

WJFF Radio Catskill Board of Trustees Meeting

September 11, 2023 at 6:00pm

In-person at WJFF, Liberty, NY and virtual meeting online

Approved November 6, 2023

Trustees Present: Don Almquist, Jeff Barnes, Amy Brightfield, Katie Childs, Barbara Demarest, Kirsten Harlow Foster, Leif Johansen, Peter Madden, Clay Smith, Sally Stuart

Staff Present: Tim Bruno, Mimi Bradley

C.A.B. members:

Members of the public present who identified themselves: Linda Hartley

Trustee absent: Dale Blagrove, Duncan Cooper, Heather Quaintance, Kristina Smith

1. President's Welcome - Kirsten Foster

A quorum being present, the meeting was called to order at 6:05pm.

Kirsten thanked everyone for attending and welcomed them to the first full board meeting of the 2023-2024 term. The Station is in a Steady State after years of planning, building and moving to Liberty. This year - for both the Board and Staff, is about standardized SOPs, ensuring continuity plans and benchmarking against the Strategic Plan. We began this process with a great orientation last month with thoughtfully prepared orientation materials, and continued it with a wonderful meeting with the committee chairs to map out the year and identify common initiatives, inclusive of a desire to address potential risks and need to benchmark our work against the strategic plan. Kirsten closed her remarks by noting that the best way we can serve the station as a board is by being present.

2. Review and Approve Past Minutes - Katie Childs

Motion to approve the minutes from the Part 1 of the Board Meeting on June 26, 2023.
(Childs/Stuart)

In Favor: Jeff Barnes, Amy Brightfield, Katie Childs, Barbara Demarest, Kirsten Harlow Foster, Sally Stuart

Abstained: Don Almquist, Leif Johansen, Peter Madden, Clay Smith

Opposed: None

Motion to approve the minutes from the Part 2 of the Board Meeting on June 26, 2023.
(Childs/Foster)

In Favor: Don Almquist, Jeff Barnes, Amy Brightfield, Katie Childs, Barbara Demarest, Kirsten Harlow Foster, Peter Madden, Sally Stuart

Abstained: Leif Johansen, Clay Smith

Opposed: None

3. Public Comment Opportunity

Linda Hartley was in attendance at the meeting, and asked if we typically have 1 or 2 members of the public present at board meetings.

Kirsten responded that yes, we typically have 1-2 members of the public that attend board meetings. We operate under public meeting rules, and the public is always welcome.

4. General Manager & Programming Update

Tim and Mimi shared a slide presentation which included great detail and insight into fundraising successes, overview of events for the year and strategy for future drives. (See attached.)

5. CAB Update - Pete Madden

Ken Luck resigned from the CAB and thus cannot chair the CAB as indicated earlier. Pete Madden to help work with the CAB to identify new leadership.

6. Treasurer's Update - Katie Childs on behalf of Duncan Cooper

See the attached statements. Overall, we are performing well within the budget, with variance in different categories netting out to be within the surplus buffer that was established for this fiscal year. We anticipate the receipt of additional CPB grants, which are traditionally paid in a few block sums throughout the year.

The 2024 budget will be presented at the December 18 meeting. We will begin working on initial drafts in the upcoming weeks with a November 1st deadline for committees and staff to submit final projections.

7. Public Comment Opportunity

Linda Hartley said it was an inspiring and informative meeting that was well run, and that she looks forward to attending the Community Awards.

Motion to adjourn at 7:20 (Clay/Barb)

In Favor: Don Almquist, Jeff Barnes, Amy Brightfield, Katie Childs, Barbara Demarest, Kirsten Harlow Foster, Leif Johansen, Peter Madden, Clay Smith, Kristina Smith, Sally Stuart

Abstained:

Opposed: None

Submitted by Katie Childs, Secretary

Radio Catskill General Manager Report

Tim Bruno. 11 September 2023



Overview

- Fundraising
- Digital Analytics
- FCC Update
- Programming
- Events Schedule

Fundraising

Mimi Bradley

2023 Summer Fund Drive

Community Involvement

The Summer Fund Drive was all about COMMUNITY



- Angie Page single-handedly recruited 28 Community volunteers representing 23 businesses to volunteer, including the Liberty Police Department, Callicoon Marketplace, SEEDS NEPA, Weekend of Chamber Music, *The River Reporter*, A Single Bite, Literacy Volunteers of Sullivan County, HPAC, and St. Peter's Food Bank
- Local small businesses rallied with challenges. We had 31 challenges, 19 from local businesses, 6 from new donors. (Compared to 24 challenges in Spring 2023)
- The Blue Fox Motel Pool Party was a hit, and we plan to repeat it next year

