

THE NATHAN B. STUBBLEFIELD FOUNDATION
BOARD MEETING MINUTES 6/26/23
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>	<u>P</u>	<u>A</u>	<u>Board Member</u>	<u>P</u>	<u>A</u>
Will Greaves	L		Geoff Gutgold	V	
Isha Del Valle	V		Dyllan Furness	V	
Jennifer Meksraitis	V		Jennifer Campbell	V	
Amina Spahic	V		Yvette Lewis	L	
Mark Schreier	V		Emmy Lou Fuchs	P	
Scott Elliott	L		Greg Vannette	V	
JoEllen Schilke	V		Samantha Hval (Staff Rep)	V	
Jack Timmel	L		Grant Hart	Z	
Randi Zimmerman (Station Manager)	V				

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.

<u>Agenda Item</u>	<u>Lead</u>	<u>Time</u>
Call to Order	Isha Del Valle	7:20
Roll Call/Proxies	Emmy Lou Fuchs	7:21
Guests: Michael Mainguth Miss Julie		
Agenda Review	Isha Del Valle	7:22
Acceptance of Items on Consent Agenda	Isha Del Valle	7:23
Jennifer C moves to accept the consent agenda, Geoff seconds, all in favor.		

Review/Approve Last Month's Minutes **Isha Del Valle** **7:24**

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

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

One of Scott's absences will fall off in July.

Guest Comments **7:26**

Miss Julie wanted to thank everyone for help with the Pride parade.

Long Range Planning Committee **Amina Spahic** **7:37**

Will be fleshing out mandates more over the next month in order to have our three year plan in the fall. Worked with Ingrid the retreat facilitator to come up with a more inclusive approach to the plan that distributes the load more evenly, with small groups of people working on each section of the plan. The action committee will then put these together into the full plan.

Diversity and Inclusion Committee **Jennifer Meksraitis** **7:32**

Discussed getting more volunteer involvement in the diversity committee. Also, discussed tracking diversity and inclusion via survey.

Would also like us to work on getting more events that include the Hispanic community, which Isha is working on. Also getting the mission calendar into a more accessible format.

Miss Julie speaks up to say that the volunteer application is already pretty long and asks for skills and interests as well as age. One place that might be a way to get more of that information is at new volunteer orientations, which have been implemented recently. Getting people to join the committees could be a blog post or something that can be included in signup messages letting people know which committees are looking for more volunteers.

JoEllen mentions that a KPI could be measuring news stories, outreach and events that fit with that month on the mission calendar.

Bylaws and Policies Committee **Mark Schreier** **7:55**

KPIs for the Bylaws Committee generally are limited to making sure the bylaws are up to date and reviewed annually. Additionally, although the General Policies state that it is not the responsibility of the Bylaws Committee to make recommendations as to matters of policy of the Board or the station, some other possible KPIs for the GM are to monitor the following:

- are there policies that are no longer consistent with the station mission?
- are there policies that require supplementation or revision due to lack of clarity?
- are there policies that conflict with other policies?
- are additional policies needed in specific areas?

Jennifer Campbell mentions that the board could section out the bylaws to go through and review and update one section a month so that they are kept up to date every year. Will agrees and says that's something we should set in writing as a guideline. The chair of the bylaws

committee is likely the person who should have control over the document. Isha recommends reviewing the bylaws between March and June every year.

Volunteer Committee

JoEllen Schilke

8:12

Looking into KPIs based around number of prospective volunteers attending orientation in a given month, number of new volunteers that received tasks, number of completed training hours for volunteers, volunteer recruitment and retention, and something like keeping track of which areas have volunteers and which ones need more coverage. Would work with Julie on figuring out the easiest ways to get this kind of information that wouldn't add a huge amount of new reporting.

Development Committee

Emmy Lou Fuchs

8:18

Haven't had a KPI meeting yet, still looking for stable membership, specifically anyone who might have experience in event planning and has connections to the local community.

Community Advisory Board

Dyllan Furness

8:20

Brought the CAB up to speed on the long range plan development and asked them to review it, and will update with their feedback at the next meeting.

There was good feedback on the marketing and programming updates. A member of the committee offered to talk with younger people in the hispanic community to get their read on WMNF, reporting that they didn't seem to have a strong connection with the station. Other members of CAB who have been with the station a long time really appreciate the email updates that Randi, Julie, Shari and others send out, although that's probably not the best way to connect with younger audiences.

