

MINUTES

WYPR Board Meeting

November 16, 2016

Minutes of October 5, 2016 Meeting Unanimously Approved

Chair's Comments – Darcy Carroll

Thanks to everyone who contributed to the Board challenge during the last drive and for the increase in gifts from many. Please provide input on what metrics should be used to evaluate station operations. 2017 will be 50th year of public media in the U.S.

The WYPR gift acceptance policy has been distributed. It is in the process of being re-written by the Governance Committee.

Governance Committee – Darcy Carroll and Deborah Callard for Cynthia Berman

Unanimous approval was given for Anne Nelson to serve as a new CAB member.

Board members are asked to submit candidates for the Community Advisory Board to Mac McComas, CAB Chair

Finance Committee – Tony Brandon for John Prugh

Debt is currently \$2.7 million, down from a high of \$6 million. Payment of principal is getting larger. Pledge drive moved from October to September making financials in September stronger. Income will even out by December 31. Exterior painting has been completed. Storefront will be only other project pursued this year.

Development Committee – Andy Brooks

Establishment of an “Urban Fund” to support reporting on urban issues is being considered.

A donor recognition board is being made for the lobby. A soft drive will be pursued from Nov. 20 to end of December. There will be no interruptions to programs. WYPR is participating in GivingTuesday on November 29 with e-mails and social media. Tony Brandon noted that a text-to-give campaign is being delayed to do further research on the experience of other stations.

Outreach Committee – Emile Bendit

Committee members attended an event on Oct 19 at the Pearlstone Center in Baltimore County and made visit to Lazarus Rite, a job training center for ex-offenders in the city.

Programming Information – Tony Brandon and Andy Bienstock

Announcement was made today of Diane Rehm's replacement: Joshua Johnson from KQED in San Francisco. T Brandon asked for input on potential replacement shows

President's Comments – Tony Brandon

T Brandon encouraged Board members to share message of WYPR's independent journalism

G Levine added that the station is non-political, independent, and unique

A Quinn stated that the challenge for WYPR is to get the message of independence to non-listeners

Digital Advertising Initiative – Jim Kucher, Consultant

Many non-profits are trying to do good things, and are struggling with how to pay for it. WYPR's digital initiative will provide more support and more options for underwriters through non-traditional opportunities in critical digital area to provide greater value.

Executive Session

A portion of this Board Meeting was held in Executive Session and closed to the public in order for the WYPR Board to discuss confidential financial, personnel, and proprietary information.