Meeting of the
NEPM Board of Directors
Monday, March 7, 2022
Public Session Meeting Minutes
Via Zoom

Pursuant to the NEPM Bylaws, *Section 3.17 Telephone Conference Meetings*, a meeting of the NEPM Board of Directors was held via Zoom Meeting on Monday, March 7, 2022; Susan Fentin, Chair. Those members attending by telephone or Zoom are marked with a "#".

<table>
<thead>
<tr>
<th>#Matt Abramovitz, NEPM President</th>
<th>#John Kennedy, UMass Director</th>
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<tbody>
<tr>
<td>#Jessica Atwood, Director</td>
<td>#Matthew Landon, Director, Treasurer</td>
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<td>#John Armstrong, Director</td>
<td>#Tim Loew, Director, Secretary, Clerk</td>
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<td>#Marcos Carreras Director</td>
<td>#Robyn Newhouse, Director, Chair, NGC</td>
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<td>#Carlo Centeno, Director</td>
<td>Lydia Martinez, Director</td>
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<td>Liz Cheng, WGBH Director</td>
<td>#Crist Myers, Vice-Chair</td>
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<td>#YoungHee Chudy, Director</td>
<td>#Sarah Pfatteicher, Director</td>
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<td>#Sharon Davenport, Director; Chair, Development Committee</td>
<td>#Liz Roberts, Director</td>
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<td>#Susan Fentin, Chair</td>
<td>#Aaron Vega, Director</td>
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<td>#Manuel Frau-Ramos, Director</td>
<td>#Laura Wright, Director</td>
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<td>#Liza Henson-Hernandez, Director</td>
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Also in attendance:

NEPM staff: Anthony Hayes, COO and General Manager; Deepa Krishna, Director, Finance & Accounting; Lynn Page, Managing Director, Media Operations; Jim Gallerani, Facilities Manager; Maxie Jackson, III, Chief Content Officer; Vanessa Pabon, Senior Director, Education & Community Engagement; John Voci, Senior Director, Radio; Vanessa Cerillo, Senior Director, Marketing, Communications & Events; Sarah Tanner, Interim Director of Development; Denise Vozella, Education Team; Johann Vega, Director, Media Lab; Dave Fraser, Assistant Manager, Local Production; Alejandro Cameron, Senior Production Associate; Tony Dunne, Director Content; Heather Murphy, Senior Editor; Ilana Goldin, Administrative Assistant.

Additional attendees: Javier Luengo-Garrido, CAB Co-Chair; Diane Troderman, CAB Co-Chair; Heshima Moja, CAB Co-Chair; Lo Hartnet, Murrow Society; Lucilla Santana, Co-CAB Chair; NEPM Events and Activities Committee; Karen Burkinshaw, Emeritus; Joan Steiger, Emeritus; Richard Parkin, Murrow Society; Tim Boomer, NEPM Advisor; Paul Lambert, Emeritus; Sue Monks, Emeritus; Beth Ward, CAB Co-Chair; Chrissy Campos-Howard, Co-CAB Chair; Marc Berman, Emeritus; Leo Hwang, CAB Subcommittee; Dennis Bromery, former NEPM Board Director; Ellen Freyman, NEPM Board Director; and Garth Janes former NEPM Board Director.

Joyce Skowyra, NEPM Executive Assistant, recorded the meeting minutes.

Susan Fentin – Convened the meeting at 5:30 pm.
- Welcome to new President, Matt Abramovitz!

Susan Fentin – Request for vote to approve the 12-6-21 Public Session Minutes.
- The minutes on the portal reflect a revision to add Sarah Pfatteicher as having attended the meeting as well as removed a duplicate of Jessica Atwood.
- Laura Wright moved to approve the minutes.
- Jessica Atwood seconded.
- All approved, none opposed.
Susan Fentin – Request for vote to approve 12-6-21 Closed Session and Executive Session meeting minutes.