Finance Committee

Greg Vannette

8:29

One proposed KPI would be cash investments as specified in the general policies document as operating expense coverage of 30 days, operating reserves of 90 days and additional reserves of greater than 120 days. We currently have \$928,820 of reserves, plus \$215,000 that had been converted to CDs, which is combined 266 days cash on hand. Compared to the budget, we predicted about 191 days cash on hand so we are doing better than what we are projected to end with. The finance committee would discuss in detail why that is and then provide a summary at the board meeting.

The second proposed KPI category would be an analysis of our approved operating budget compared to where we are year to date actual. Currently our total operating revenue is about \$128,000 under budget but our expenses are under budget by \$195,000 which gives a net positive. These two KPIs would capture the finances succinctly and could be updated quickly for each board meeting.

Personnel Committee **Jack** **8:34**

Big push this month has been wrapping up the GM evaluation. Will be shifting towards working with the LRP committee and fleshing out KPIs in the next month.

Manager Report **Randi Zimmerman** **8:36**

Report was sent for review the Friday before this meeting.

Will congratulate Randi and everyone involved on hitting the Meet the Match goal. Mark asks about the most recent fundraiser and new strategies. Randi explains that Shari has developed new pitch training that goes more into the theory behind fundraising and clarified what was expected of on-air programmers.

Dyllan asks about tracking listening with analytics. Randi explains that Nielsen tells us roughly what our numbers are with the black and hispanic community, showing that we're losing some black audience and gaining some hispanic audience. Also both Nielsen and Google analytics show a shift towards a younger audience. Would like to look into how to quantify those demographics for volunteers.

Executive Session **Isha Del Valle** **8:59**

Jennifer C motions to enter executive session for personnel reasons, Jack seconds.

JoEllen motions to exit executive session, and Jennifer C seconds 9:58

PALS **Jack** **10:00**

(Participation, Accomplishments, Listening, and Scheduling)

P - 9,7,8,8,8,8,9,8,8,8,9,7,7,8,9

A - 8,8,8,8,8,8,8,8,9,9,9,8,8,8,

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

S - 9,7,7,7,8,7,7,8,7,7,7,8,8,10,6

Next Meeting 7/17/23 **Isha Del Valle** **10:07**

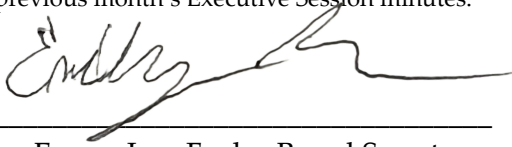
Adjournment **Isha Del Valle** **10:08**

JoEllen motions to adjourn. Scott 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.

A handwritten signature in dark ink, appearing to read 'Emmy Lou Fuchs', written over a horizontal line.

by Emmy Lou Fuchs, Board Secretary

MANAGEMENT REPORT

June 2023

Prepared by: Randi M. Zimmerman, General Manager

Preface: In the recent past, this report has been a laundry list of what staff does on a daily basis. I am not sure how it began. But, I believe it originated from a place of insecurity that people are not working hard, either from those looking at what is being done or by those doing the job. Moving forward, and please let me know if this is more appropriate, we assume that people are taking care of the tasks great and small to achieve our goals. So what should be in this report? The following represents what I believe might be a better way to report what is happening at the station. I highly encourage the Board's participation in making this report a comprehensive yet not detailed discussion of how the staff is embodying and enacting the mission as well as fulfilling the Long Range Plan.

My goal in these and subsequent reports will be to separate the report into thematic segments that describe the issues that first and foremost attend to the topics that meet the Board's fiduciary responsibilities. Specifically, issues around the FCC license and 501c3 status are paramount. Part of that is the financial health of the station, and how we are operating sustainably. Second, I will account for the ways staff is meeting and advancing the mission of the station. Third, this report will aim to describe the ways the staff is satisfying the goals of the Long Range Plan (LRP). I will do my best to describe the successes and challenges as they may impact these three main topics. Again, please let me know if you would like a report that is designed differently, covers different content, or otherwise. Thank you in advance for your thoughtful efforts.

My issue with this current presentation: we may not see who is doing what and hides the hard work of particular individuals. However, I generally do not show things we are trying because sometimes we are not successful or they do not bear fruit right away. I might be more apt to share some of those because it will show how we are trying many avenues to meet our goals.

