

THE NATHAN B. STUBBLEFIELD FOUNDATION
BOARD MEETING MINUTES 5/15/23
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	V		Geoff Gutgold	P	
Isha Del Valle	P		Dyllan Furness	P	
Jennifer Meksraitis	V		Jennifer Campbell	P	
Amina Spahic	P		Yvette Lewis	P	
Mark Schreier	P		Emmy Lou Fuchs	P	
Scott Elliott	P		Greg Vannette	P	
JoEllen Schilke	V		Samantha Hval (Staff Rep)	P	
Jack Timmel	A		Grant Hart	V	
Randi Zimmerman (Station Manager)	P				

P-Present, A- Absent, V- Virtual

MISSION STATEMENT

WMNF is a listener-supported community radio station that celebrates cultural diversity and is committed to equality, peace, and social and economic justice. WMNF provides broadcasts and other forums with a grassroots local emphasis that promote creative, musical, and political vitality.

Agenda Item

Lead

Time

Call to Order

Isha Del Valle

7:20

Roll Call/Proxies

Emmy Lou Fuchs

7:21

Guests:

Michael Mainguth
Katarina Lauver
Nancy C
Miss Julie

Agenda Review

Isha Del Valle

7:22

The LRP committee is not ready to give their report, that time will be used to talk about concerns about a new manager's report format.

Acceptance of Items on Consent Agenda **Isha Del Valle** **7:23**

Jennifer C moves to accept the consent agenda, Greg seconds, all in favor.

Committee Updates:

- No meeting held: Nominating, CAB, LRP, Technology, ByLaws, Finance
- Minutes in Basecamp: Finance

Review/Approve Last Month's Minutes **Emmy Lou Fuchs** **7:24**

Jennifer C motions to accept last month's minutes, Mark seconds, all in favor.

Attendance Review **Emmy Lou Fuchs** **7:25**

Scott has over 3 absences and Amina is at 3

Guest Comments **7:25**

Miss Julie wanted to thank everyone for Heatwave, and remind everyone that volunteer shifts for the coming fund drive have been posted.

Manager's Report Discussion **JoEllen Schinke** **7:26**

JoEllen brings up that the manager's reports have more information than is necessary. She asks if the board could figure out what we actually need to know about the station to do our job, making sure the station is covered legally and that systems are working. More big picture and less detail.

Isha agrees and proposes that different committees come up with 5 KPIs for the GM report.

The Board would like to receive the GM report by the Friday before the next BOD meeting at the latest.

Dyllan says that the executive committee could coordinate between Randi and the board to figure out exactly what the report should look like.

Diversity and Inclusion Committee **Scott Elliot** **7:43**

Sent out a press release for The Juneteenth Observance but there are some typos that will be fixed before it's released. There will be related on-air programming all day on Monday the 19th as well as a potluck at the station from 5pm-9pm that day. Donald Dowridge will be doing two performances as Fredrick Douglass in the live music studio along with promotional and historical material as well as a meet and greet. Poetry Is will do an on-air kick-off the day before. Still looking into other Juneteenth events that we could be involved in.

Will asks if we've coordinated with any organizations that we connected with for HD2 to make sure they're included in Juneteenth plans. Scott says he will look into that.

Finance Committee **Greg Vannette** **7:50**

Again the trend has been that revenue is a little bit down but expenses are similarly down. Cash position has been steady with 300+ days cash on hand. Fundraising for the endowment is going along very well. Reviewed some ten year historicals to help with upcoming budgeting.

Manager Report

Randi Zimmerman

8:17

Tropical Heatwave went well. Met with staff and organizers about what to do differently - big items are having food and a better bar experience. Details that will be put in a document to help improve next year.

Multiple meetings and communications about the new brand identity rollout, with staff, volunteers and contractors involved in every step. Met with the Tampa Bay Arts and Entertainment Network to solidify the airing of both Live Music Showcase and Tuesday Cafe on. Worked on making our two jazz shows available for syndication. Prepared for the upcoming fund drive.

Finished and uploaded CPB grant compliance documents and information on Tropical Heatwave grants. Programming changes are wrapping up, so every new programmer will have at least one show before the fund drive.

Page views on news stories were high last month on social media.

Created a new pledge sheet for the endowment and logo. Worked on meet the match fundraising events and programs, including putting together a meet the match house party this saturday. Development is working on continuity in look, materials and mission when people are out at events representing WMNF, which includes new branded materials.