2023 Summer Fund Drive

Summer 2023 v Summer 2022

	2023	2022
Total raised	\$48,648	\$56,921
Total transactions	388	462
Total Donors	347	389
Largest gift	\$5,000	\$1,029
Average gift	\$125.38	\$102.78
Number of gifts over \$250	53	49
Percentage through appeal letter (vs online or call-in)	32%	
Total States Represented	24	20

2023 Summer Fund Drive

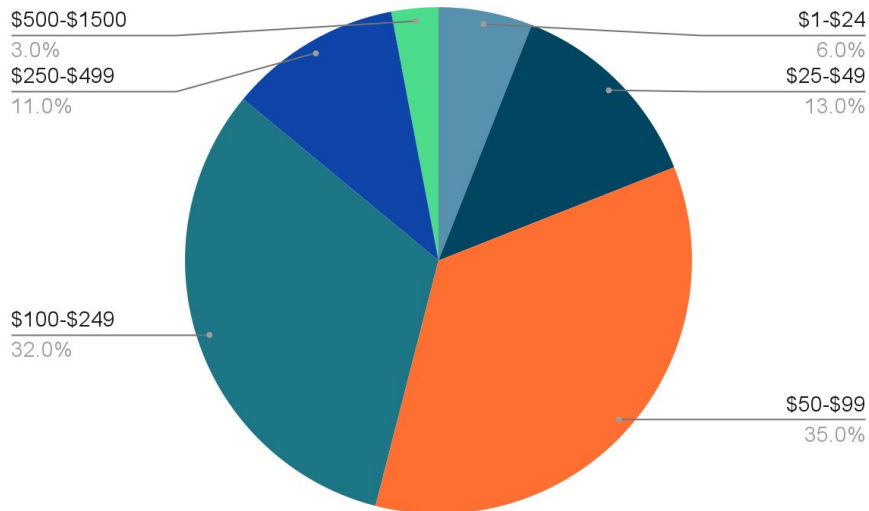
Summer 2023 v Spring 2023

	Summer 2023	Spring 2023
Total raised	\$48,648	\$50,554.52
Total transactions	388	471
Total Donors	347	400
Largest gift	\$5,000	\$5,000
Average gift	\$125.38	\$107.11
Number of gifts over \$250	53	56
Percentage of income from appeal letter (v. online or call in)	32%	
Total States Represented	24	24

