Meeting of the NEPM Board of Directors
Monday, March 18, 2024
Public Session Meeting Minutes

Pursuant to the NEPM Bylaws, Section 3.17 Telephone Conference Meetings, a meeting of the NEPM Board of Directors was held at 44 Hampden Street, Springfield and via Zoom Meeting on Monday, March 18, 2024, Susan Fentin, Chair. Those members attending are marked with a "#".

<table>
<thead>
<tr>
<th>#Aaron Vega, Vice Chair</th>
<th>#Liza Henson-Hernandez, Director</th>
</tr>
</thead>
<tbody>
<tr>
<td>#Carlo Centeno, Director</td>
<td>#Liz Roberts, Director</td>
</tr>
<tr>
<td>#Crist Myers, Vice Chair</td>
<td>Lydia Martinez, Director</td>
</tr>
<tr>
<td>Donna Ross, Director, Clerk/Secretary</td>
<td>#Marcos Carreras Director</td>
</tr>
<tr>
<td>#Evie Kintzer, WGBH Director</td>
<td>#Matt Abramovitz, NEPM President</td>
</tr>
<tr>
<td>#Jessica Atwood, Director</td>
<td>#Matthew Landon, Director, Treasurer</td>
</tr>
<tr>
<td>#John Armstrong, Director</td>
<td>#Robyn Newhouse, Director, NGC Chair</td>
</tr>
<tr>
<td>John Kennedy, Director (UMass)</td>
<td>Sarah Carlan, Director</td>
</tr>
<tr>
<td>#Joy Ohm, Director</td>
<td>#Sarah Pfatteicher, Director</td>
</tr>
<tr>
<td>#Laura Wright, Vice Chair, Development Chair</td>
<td>#Susan Fentin, Chair</td>
</tr>
</tbody>
</table>

NEPM staff also in attendance: John Voci, Sr. Director Radio; Vanessa Lima, Senior Business Manager; Tony Dunne, Director of Content; Carrie Saldo, Host of The Rundown; Rebeckah Egan, Multimedia Account Executive; Ismary Santiago-Lugo, Early Education Program Manager; Vanessa Pabon, Sr. Director Education and Community; Vanessa Cerillo, Sr. Director, Marketing & Communications; John Sutton, Interim CCO; Lynn Page, Managing Director, Media Operations; Nancy Dieterich, Interim Sales Manager; and Joyce Skowyra, Executive Assistant, recorded the minutes.

Additional attendees: Paul Lambert, Emeritus; Sue Monks, Chair, Murrow Society Committee, Emeritus; Bob Feldman, Emeritus; Janine Fondon, NEPM CAB Co-Chair; Chris Fournier, CAB Co-Chair; Roberta Hillenberg-Gang, Murrow Society Committee; Karen Burkinshaw, Emeritus; John Briggs, Emeritus; Steve Wittenburg, Emeritus; Diane Troderman, CAB; Nancy Dieterich, Interim Sales Manager.

Susan Fentin, Chair convened the meeting at 5:36 p.m.

- Susan called for a motion to approve December 4, 2023, Public Session minutes. [Vote]
  - Susan noted that Evie made corrections and Joyce reviewed them on the screen.
  - Motion made by Carlo; seconded by Robyn.
  - Vote abstained by Liza Hernandez-Henson.
  - Minutes approved.

Matt Abramovitz, NEPM President – President’s Report

- Matt A. presented a PPT, which will be uploaded to the portal. Highlights:
  - NEPM Culture Assessment Survey: report no later than end of Q3.
  - Staffing and open roles reviewed.
  - Matt reviewed upcoming events. Joyce will send calendar invitations to the Board members.

John Sutton, Interim CCO – Format Change Update

- John’s PPT will be uploaded to the portal and linked to the agenda item in the Boardbook after the meeting. Headlines:
  - Format change going as expected.
  - Set out to grow Core audience. Core listeners to 88.5 are spending more time with the station.
  - Small dip in overall 88.5 audience as classical fans go elsewhere, including our own Classical NEPM.
Tony Dunne, Content Director – *The Fabulous 413* – One Year In

- Tony shared a PPT – it will be uploaded to the portal and linked to the agenda item in the Boardbook after the meeting. Highlights:
  - The Fab 413 celebrated one-year anniversary and Tony shared photos from the past year.

Carrie Saldo, Host, The Rundown

- The Rundown launched February 2, 2024; details were shared via a slide presentation from Carrie.
- The program airs every Friday at 9 am and offers a recap of the week’s news, and the format is to bring in three guests: Carrie +3. Two journalists and someone not a journalist.
- The Rundown covers news you missed or may not have heard and gives opinions of guests.
- Carrie wanted to convey her appreciation of John Sutton’s expertise and guidance.
- Carrie asked to include the following email in the minutes:

```
Good morning,

In my extemporaneous zeal yesterday I neglected to say something important: The Rundown (and so many of NEPM’s local productions) are possible because of the talents of Tony Dunne.

As director/executive producer his work is not readily apparent. Picture this: Mother Nature dumped 12 inches of snow overnight. Yet you awoke to find the steps shoveled, vehicles cleared and ready to drive, and roads primed for travel. It seems like magic! But it isn’t. It’s the result of forethought, deep knowledge of craft and planning for the unexpected.

That’s how Tony rolls. Quietly, consistently and without fanfare. His diligent and skillful work behind-the-scenes means those of us stepping up to a mic or in front of a camera can focus on making the best programs possible.

I’m so grateful he’s on our team.

I hope you’ll consider including this addendum in the official meeting minutes for last night.

Sincerely,
Carrie
```

Public Comment – as offered by Chair Fentin:

- Jessica Atwood inquired about the reception of *The Fabulous 413* and *The Rundown* as podcasts.
  - John Sutton noted steady growth, with plans to segment shows for specific website access.
- Aaron Vega questioned the organization’s readiness for live broadcasts.
  - John Sutton highlighted progress made but acknowledged ongoing capacity building.
  - Contact information provided: john_sutton@nepm.org.
- Carlo asked about the audience profile.
  - John explained challenges in tracking individual radio program listeners but emphasized targeting the core audience.
  - Evie suggested incorporating cameras for video content on platforms like YouTube.
  - Plans discussed for collaboration with GBH staff to leverage their expertise.

- Susan adjourned Public Session at 6:12 p.m.

Submitted by:
Joyce M. Skowyra, NEPM Executive Assistant