Preparing the shift to google analytics 4. Robert is working with Coconspirator to redesign the website, which should launch in July, as well as fixing bugs in the app. DT represented WMNF at the National Association of Broadcasters convention, meeting and learning from other broadcasters across the country. Learned about how other broadcasters might use AI, which is something that the station should be aware of.

Executive Session

Isha Del Valle

8:20

Jennifer C motions to enter executive session for personnel reasons, Mark Seconds All in Favor.

Will motions to exit executive session, Jennifer C Seconds All in Favor

PALS

Emmy Lou Fuchs

9:22

(Participation, Accomplishments, Listening, and Scheduling)

P – 10, 9, 10, 10, 10, 10, 8, 9, 10, 10, 10, 10, 10, 10, 10, 10

A – 9, 9, 8, 10, 9, 9, 9, 10, 9, 9, 10, 10, 10, 9, 9, 8

L – 10, 10, 9, 10, 9, 10, 10, 10, 9, 7, 9, 10, 9, 9, 8, 7

S – 10, 9, 10, 10, 10, 10, 9, 9, 10, 10, 10, 8, 10, 10, 10, 10

Additional Comments

Yvette Lewis

8: +5

Yvette mentions that on June 20th the Stay Woke Florida bus tour will stop in Tampa and host an event that lots of important organizations and legislatures will be at and she encourages everyone to attend and represent WMNF there.

Next Meeting 6/26/23

Isha Del Valle

8:28

The next meeting is moved to the 26th so it doesn't conflict with any Juneteenth events.

Adjournment

Isha Del Valle

9:29

Will motions to adjourn. Jennifer M seconds, all in favor.

THE BOARD'S ROLE

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

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



by Emmy Lou Fuchs, Board Secretary

Abbreviated May 2023 GM report

Overall Health of the Station

Cash position: Per consultation with the Finance Committee, we are in a very secure cash position. Overall we have been working below budget and maintaining our resources. We have applied for and received a significant ERC credit from the IRS.

On-air Summer Drive: As of the morning of 23 June 2023, we raised \$145,623.88 (81%) of our \$180,150 goal. 25 of 86 shows (music, news, and public affairs) made goal. The Development Director created an updated version of the fund raising training and received compliments about this revamp from programmers.

Membership: In the four categories captured by Allegiance software, New, 2nd Yr, Multi Yr, and Returning, our current membership is 5,234. Our core, multi-year members have been consistent over the past 10-years (THANK YOU!!!) at around 3,000. The biggest slippage is in New members, which is an issue for public media in Florida and the U.S. generally.

Audience: The latest Nielsen numbers (April 2023) show we are at #21 in the market out of 48 stations that also have subscriptions to the service in the Tampa-St. Pete-Clearwater metro area. Therefore, this number does not include Sarasota or Lakeland listeners. Per Nielsen, we have approximately 69,400 listeners on a weekly basis for a 1.7 share of the market. (For reference the top station in our market has more than 500,000 weekly listeners and 9.1 share). Our average daily listenership is 27,600 according to Nielsen. We had a dip in the late winter/early spring putting our six-month average daily listenership at 32,200 broadcast listeners.

Using the same dates for Google Analytics, in April we had 34,919 stream HD1(our broadcast signal); 19,475 stream HD2/Urban Café; 34,712 stream HD3 (The Source); and 20,727 stream HD4 (New Sounds).

We think of social media as a way to engage our audience and compare ourselves to other similar organizations. While we may have fewer followers than some, our engagement is much higher. For example on Instagram we have 728 followers with 887 interactions vs others like us have 879 followers but 154 interactions.

News & Public Affairs (N&PA) is the single highest draw. Meaning that our music listeners spread out across broadcast, the 3 HD streams, and individual show streaming, the N&PA audience flocks to HD3/The Source or individual news stories. The WMNF News page on Facebook has reached 10,500 for an increase of 377%; likely due to the Florida governor running for President. A news story about the Governor temporarily bogged down our website so badly we had to take down the story for a few days – after receiving more than 500,000 views. Highlights of other WMNF news stories:

(19,800) Florida second in nation for eviction and foreclosure moves (May 9) by Justin Seecharan -

<https://www.wmnf.org/florida-second-in-nation-for-eviction-and-foreclosure-moves/>

(10,300) Doctor says new DeSantis medical laws are ‘freedom for me not thee’ (May 16) by Janet & Tom Scherberger -

<https://www.wmnf.org/doctor-says-new-desantis-medical-laws-are-freedom-for-me-not-thee/>

(6,200) Florida surgeon general, known for spreading vaccine misinformation, praises state’s COVID-19 response (May 22) by Chris Young -

<https://www.wmnf.org/florida-surgeon-general-known-for-spreading-misinformation-praises-states-covid-19-response/>

(3,800) UPDATE: Florida Governor Ron DeSantis has signed a law that renames a Hernando County road for Rush Limbaugh (June 1) by News Service of Florida -

<https://www.wmnf.org/hernando-county-road-named-for-rush-limbaugh-florida-lawmakers-billions-dollars-road-projects-2/> - An earlier version of this story had an additional 2,100 page views.

