

The Nathan B. Stubblefield Foundation, Inc.

Board of Directors Minutes

Date: Monday, March 18, 2019



| <u>Board Member</u> | <u>P</u> | <u>A</u> | <u>Board Member</u> | <u>P</u> | <u>A</u> |
|---------------------|----------|----------|---------------------|----------|----------|
| David Harbeitner | X | | Wayne Garcia | X | |
| Letty Valdez | X | | Dwaine Terry | X | |
| Craig Kopp | X | | Sandy Wismer | X | |
| Jack Timmel | T | | Pamela Robinson | X | |
| Bob Ingham | X | | Lauren Adriaansen | X | |
| Nancy Cox-Johnson | X | | Katarina Lauver | X | |
| Carson Holton | X | | Stuart Mellish | X | |
| Will Greaves | | X | Dotty Stewart | X | |
| | | | | | |

T – Participated by Telephone

Proxies: Greaves’ proxy is with Mellish

| <u>Agenda Item</u> | <u>Lead</u> | <u>Time</u> |
|---|------------------|-------------|
| • Call to Order/Meeting etiquette The meeting was called to order and decorum was requested. | David Harbeitner | 7:16 |
| • Roll Call / Proxies | Wayne Garcia | 7:16 |
| • Agenda review | David Harbeitner | 7:17 |
| • Acceptance of items on Consent Agenda | David Harbeitner | 7:18 |
| o Committee Updates from Bylaws (no meeting), | | |
| o Diversity (no meeting), | | |
| o Nominating (no meeting) | | |
| o Heroes (no meeting), | | |
| o Technology (no meeting) | | |
| o Personnel (Executive Session) | | |
| o Long Range Planning (No meeting held), | | |
| o Development (minutes posted in Basecamp BOD/March/Committee Meetings folder), | | |
| o Volunteer (minutes posted in Basecamp BOD/March/Committee Meetings folder), | | |
| o General Manager report (report posted in Basecamp BOD/March/Committee Meetings folder), | | |

- President report (No Report)
- Accepted by the board
- Attendance Review Wayne Garcia 7:19
Three board members have 2 absences.
- Letty Valdez has excessive absences, the board unanimously approved retaining her on the board
Carson Holton has 4 absences. Unanimously approved to retain him on the board.
- Visitors' Comments David Harbeitner 7:21

The WMNF conference room and lobby were filled with visitors, most showing support for Rob Lorei. A sign-up sheet for speakers was passed so visitors could give their names. More than 50 visitors signed up to speak.

Each speaker was allotted three minutes.

Rob Lorei spoke and thanked his supporters for coming out. He called his firing "the largest crisis that WMNF has ever faced in the history of 41 years. The decision tonight is going to affect the station."

Former board president Michael Bagby spoke about the board's continuity and that WMNF decided to be bigger than a "Podunk" radio station. Urged visitors to read the strategic plan. Believes in the process.

Public affairs programmers who worked with Rob spoke in his favor. Longtime supporters of the station said they lost faith in station management as the result of this termination. Former board members Jeanne Holton and Kathleen Ochshorn spoke in favor of Rob.

"We don't want to be run like a business. We are family." Blannie Whelan

Josh Holton, a news volunteer and former board member of WMNF, said he worked directly in news with Rob Lorei and said he managed the newsroom well. No one is more respectful to listeners calling in than Rob.

Many supporters pointed out that they are longtime financial supporters and the board must be good stewards of the station's finances. "What are ratings for? Ratings are for corporate stations." Peter Delacos

Rob has been a "top performer" in being part of the outreach to the public by WMNF. One supporter said this firing did not even meet the standards and progressive discipline shown in the corporate world. They don't do sudden firings like this. "None of us might have been here if not for Rob."

Alan Lipke urged board to rehire Rob as "talkmaster." From his experience working with the news department, Rob's public face is different than his work as news director. Rob has received written and verbal warnings over 25 years. Does this review look at grievances filed over the past 40 years?

