

WYPR Board Meeting Minutes

January 14, 2015

3:00 pm

The Executive Session of WYPR Board Meetings is closed to the public due to discussion of matters relating to individual employees and other confidential proprietary and financial information.

I. Minutes from November 19, 2014 meeting approved

II. Governance Committee Report

Nomination of Matthew Martin, PNC Vice President, as Board member. The nomination was approved unanimously by board.

III. Development Committee Report

The station is over its goal for major gifts (gifts over \$2500) with an increase of \$25k over last year's total.

IV. Finance Committee Report

HVAC installation is proceeding on schedule, payments on bank loan are already being made on the loan. A BGE credit has been received for energy-saving program. Sustaining givers model continues to be very successful, and will help to meet financial goals of FY 15.

V. Finance Issues

Station was slightly short for Oct fund drive when sustaining memberships began, a portion of this shortfall has already been recovered and the remainder will be made up in next 4 months. WYPR previously received \$18-20k in monthly installments. With new sustaining members, this has increased to \$32-34k a month.

VI. Guest Ms. Loren Mayor, Chief Operating Officer, NPR

NPR Corporate Strategy consists of 4 priorities

1. Delivering excellent content
2. Expanding diversity and engaging a younger and more diverse audience
3. Collaborating inside of NPR and outside of NPR
4. Increasing net revenues

NPR's aspiration is to tell the stories that matter most which requires having the best storytellers in the world, innovating in form and design, holding several major broadcast events a year (e.g., the new show *Invisibilia*), and giving employees accountability and empowerment

NPR wants to diversify its staff. Most on-air voices are white and male, and from Washington or L.A. Each NPR division is being challenged to try a 12 week program to add diversity. Reporters are working to connect with more women leaders, for example. NPR is focusing on adding diversity in the news manager positions. The NPR newsroom currently has 24% diversity. The goal is to increase news leadership diversity by 5%.

NPR believes that careful selection of news topics and greater use of social media will add younger audiences. For example, *Invisibilia*, a new show and podcast launched on Friday, January 10 and is now #1 on iTunes. It is attracting untraditional listeners who like long-form on-demand storytelling.

The NPR One app is local, national, and personal audio. NPR One currently has 500,000 users and 57 stations are active contributors of local news. Digital format provides data on listeners and habits back to NPR which owns the data and demographics. Local stations can insert events, fundraising, and promos into NPR One.

Executive Session