2023 Summer Fund Drive v 2022 Summer Fund Drive

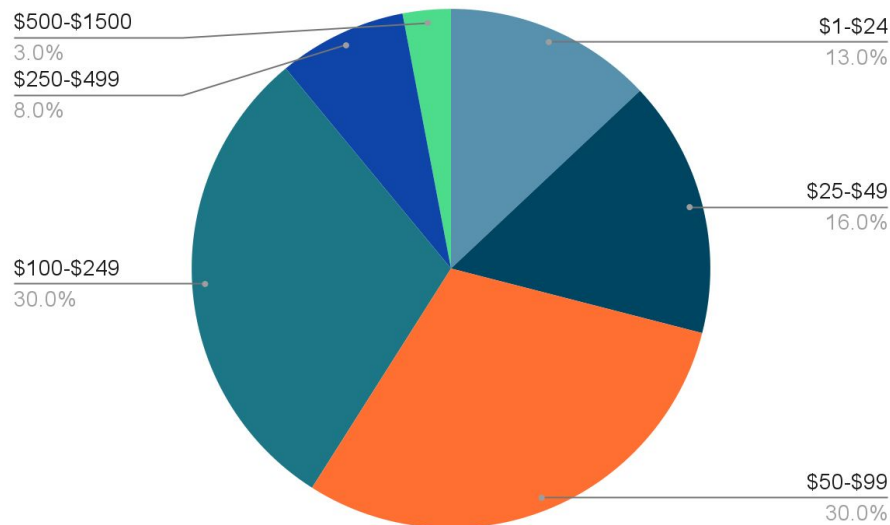
Gift Size Percentages

Summer 2023



Gifts under \$50 made up 19% of total transactions

Summer 2022

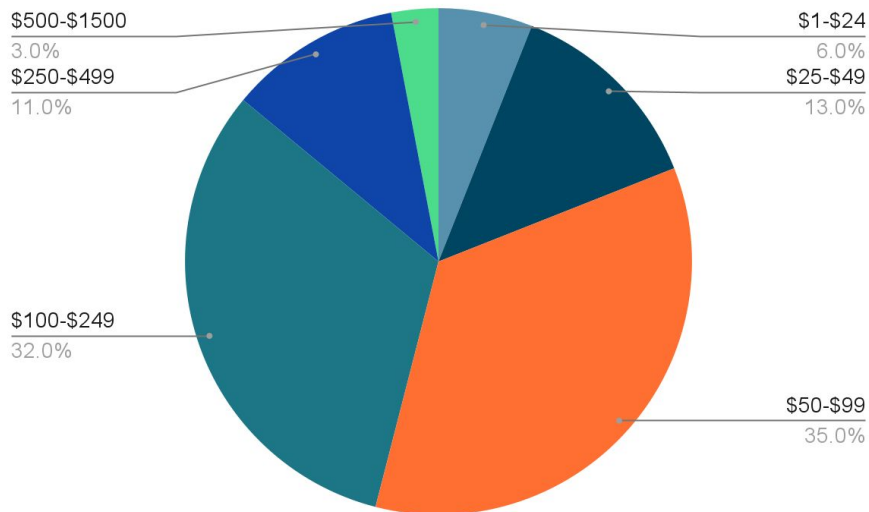


Gifts under \$50 made up 29% of total transactions

2023 Summer Fund Drive v 2023 Spring Fund Drive

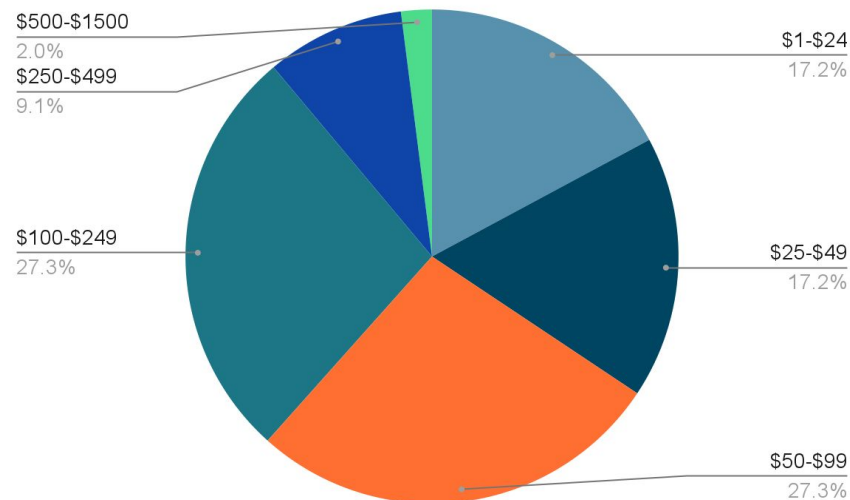
Gift Size Percentages

Summer 2023



Gifts under \$50 made up 19% of total transactions

Spring 2023



Gifts under \$50 made up 34% of total transactions

2023 Summer Fund Drive

Additional Statistics

- **Total new donors: 40**
- Total new Sound Supporters: 5 (avg. gift of \$17.37)
- Total gifts from new donors: \$4,171
- Percentage of total fund drive income: 9%
- Average gift from new donors: \$104.27 (v. \$69 from Spring 2023)
- Only 10% of new donors came in through the mail
- Fewer new donors in Summer (41 v 76) but higher level gifts (\$110.33 v \$69 avg)
- 73% of new donors list NY as their mailing address, with others from PA (3), MA (2), CA, IA, NJ, OK, OR, RI

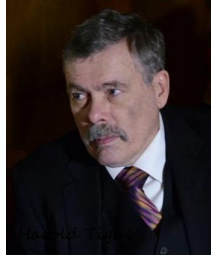
Pop-Up Music Yard Sales!



