

WOMR Board of Directors Meeting Minutes of April 16, 2020

Attendees: John Braden, Bruce Bierhans, Sandra Hemeon-McMahon, Breon Dunigan, David Wilber, Justine Alten, Marcy Feller, Eli Ingraham, Fred Boak, Steve Gass, Rick Sigel, Mark Adams, Georgene Riedl, Sheila Lyons, Barbara Blaisdell, Tony Pierson, Matty Dunn (staff)

Regrets: None ☺

Meeting called to order at 4:30 pm

Public Comment: None

Minutes: Motion to approve February 2020 minutes by David W, Fred B seconded; approved unanimously

Finance Committee report

- See attached (included in the Executive Director report)
- Additional comments by Tony P: As shown by the report, WOMR is entering into these present turbulent times in good financial shape. We have essentially finalized the BEC, the antennae move is still moving forward, the SBA loan for payroll that we were waiting for (see report) was approved, and we are to receive an additional \$75,000 from the CPB. We have at least a 3-5 month safety net.

Executive Director's report

- See attached
Additional comments made by John B: The equipment upgrade is essentially completed, the pledge drive starts tomorrow (4/17) right on schedule – in fact, tomorrow at 9:30am there will be a live deejay show to kick off the drive. The next big step is for all deejays to have the ability to broadcast live from their homes during this quarantine.
Question from the Board: How will this pledge be approached? There was a deejay summit a few days ago about it. Matty will forward all a link to Bruce's PSA. Deejays/John/Matty will fit pitches in to prerecorded shows every half hour or so. To donate, listeners will go to either: the WOMR website or a new email set up that will take PayPal (donate@womr.org). In addition, John and Chris will be manning the phones intermittingly at the station itself. So far, even before starting the actual drive, we have over \$37,000 in early renewals.
Question from the Board (Eli I.): Can we also make videos and put them on the WOMR facebook page? Answer: Yes! Anyone who wants can record either a voice or a video memo on their phones, just send them to John or Matty.

New Business :

- Program Committee report: Justine reported that the Committee met

- yesterday via Zoom. She said there was a very positive vibe, hearing how the complications and struggles that this quarantine presents has been met for the most part with great success by our programmers and staff. The PC is continuing with its planning of the programming summit.
- Matty recapped that on Thursday 3/19/20, WOMR went into “crisis mode” with much of the programming being handled by him, and he issued a Mayday call out to any and all deejays to send him prerecorded shows. This went on for 2-3 weeks. After that, we went into the present mode, which is by and large stable. Approximately 35-40 deejays are prerecording shows from home, and the radio programming is close to being back on its usual schedule. In the next week or so, approximately 5-10 deejays will be trying out a “live radio remote” approach. But bottom line: We are not in crisis any longer! John remarked that some other radio stations have “gone dark,” due to this pandemic.
 - Question from the Board: Can all of the overwhelmingly-positive feedback received from our listeners be compiled and kept for history? Matty: Sure! But it would be very time-consuming. Eli I. volunteered to help, since she has past expertise in this area.
 - Question from the Board (Rick S) to Matty: Do you foresee a high attrition rate of deejays because of all of this? Matty: No! We have a “wealth of talent” amongst our programmers and producers, and there will be some turnover, but no more than usual. In addition, there have been new deejays who have answered the call to prerecord shows.
 - Question from the Board (Justine) to Matty/John: Would it be possible to have a lending library of technology available to those deejays who do not have/can’t afford their own equipment? Do you think this is a reason why some deejays aren’t sending in shows? Matty: Possibly, but the barrier to prerecording a show is most likely more that of a learning curve or the amount of effort required, rather than a lack of equipment. Very little equipment is required.

Old Business:

- Equipment Upgrade Update: John reports that it is all done! There may still have to be some adjustments, and there will be a learning curve for staff with the automation software (about 12-15 hours of learning to be mastered), but we have hit the home stretch.
- Future Agenda Items: PC Retreat, “New Ideas” component on next month’s agenda = be thinking of some...

Other Business:

- None.

Next Board Discussion via Zoom: Thursday, April 23, 2020, 4:30pm

Next Board Meeting: Thursday, May 21, 2020, 4:30pm. Place: TBD

Adjournment – Motion to adjourn by Sandra, seconded by Dave. Approval was unanimous. Meeting adjourned at 5:09pm.

Minutes taken and written up by Sandra Hemeon-McMahon