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 at or below budget and maintaining our resources. We have also applied for and received more than \$200,000 in federal ERC funds from the IRS. This \$200,000 is not yet represented in our cash position. We are expecting another payment of approximately \$90,000. Along with our regular fundraising efforts, this IRS credit puts us in excess of the amount we needed to fund this fiscal year.

We are up to date on CPB and DOE grant payments and reporting.

On air summer 2023 fund drive: As of the morning of 23 June 2023, we have raised \$145,623.88 (81%) of our \$180,150 goal. The Development Director (Shari) provided a new fund raising training that provided programmers with more background on fund raising principles and new language that supports the new marketing plan. She received complimentary emails from programmers who utilized this training, as well as support from staff and other volunteers stating they were able to meet their goals due to this assistance. 25 of 86 shows (music, news, and public affairs). Programmers continue to soft pitch to meet theirs and the station's goals. The website and other social media also supported the drive and enacted the new marketing language.

Data from Allegiance Software regarding membership:

Revenue by Donor Type



Fiscal Yr	New	2nd Yr	Multi Yr	Recaptured
2023	880	272	3,190	892
2022	951	356	3,305	769
2021	1,081	317	3,580	1,108
2020	1,030	295	3,595	1,110
2019	1,160	372	3,713	1,117
2018	1,220	439	3,519	1,055
2017	1,276	386	3,392	1,233
2016	1,324	374	3,345	1,072
2015	1,575	371	3,318	1,271
2014	1,878	453	3,397	1,335
2013	2,151	453	3,421	1,603
2012	2,530	629	3,640	1,374
2011	3,608	714	3,822	2,045
2010	3,815	766	3,784	1,969
2009	4,238	885	3,727	1,934

2008	3,801	864	3,434	2,131
2007	3,554	911	3,419	1,602
2006	4,180	1,186	3,439	1,579
2005	4,978	1,395	3,011	1,830
2004	6,623	1,307	2,634	1,338

Overall, public media membership is down and continues to drop. Experts explain that this is due to multiple factors including: other subscription services; younger audiences not as connected to public media in the same way as their predecessors; the economy for working and middle class families and those on fixed income; etc. In addition to taking advantage of Tampa Bay's rising population, we are also moving our programs and marketing outside the Tampa Bay area. We have found that standard terrestrial marketing is still effective regarding gaining audience, we have yet to determine how to turn that audience into listener sponsors. Conversion from "listener" to "listener-sponsor" is also an issue regarding our digital-only audience. We must change our business model without changing our values.

Audience: According to the latest Nielsen ratings (April 2023), our overall rating is #21 in the Tampa-St. Pete-Clearwater metro area. We have approximately 69,400 broadcast listeners on a weekly basis for a 1.7 share of the market. For context, WUSF has 118,000 listeners and 3.1 share. The #1 station in the market is WDUV with 572,800 listeners and a 9.1 share. Our average daily listenership according to Nielsen is 27,600. We had a dip in the late winter/early spring putting our six-month average daily listenership at 32,200 broadcast listeners. What continues to set us apart in the market is that so many listeners are tuned-in for 4.5 hours per day, a much longer time than many other stations.

According to Google Analytics, and to keep the comparison with Nielsen consistent, in April we had 34,919 stream HD1 (broadcast); 19,475 stream HD2 (Urban Café); 34,712 stream HD3 (The Source); 20,727 stream HD4 (New Sounds). In the four weeks between the last Board meeting and now, we had 37,653 stream HD1 (broadcast); 20,718 stream HD2 (Urban Café); 43,471 stream HD3 (The Source); 20,798 stream HD4 (New Sounds).

We approach social media as a way to develop engagement and a deeper relationship with the station that we hope will lead to people becoming "listener-sponsors." In addition to regular posting on multiple platforms, we have also paid for "boosting" key events and running a few contests. This has led to an increase in reach but more importantly engagement and new followers. On Facebook alone, our reach of 22,237 has led to 5,134 engagement.

On Instagram we can see how we are doing compared to other similar pages, where we have developed 728 followers compared to similar pages collecting 879; with 887 interactions compared to 154 interactions for other similar pages.

We have also started to re-engage with LinkedIn. Our Pride post received not just views but also engagement. We expect the development of this page to help build a professional face for potential donors.

The Facebook live feed continues to go up and down and last month was a down month.