- Pop-Up Music Yard Sales are a hit!
- Two successful yard sales so far: May 27 (Memorial Day Weekend) and September 2 (Labor Day Weekend) have raised **\$2,925** and **\$3,477** in Music Sales and Merch
- We are now at **\$9,702** in music sales (also includes items sold at tabling events, online sales, and the Grateful Dead tapes)
- We are **\$2,298** from our goal for the year
- The big Music Sale will be held on November 25th at the Liberty Mall, and the Sullivan Catskills Visitors Association will be partnering with us on promotion of the event (and letting us use the space for free)
- Merch is also moving extremely well: sales to date equal almost **\$10,000** (goal is \$6,850)

2023 Community Awards

September 28, Seminary Hill, 5-7 pm



- Ad sales for the program reached **\$11,000**, with a number of new donors, including Dime Bank, Boregaard Jewelers, and the Sturbridge Project
- 22 tickets sold
- Thank you to Jeff and Josh for donating table arrangements!
- Get the word out! Buy tickets! Tell your friends! Help to honor our arts leaders!



Other Fundraising Efforts

Underwriting

- We have **surpassed our 60k goal** for the year!
- We have been successful selling smaller packages for special events to new donors
- Newest new underwriters include Decant Wine & Spirits and KPINZ Gallery
- Please continue to make intros!

Auction

- Raised **\$8,580** this year—an increase from last year
- Had more bidders than last year: 64 v 46
- The experiences were quite successful, most notably the Met Opera Dress rehearsal and the City Ballet Dress rehearsal

Grants

- Upcoming: Report for America
- Upcoming: Sullivan County Discretionary Funding
- Upcoming: FEMA's Next Generation Warning System

Events & Other Opportunities

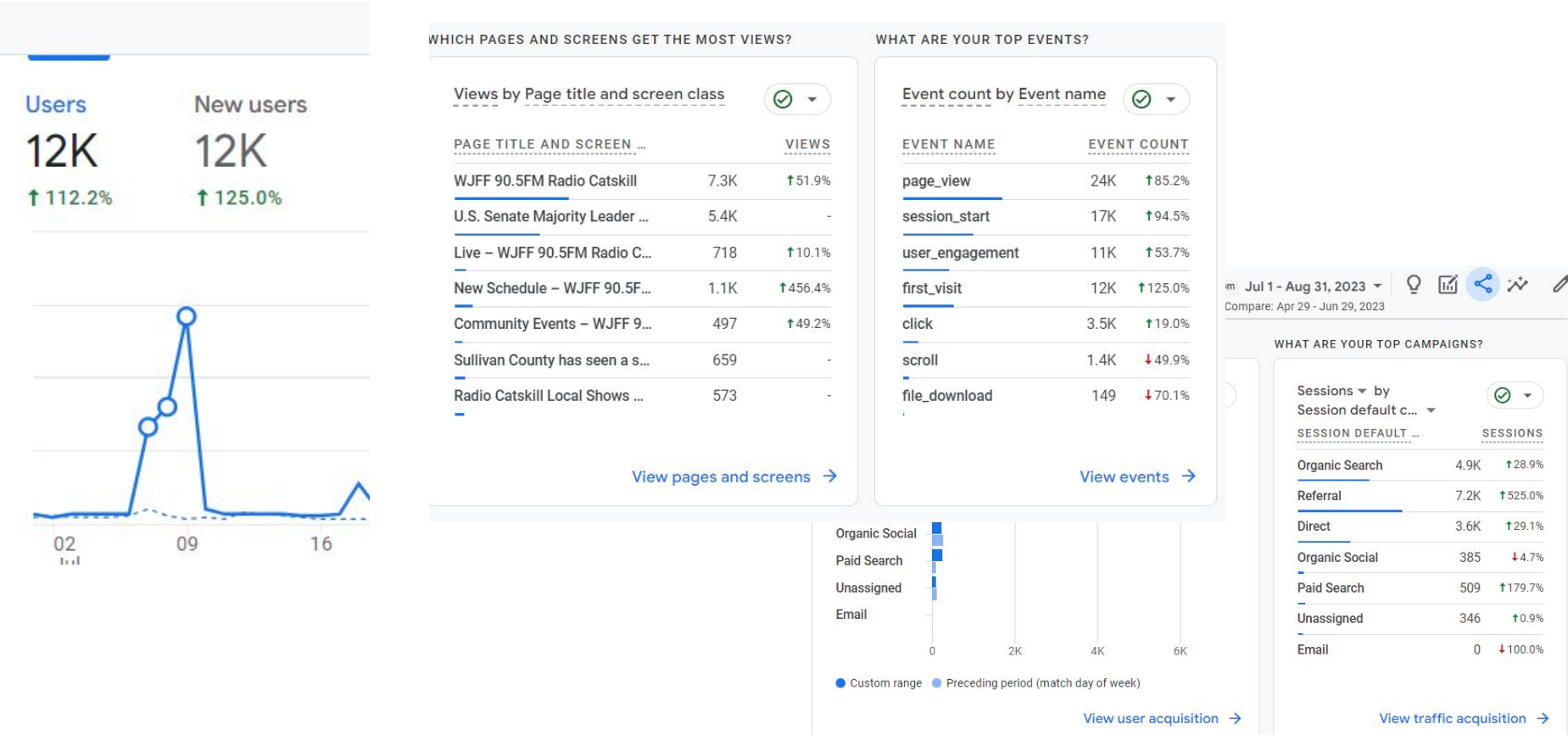
- Apple Pie Palooza, October 7
- Catskill Talks, October 14 (Big Sky Productions)
- Fall Fund Drive, October 16-28
- Fund Drive Event (TBD), October 21

