administration Director, with Windows 11. One older computer to IT as spare and the other as additional Newsroom computer.
- Created shared mailbox for Communications team, set up new reporter Chris Young
- Completed script for HD2 podcast publications scheduled weekly
- New show The Skinny set up on Archives, Allegiance, and podcast published on iTunes, Spotify, and TuneIn
- Airchecks to Development for underwriting confirmations
- Development of Google Analytics 4 streaming and on-demand.
- Meeting with marketing firm to discuss current website architecture and plans for updates
- Stream reports by shows and dayparts