News and Public Affairs (N&PA) continues to be the single highest draw. This means that while our music audience goes to our different HD streams and individual programs, the news and public affairs audience flocks to The Source or a particular news story. Last month a story we posted from News Service of Florida crashed our website. In that time, the story received well over 500,000 views. On a regular basis, as you can see from the streaming numbers above, HD3/The Source often receives as many listeners as our HD1/broadcast channel. We expect more traffic as Florida's governor remains a candidate for President and are working to expand our media capacity to prevent another crash. Additionally, the WMNF News page on Facebook also had a 377% increase in reach to 10,500.

As sample of stories that had more than 2,000 views include:

(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. We are still working on fulfillment through phone calls to donors explaining why we need their donation by the end of June. However, we already have more than \$200,000 in the bank. Shane is still in the process of transferring those funds to the Napier account. It will happen by the July 5th deadline. Just like other capital campaigns, the WMNF community raised this money in one year with \$1, \$5, and \$10 dollar bills as well as checks and donations in the tens of thousands. The Development Department is now focused on fulfilling thank you gifts for many of those generous people.

Podcasts for Justice: We have contributed another Sprouts episode to the Pacifica Network made up of podcasts produced at WMNF including the kids from our local Boys & Girls Club, The Bautista Project (homelessness) and Suki 222 (sustainability).

Staff development:

Development department has received its initial of ongoing training on the Allegiance software. Training continues through the summer. This will allow us to determine 1) should we stick with Allegiance; 2) utilize Allegiance to its fullest whether we keep it or not; 3) help us better define what we need from our CRM or obtain other software to meet those additional needs.

Finance Director attended conference that provided more detailed training on audits, DEI, and fundraising trends. This is essential to maintaining our CPB and DOE grants and making audits smoother. This conference also provides opportunities to develop relationships with our common stations in the Tampa Bay area and similar stations around the country. It makes the Finance Director more confident about their job and makes space for more developed analysis and forecasting.

Facilities/Infrastructure

We are preparing and waiting for our new security fence on the east side of the building and a schedule for the installation of our new HVAC system. Thankfully, we have not had an AC crash during the heat and have the cash in the bank to pay for these necessary improvements.

Our state application to update our generator was rejected along with all other public media applications for facility upgrades and repairs. This will be included in our upcoming budget proposal for the next fiscal year. There is no urgent need for a generator. However, it should be replaced in the next year or two. We do have other technological urgent needs totaling approximately \$10-15,000. Since these items were already approved in the last capital budget and we have exceeded our revenue goals, I will approve the expenditure of these items over the summer.

We had a leak in our roof from one of the last storms and fortunately had the \$2,200 to do a repair. This repair held but we will need a new roof soon. We have a bid that will also show up in the budget proposal. There does not appear to be an urgent need for a new roof and I prefer to schedule these sorts of repairs when possible in the dry season.

We will also need to upgrade our computers to allow for Microsoft Windows 11. This is already in process. However, application upgrades will make this more urgent, especially as we add video editing capabilities to our repertoire of online offerings of short videos for social media and our website.

Meeting the Mission

On Air Programming

As already mentioned above, the N&PA department is offering programming that is centered on mission driven, local stories. Staff, volunteers, and stringers are providing stories that are picked up by other news sources. Two new N&PA shows **Community Speaks** hosted by Mabili (noon Mondays) and **Down 'n Dirty** (Mario Nunez, John Dingfelder, Jason and Lynn Marvin Dingfelder, offer more diversity in midday. On the eve of the new schedule, a new host dropped out because of a life event and we are trying to find a permanent solution for our Wednesday afternoon time slot. We are also seeking to rebuild HD3 with more local content and less BBC overnight. Our goal for a new HD3 has a soft deadline of September 1st. There has been significant coverage of stories that meet the mission calendar for May (mental health) and June (LGBTQA+ pride) and Juneteenth.

In addition to N&PA, music program changes have been enacted. Staff is working with programmers to better enact the music mix during 6am-6pm that exemplifies our mission of diversity and music discovery. We are still developing what air checks should be like and how to best encourage on-air volunteer programmers to embody that commitment to this type of music programming. More regular meetings where programmers participate in developing that mix

continue quarterly. Nielsen and Google Analytics confirm that our audience is shifting from age 54+ to 35+ with more in the 18-34 becoming regular listeners. As our listeners are becoming younger we are also seeing more gender parity though this is still not 50/50 based on the broadcast ratings. They are closer to this goal in our streaming analytics. Also, our trend in ethnic composition is drifting away from inclusivity of Black listeners but we are gaining in "Hispanic" listenership.