Digital Analytics

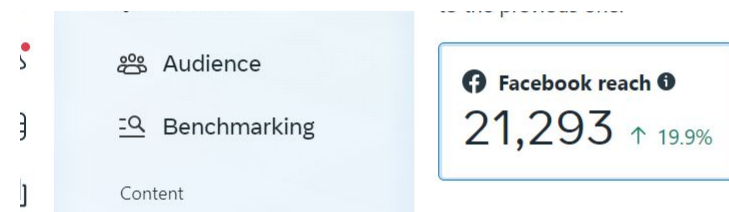
Patricio Robayo

Website Traffic July-August

We saw a rise in engagement July to August, primarily attributed to the Summer Fund Drive, the pool party event, and an increase in our social media content frequency.



Social -Facebook July 1-August 31

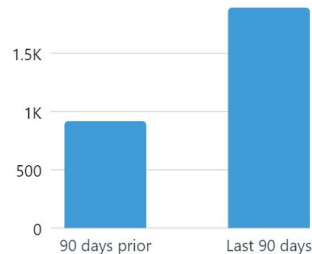


Engagement

Post reactions, comments and shares ⓘ

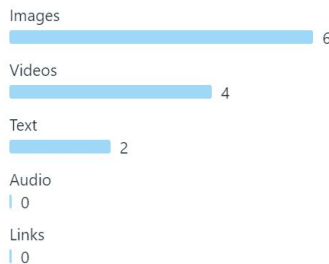
1.9K ↑ 106.2%

Total from last 90 days vs 90 days prior



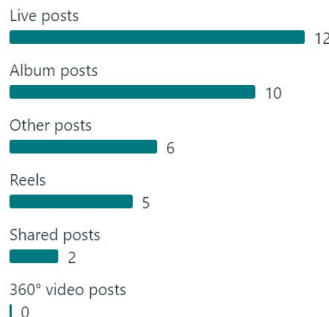
Median post reactions, comments and shares per media type

For posts created in the last 90 days



Median post reactions, comments and shares per content format

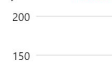
For posts created in the last 90 days



Page and profile visits

Facebook visits ⓘ

1,845 ↑ 96.5%



Instagram profile visits ⓘ

833 ↑ 36.1%

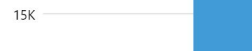


Reach

Post reach ⓘ

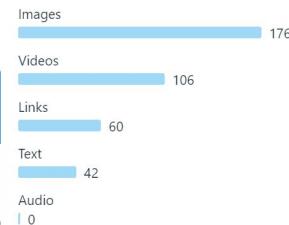
18.3K ↑ 81%

Total from last 90 days vs 90 days prior



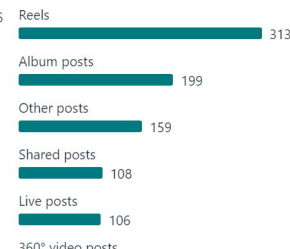
Median post reach per media type ⓘ

For posts created in the last 90 days



Median post reach per content format ⓘ

For posts created in the last 90 days



Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share so you can keep up the great work.

