

WYPR Board of Directors Meeting
November 15, 2017

Minutes

Attendance:

Board Members: Darcy Carroll, Meadow Lark Washington, Sophia Silbergeld, John Prugh, Neil Meyerhoff, Dale McArdle, Gary Levine, Albert Williams, Liz Atwood, Cindy Amitin, Matt Martin, Laura Speer, Cynthia Berman, Jack Machen, Peter Toran, Emile Bendit, Frank Boston

Board Members by phone: Deborah Callard, Lisa Manzone, and Bailey Morris-Eck

Absent: Cheo Hurley, Ann Quinn, Andy Brooks, Tyson King-Meadows

WYPR Staff: Tony Brandon, Carla Truax, Liza Matthews, Jamyla Krempel, Heidi Shepherd, Brian Crompwell, Carolyn Jewell, Kyle Leslie

1. Meeting called to order at 5:30 PM by Darcy Carroll, Chair of the Board
 - a) The Board of Directors unanimously approved the September 13, 2017 Minutes
 - b) Note - WYPR will re-send the "attachment"; was circulated separately prior to the meeting
2. Chair Comments: Thanksgiving is the Chair's favorite holiday and we should stop to reflect upon our good fortune and give thanks
 - a) Thank you to Board Members and Staff for their hard work during the fall drive, to all those who attended the David Sedaris event and to Emile for hosting a lovely event for Major Donors
 - b) Thanks to the Staff for all of their hard work; WYPR reached out highest come in a year during the month of October
 - c) Darcy let all know about Al Burke and his recent surgery to remove a melanoma. He is doing well and will be back at work as soon as possible. Please keep him in your thoughts and prayers.
 - d) Darcy also wished Tony a 'soon to be' happy birthday
3. Committee Reports –
 - a) Development - Matt Martin
 - 1) Thank you to the board for their personal board pledges and commitments to date....during the drive we were able to report 100% participation from the board towards the match
 - 2) Emile hosted a thank you event with Diane to thank major donors, foundations, and a few underwriters for their gifts to the station in the last year. We had 40 attend the event with our local personalities mixing and mingling with the guests. Thank you to Emile and Diane for hosting such a lovely event!
 - 3) The first committee meeting will be December 5th and we will be looking at new prospects, best practices to cultivate them with upcoming events, etc. and who best to get them involved at WYPR. We also continue to nurture major givers that have been generous and look for opportunities to link them to certain programming
 - 4) We would encourage the Board to submit possible MG prospects to Tony and Liza. They will do the research on how to best cultivate those with any giving history and if none then WYPR will ask the referring board member to help strategize
 - 5) Grants: \$94k has been raised for programming; \$225k pending and submitted to-date

- b) Finance - John Prugh
 - 1) Brian distributed YTD financials
 - 2) We are showing healthy income to-date and anticipating some strong months ahead
 - 3) The sustaining program continues to grow, as well as car donations
 - 4) Expenses remain flat
 - 5) Tony and Brian are looking into a new phone system - long overdue
- c) Audit – Albert Williams
 - 1) The Audit was clean with four minor observations; management responded to all of them
 - 2) There was an accounting (data entry) change implemented by Brian Crompwell as a result of one of the observations
 - 3) Tony Brandon mentioned that PNC approved and accepted the audit
 - 4) The audit for fiscal year 2017 was unanimously approved by the Board of Directors
- d) Governance – Cynthia Berman
 - 1) Currently the board has 3 open spots. The Committee is looking at prospects that have backgrounds and skill sets in digital media, marketing, and journalism. The thought is to also have a Frederick presence. Cynthia asked Board Members to submit names to Cynthia and Ann
 - 2) Board Survey - the Committee would like the Board to look at the most recent survey questions in order to identify any possible changes or concerns and get back to Cynthia and Liz by December 1, 2017; the Committee hopes to roll the new survey out in March, 2018
 - 3) Tony reviewed the new FCC Questionnaire with the Board. The FCC is asking for a lot more information from board members to ensure there are no conflicts of interest. Completed Questionnaires need to be turned in by January, 2018
- 4. Digital Presentation
 - a) Darcy: what do we mean when we say digital? For some, it's about technology. For others, digital is a new way of engaging with customers. And for others still, it represents an entirely new way of doing business. At the same time, being digital means being closely attuned to how customer decision journeys are evolving in the broadest sense. That means understanding how customer behaviors and expectations are developing inside and outside your business, as well as outside your sector, which is crucial to getting ahead of trends that can deliver or destroy value.
 - b) Tony provided the Board with an overview of digital from WYPR's perspective (Word – Opening Comments attached)
 - c) Kyle presented a digital snapshot of WYPR versus other Member Stations and displayed various statistics about NPR One (handouts/video presentation rolled up into one PowerPoint, attached)
 - d) Heidi and Jamyla reported on the uptick in use of the YPR Social Media platforms in the last few months: 111% increase on Instagram; 60% increase in FB. Heidi and Jamyla are focusing their efforts on the younger demographic with more targeted events and an increased social media presence so as to engage this audience
 - e) Tony spoke about the new ad campaign and the 5 digital billboards that we will have up for the next few months. Carla then shared that WYPR is taking a harder look at retargeting, streaming and podcasts to help build on the revenue stream. She was surprised by how difficult it has been to monetize WYPR's digital efforts; it has been very slow-going: \$13,500 in 2016-2017 and so far this fiscal year, \$29,000 in revenues. This does not include Out of the Blocks

- f) Guest Speaker – Lori Todd, NPR Social Media Editor
- 1) Social Media training is being offered to over 100 stations currently
 - 2) NPR is helping connect local stations to the right platform as well as getting news bits on the national platform
 - 3) Facebook and Twitter continue to be the strongest platforms for NPR
 - 4) NPR is working on guidelines for stories to be considered from other stations to be put on a national platform. This is all new to NPR as well and is a work in progress
 - 5) Tony asked about monetizing efforts and recognized that WYPR has to “be there”; still, a challenge however; Lori mentioning considerations NPR has toyed with such as “paid social” – haven’t yet bought an audience
 - 6) Liz asked about keeping up with technologies since her students keep switching platforms: Snapchat, Instagram, and Facebook – which one? Now you even have to consider “dark social” – one-to-one sharing that is hard to follow/measure (ex. Facebook’s Messenger)

Call-in Number: 866-906-9330

Passcode: 6941753

Executive Session