Our Chief of Operations, Assistant Operations Staff, and super volunteer Tom Collins have provided more than 40 opportunities, weekdays and weekends, during the day and at night, to train and provide brush up trainings to programmers. Each training takes approximately two hours.

The Chief of Operations continues to provide new material and helps volunteer producers create new content for HD2/Urban Café. Especially four locally produced podcasts.

Outreach and outside participation by staff

The Juneteenth event was incredibly well organized by Scott Elliot and Pam Robinson. The well-attended event welcomed people from the community for a pot luck. There were two performances by a Donald Dowridge, Jr. portraying Frederick Douglas. Tours of the station were provided by other on-air programmers.

In order to court more younger listeners, we are also developing ties with local independent music venues and providing ticket give-aways to more independent concerts. For example, the Program Director attended Emo Night Tampa for their 8th Anniversary and did outreach for volunteers at the event, particularly focused on our mission driven station.

Staff coordinated another music blasting, flower-throwing crowd for St. Pete Pride.

Volunteer orientations have resumed. The most recent was held on May 22nd. Two of the three attendees also participated in the most recent fund drive.

Membership drive phone trainings were also held and attended by four new volunteers, three of whom then signed up to participate in the most recent fund drive.

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.

The Program Director, News & Public Affairs Director, Chief of Operations, and GM continue to reach out to various constituencies to develop more on air talent for the HD channels. This has been inconsistent in providing the talent required to fill 168 hours of original content per week for four channels. Note that we are not at this time seeking to provide that much local content. But, we do want our HD channels to have more. A volunteer, Doug Renck, is currently digitizing our recorded live content to prepare to launch HD4 WMNF Classic Live with a goal to launch that content before the end of the year.

Mission topics addressed

Both Music and N&PA have participated in providing content that attends to our Mission calendar, mental health for May and LGBTQA+ for pride.

Additionally, we continue to monitor Nielsen and Google Analytics to make sure that the audiences we are trying to attract are listening. We are reluctant but curious to make such formal counting for volunteers at this time. This would be a welcome conversation with the Board.

Satisfying the Long Range Plan

Marketing/PR plan enactment

We have started to use the new logo to great success. The website is in development. We are still on schedule to launch it mid to late July. Our web master has been working with Coconspirator. Internal stakeholders will be at the next meeting to confirm that all functions are where they need to be. We have contracted for a rebuild of the app. They are working on functionality now. The new app will be launched after the website because a lot of the content comes from our web server. Preparing media deals with local print outlets for more continuous outside messaging.

Building community

As discussed above, we are doing well in diversifying our listenership by age. We are doing well engaging with the Black community in our community events outreach and in greater volunteer participation plus more content produced for

HD2/Urban Café. However, listenership on HD1/broadcast is lower in the Black community according to Nielsen ratings. Our Latin programming is gaining in listenership overall and our “Hispanic” audience is rising according to Nielsen ratings. We have many opportunities with other constituencies in the Tampa Bay area, especially with Asians and Southeast Asians. It is important to note that this is barely 3% of our community at large.

Updating technology

This is a relative project. First, it is very important to note that our facilities are better than most commercial facilities not only in Tampa Bay but in the nation. We have six full studios that can go live at any time. Our music library has no comparison in the area, and likely in the southeastern U.S. However, because more than 80 volunteers on a weekly basis staff our on-air studios, simple things need continuous repair – like dozens of headphones per year. We need to be providing regular reminders in lieu of formal training so that equipment does not wear so quickly. We are very fortunate that we have the funds to update some of our aging, mishandled, and worn out equipment. We need to find a solution to prevent the web traffic that we are expecting and not expecting in the upcoming Presidential election. With continued conservative spending, maintaining the 2.5% monthly set aside, and alternative funding projects, it looks like we will be able to meet these demands.

I appreciate that the next LRP will be for three years rather than five for technology.

Policy changes

The mission committee has had numerous healthy dialogues and I look forward to these continued conversation as it expands to our wider community.

The most pressing policy change that will need attention is the Programmer's Agreement. It is simply too long. I am aware that many of the items represented arrived over long periods of time. As I explained to the Volunteer Committee Chair. I do not seek to alter the expectations. However, the document should be closer to 5-7 pages long with an addendum pointing to the specific issues that generated this long document. The document should be an overview of the basic principles: follow FCC and IRS guidelines, advance the mission of the station through the program application that you proposed and was accepted, follow the Style Statement, and treat the equipment with respect. I have to date, been unable to tackle this project.

#