(2,800) Iconic Florida bird faces extinction – one group is fighting to save it (May 30) by Chris Young -

<https://www.wmnf.org/iconic-florida-bird-faces-extinction-one-group-is-fighting-to-save-it/>

(2,600) Nearly one million Floridians could lose their health insurance; here are their options (May 9) by Seán Kinane -

<https://www.wmnf.org/nearly-one-million-floridians-could-lose-health-insurance-here-are-their-options/>

Major initiatives:

Endowment: WE HAVE MET THE MATCH!!! We have received more than \$210,000 in pledged donations to start an endowment. We are now working on fulfillment of pledges and “Thank you” gifts.

Podcasts for Justice: We have contributed another 30-minute Sprouts episode to Pacifica made up of podcasts produced at WMNF including kids from the Boys & Girls Club of Tampa, The Bautista Project (homelessness), Fire & Ice (African and Caribbean diaspora), Suki 222 (sustainability).

Staff development:

Development department is receiving additional training on Allegiance software with the goal of efficiency, utilizing the application to its fullest, and providing analysis.

Finance Director attended conference for training on CPB audits, DEI, and fundraising trends.

Facilities and Infrastructure:

The security fence on the east side of the building will be installed in June. The new HVAC will be installed in July. We repaired a leak in our roof but the whole roof will need to be replaced in the next fiscal year. We have the reserves to do this. We would normally apply for a state DOE grant.

However the governor has vetoed all capital projects for public media two years running. That means we will also need to fund a new generator at the transmitter site. We need to update computers to install Windows 11 on every computer. We will be seeking donations and funding for this project.

Meeting the Mission

On air programming: Program changes have been implemented including an extra hour of midday public affairs. Full rethinking of HD3 is in process as is the reproduction of HD4 to better utilize our library and all of our signal. Music programmers in the 6am-6pm time slot have been working together to better define and enact the midday music mix. Our audience is indeed shifting from 55+ towards 35+. We also have more 18-35 year olds

becoming regular daily listeners. As we trend younger, we are also becoming closer to 50/50 gender parity, but not yet. According to Nielsen numbers, our “Black” listenership is dipping. But our “Hispanic” audience is increasing. We have no information regarding the ethnic make-up of streamers/smart speaker users.

Outreach and outside staff participation: Juneteenth was incredibly well organized by Scott Elliot and Pamela Robinson and attended by the greater community. Tours of the station were provided and music programmers across dayparts and days provided inspired playlists for Juneteenth. The Program Director attended Emo Night to share the WMNF mission and recruit volunteers. There were multiple volunteer orientations, one general and one specifically for phone answerers. Five of the seven attendees started their work at the station.

Interaction with the community:

Sam has the incredibly unfortunate news that Tony Ferrentino, longtime co-host of The Soul Party with Steve The Hitman, has passed. Tony brought a big light into the studios and on the airwaves: dancing, making listeners smile, and creating lasting community connections. He would often visit and uplift listeners of the show who are incarcerated, and Tony will be deeply missed.

Mission topics addressed: May was mental health month. June was LGBTQA+ pride month. Many music playlists, news stories covered, and public affairs shows influenced by these topics.

Satisfying the Long Range Plan (LRP)

The marketing plan is starting to take shape with the new logo on t-shirts and a banner. The website is in development and is scheduled to be launched sometime over the summer. A deposit on a new mobile app has been made and that development has also started. Because the app is fed by website content, the app will be released after the website.

Our outreach to the Black community and development of HD2/Urban Café is going well. However, we have noted the decrease in broadcast listenership. On the other hand, our Latin audience is building and we are seeking to provide more content for this audience. Multiple concepts are in development.

We are making decisions about how to insure that the website does not crash with the amount of volume that we anticipate as long as the Florida governor is a Presidential candidate and our marketing campaign ramps up.