Several supporters pointed out that WMNF is in their will and the potential loss from listeners leaving the station is greater than the board believes.

James Ransom from the Tampa Organization of Black Affairs, was present at the start of the station. You represent everything that the community could want from a radio station. He deserves dignity. He lauded Rob for working to rename Buffalo Avenue to Dr. Martin Luther King Jr. Boulevard and to prevent Tampa General Hospital from going private.

Former board member Lori Karpay said she worries that WMNF is headed to being a run-of-the-mill mainstream station. Rob is not WMNF; we are ALL WMNF.

Veterans for Common Sense pointed out that Rob Lorei won their Thomas Paine Award. We need to keep Rob Lorei.

Rob is the "star player," "father," "heart and soul of this station" "cool" "famous" and "chill guy" and exceptional integrity in journalism." "He devotes his life to this station." What is the objective of getting the best person here?

Several speakers said Rob should be given full autonomy in the news department to avoid this type of thing happening again.

One volunteer programmer lauded Rob for the guidance he gave in teaching him how to do his alternative health program. Sustainable Living host also spoke in support. Another supporter suggested giving fellowships for newsmen to join Rob in the news department.

A bylaw change is needed, some speakers said, to take the hiring and firing authority away from the GM and give it to the board.

Another speaker said if you want a younger demographic, WMNF needs to give us a voice and show us respect, and this situation shows us there is no respect in this.

Visitors' Comments ended. 63 people spoke. 10:06

- Review/Approve Last Month's Minutes Wayne Garcia 10:06
- Finance Committee Report Sandy Wismer 10:07
Motion from the committee to put \$10,000 extra into mortgage payment from the committee, passed unanimously
- Visitors asked what the impact of dropped Circle of Friends contributions, and Wismer said that 5% of Circle members has withdrawn their support, as of last week, that would be a \$35,000 loss because of Rob Lorei's termination.

Break at 10:17pm

Called back into session at 10:34pm

- Executive Session David Harbeitner 10:30
 - Personnel matter

Adriaansen moved and Ingham seconded to go into Executive Session for a personnel matter. Approved unanimously.

Executive Session was held.

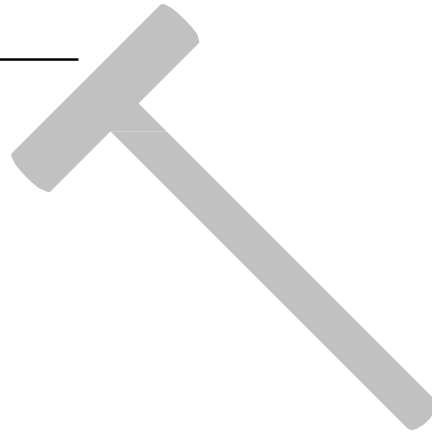
Adriaansen moved, Mellish seconded to leave executive session. 2:22 pm

The regular meeting was resumed at 2:22 pm. PALS was suspended owing to the long hours. The meeting was adjourned at 2:23pm.

By: _____

Wayne Garcia, Secretary

Approved by the Board on: _____



MANAGEMENT REPORT

March 2019

Prepared by: Craig Kopp, General Manager

General Manager

The ratings for January were on the uptick. Overall our market ranking was a .7, matching last January's mark – the highest we've been over a 13 month period. Our daily cume of 22,300 was the highest of the past 13 months. Our time spent listening is back up over 2 hours at 2 hours, 15 minutes. All dayparts were up slightly, except for 3p-7p which was unchanged at a .4. Evening 7p-midnight held strong at 1.0 and weekends were up to a 1.1. Demographically we are still struggling in the 35-44 demo, which inexplicably posted a 0% after showing 8% listening in the Holiday ratings. 92% of our listening is in the 45 to 75+ demographic

Programming

Randy Wind is continuing with another wave of programmer spot checks on formatics. These are primarily during Monday through Friday daytime shows. All in all people are making improvements in identifying themselves, the show and the station and keeping breaks in check. Although Randy discovered one weekend show that did a 7-and-a-half minute break. Yes, they have been informed but clearly we still have work to do on that side of the programming ledger.