- The minutes on the portal reflect a revision to add Sarah Pfatteicher as having attended the meeting.
- Robyn Newhouse noted that she was also in attendance.
- Jessica Atwood moved to approve the minutes.
- John Armstrong seconded.
- All approved, none opposed.

Joan Steiger – Asked to make a comment. She informed the attendees that Crawford Lincoln, an original member of the WGBY Board of Tribunes, passed away.

Susan Fentin – New Board Member Introduction

- Evie Kintzer, Executive Director, Strategy & Business Development for GBH will be replacing Liz Cheng as the NEPM GBH Board Representative. The Executive Committee approved her nomination.
- Evie’s bio is on the portal. The screen was shared for all meeting attendees.
- Motion to accept Evie Kintzer as the GBH representative on the NEPM Board of Directors
  - Crist Myers moved to approve the motion.
  - John Armstrong seconded.
  - All approved, none opposed.

Anthony Hayes – NEPM FY ’22 Strategic Objectives Overview and Hampden Street Video

- Anthony reviewed the NEPM FY ’22 Strategic Objectives. The document is available on the portal.
- Discussed the New Voices Campaign. Two key NEPM staff recently resigned.
- Reviewed the goals of the plan.
- John Armstrong asked about NV goal; not there yet but Anthony said it’s still achievable.
- Sarah Tanner hopes to close gap by end of fiscal year.
- Carlos Centeno asked about Key Performance Indicators. Working on those and will have in the future.
- Sue Monks asked about public tours in the future. Tours will be used as a benchmark for community awareness. There are tentative plans for a celebration when the building is complete.
- Marc Berman asked about frequency expansion. Susan Fentin said most information is confidential. She discussed the potential for a collaborative relationship with the College of the Holy Cross.
- Shared the most recent Hampden Street construction video.

Maxie C. Jackson, III – CAB Meeting Update

- In February, three of the five subcommittees met: the Latino Advisory, Events and Activities, and Education Committees.
- First CAB meeting was in January. Next meeting is March 22 at 6-7:30 p.m. Open meeting to the public.
- Generation X and Creative Community are the two subcommittees that have yet to be formed. Have preliminary lists for both.
- Remaining subcommittee members will be invited to join in April. The lists will be sent to the Board for approval at the meeting in June.
- After the summer break, the subcommittees will debut in September and resume with a full CAB represented.
- Maxie said the goal is to be sure the CAB members are a reflection of the larger community and the region.
Crist wanted to point out that the organization is fairly new and still an organization in re-organization.

Heshima Moja, CAB Co-Chair and as a member of the Latino Advisory voiced his hope that another goal of the work of these advisory boards will begin to translate into eventual Board positioning, so that Board begins to reflect the same demographic shifts including those that have not been successfully tapped into in terms of programming and listenership.

Maxie said the subcommittees see themselves in an active and engaged role.

Laura Wright – Report of the GBH CAB Meeting
- Laura reviewed the GBH CAB meeting presentation.
- Susan said that this type of presentation is the direction we hope to take our CAB.

Tony Dunne – Connecting Point Presentation
- NEPM’s signature television program. On January 6 moved to a once-a-week show. The show is a 30-minute live program on Thursday’s at 7:30 p.m. as well as available on-demand. Focusing on creativity, culture, and community.
- Tony shared a video of what CP has been doing since January.
- CP is now a digital first production model.
- Tony said that numbers have increased since January. The increased engagement has been organic.
- Instagram is being used to source new ideas.
- Key takeaway since the pivot is that field segments are the most popular. When guests engage numbers go up. Encouraging guests to share our content with their platform and their audience.
- Susan encouraged all to share the content on social media.

Susan Fentin – Request for Public Comment
- There was no public comment.

Susan Fentin asked for a motioned to adjourn the meeting at 6:08 p.m.
  - John Armstrong moved to adjourn the public session.
  - Robyn Newhouse seconded
  - Laura Wright seconded.
  - All approved.

- The next Board meeting is on May 9.

Submitted by:
Joyce M. Skowyra
NEPM Executive Assistant