Development

The Development team has had several meetings with the folks from Allegiance, our new fundraising software partner.

Here's the schedule for the whole process which Gene Moore received this week:

NEW CUSTOMER INSTALL

| | | |
|---------------------|--------------------------------|---|
| PROJECT/EVENT | WMNF-FM FUNDRAISING INSTALL | Project Contact: Gene Moore Station IT Contact: Robert Fitzpatrick |
| INSTALL COORDINATOR | SHINWAR MAYI | |

| PROJECT PHASE | STARTING | ENDING | ASSIGNED TO |
|------------------------|-----------|-----------|--------------|
| FIRST COPY OF DATABASE | 3/8/2019 | N/A | GENE MOORE |
| PRE-CONVERSION CALL | 4/3/2019 | N/A | SHINWAR MAYI |
| WEB MASTER PAGE CALL | 5/7/2019 | N/A | SHINWAR MAYI |
| SEGMENTATION CALL | 6/11/2019 | N/A | SHINWAR MAYI |
| DATA VALIDATION | 7/1/2019 | 7/8/2019 | SHINWAR MAYI |
| FINAL DATA PULL | 7/15/2019 | N/A | GENE MOORE |
| TRAINING WEEK | 7/22/2019 | 7/26/2019 | SHINWAR MAYI |

| MARCH | | | | | | | APRIL | | | | | | | MAY | | | | | | | JUNE | | | | | | | JULY | | | | | | |
|-------|----|----|----|----|----|----|-------|----|----|----|----|----|----|-----|----|----|----|----|----|----|------|----|----|----|----|----|----|------|----|----|----|----|----|----|
| S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| | | | | | 1 | 2 | | 1 | 2 | 3 | 4 | 5 | 6 | | | | 1 | 2 | 3 | 4 | | | | | | | 1 | | 1 | 2 | 3 | 4 | 5 | 6 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 | 28 | 29 | 30 | | | | | 26 | 27 | 28 | 29 | 30 | 31 | | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 28 | 29 | 30 | 31 | | | |

Engineering/Operations

You have all heard by now that Chief Engineer Max Anduze has accepted an engineering position with Beasley Radio Tampa Bay. It was a great offer for Max and his new family and one we could not match. Max's last day in the office is 3/22. His last day official on the job is 3/24. The position has already been posted and those postings yielded resumes in the first 24 hours. There's lots of work on the engineering side left this year, including the installation of new boards under a Hillsborough County grant. So we will be trying to move swiftly to choose the next person who will take care of the technical and IT side of WMNF.

Speaking of much to do, Max and Dwaine Terry are working hard to bring all programmers up to speed on our new automation system which will replace both Rivendell and SportsSound Pro. Here's the schedule DT provided for the rest of this month:

As promised and mentioned in previous emails, the new on-air studio equipment is in and ready for installation. Before we install, we are holding training sessions for the next three weeks (see schedule below).

Sports Sound Pro and the Rivendell systems are being replaced with our new automation system called "Audio Vault". All programmers, board operators, and show assistants will need training on the new system.

Mandatory training for "ALL" On-Air Programmers & Board Operators.

Audio Vault Training Schedule

Location (conference room)

Training dates as follow:

1. March 12th Tuesday 11am-2pm
2. March 13th Wednesday 7pm-9pm
3. March 14th Thursday 12pm-2pm
4. March 16th Saturday 1pm-3pm
5. March 17th Sunday 12pm-2pm
6. March 19th Tuesday 12pm-2pm
7. March 21st Thursday 1pm-3pm
8. March 24th Thursday 7pm-9pm