Highest reach on a post ⓘ



Facebook post

🎧📻 Today is Steve Day!
Today, we've got none other t

Jul 27, 2023, 6:44 AM

Highest reactions on a post ⓘ



Facebook post

Did you know that Radio
Chatskill airs live every day...

Aug 7, 2023, 7:19 AM

Highest comments on a post ⓘ



Facebook post

Please give a warm
welcome, LIVE from our...

Aug 19, 2023, 11:05 AM

Social -Instagram July 1-Aug 31 compared to April 30 to June 30

6,673

Accounts reached

See how people have viewed your content over the selected time period compared to the previous cycle.



Impressions 52,658 +22.1%

Profile Activity ⓘ

vs Apr 30 - Jun 30

943

+42.6%

Profile Visits

833

+36.1%

External link taps

106

+135%

Email Button Taps

1

Top Content

Based on reach

All

Followers

Non-followers

Posts

4,649

Reels

4,210

581

14

6

• Non-Followers



Aug 16



Aug 14



Jul 18

FCC Update

- Translator Sale
- Frequencies
- Biennial Reporting

Programming

Feedback July Programming Changes

"Please accept my check with my gratitude for all the wonderful new programming you have been presenting, especially *The Local Edition*, *Radio Chatskill*, updates from the *Times-Union*, and *On Point*! Great line-up and I so enjoy listening! Thanks for all you are doing!"



"Hi Tim, I love the new programming format launched yesterday and have been listening on and off a lot since yesterday. ..Again congratulations on the new formatting. Makes WJFF even better than ever."

"I'm pleased to see WJFF's new schedule. I'm a resident of Sullivan County, but have been tuning in to WAMC regularly for the past several years due to the daytime program offerings. It's becoming more critical for people to have access to progressive news programs that explore social issues and encourage critical thinking. I prefer the new schedule and will likely be switching back to being a more enthusiastic listener. My 2 cents."

Feedback July Programming Changes

"My wife and I have been annual supporters of WJFF for many years, primarily due to the diverse musical programs offered by the station throughout each day of the week. The recent changes to WJFF's schedule has substantially diminished these offerings. Instead, filling the air with more news/opinion pieces which seem to be endlessly transmitted via the media to U.S citizens every day. We have to express our displeasure with the recent decision by WJFF to move in this direction and will be modifying where we contribute our charitable dollars."

"Where has my very favorite show *Undercurrents* gone? Also what happened to another favorite, *Performance Today*? ...Hope you don't lose *Wagonload of Monkeys*, *Ballads & Banjos* and the Sunday morning *Millennium of Music/Harmonia*..." **After receiving a response from us:** "I appreciate your speedy reply. It's difficult to please all your listeners, I can imagine. For me, I am used to listening to music during the day, news in the evening. I'm getting away from the news as it is so negative lately and I love music during my day, will look for an alternative for the missing music. I had received an email from Gregg McVicar about his retiring and fortunately I can still access *Undercurrents* via the internet. Not sure about *Performance Today*...it was so easy to click on WJFF. Thanks again for your response."



Good morning, I'm a donor, a member...calling in reference to Democracy Now being moved to 12 o'clock in the afternoon. Not a big fan of that idea. I don't know what your demographics were trying to reach at that time of the day. Maybe possibly people coming home for lunch or taking a lunch break, but think it was a lot better in the morning....Have a good day."

After Mimi called him: "(Sound Supporter) took my call from his roof ! He's renovating his house, but said that when he saw it was WJFF calling, he needed to answer. He was very understanding, said he'd continue donating, and expressed how appreciative and surprised he was to receive a call back."

Events & Outreach

2023-2024

- September 23: Honeybee Festival
 - September 28: Community Awards
 - October 7: Narrowsburg Logging Days
 - October 7: Apple Pie Palooza
 - October 14: Catskill Talks (Big Sky Productions)
 - October 14: Liberty Fall Festival
 - October 16-28: Fall Fund Drive
 - October 21: Open House or other Fund Drive event
 - November 25: Music Sale@Liberty Mall
 - December 9: Volunteer Appreciation Holiday Event TBA
 - December: Year End Appeal
 - April 8-20, 2024: Spring Fund Drive
 - May 25, 2024: Music Yard Sale
 - Summer 2024: Pool Party
 - July 1, 2024: Music Yard Sale
 - July 15-27 2024: Summer Fund Drive
 - August 31, 2024: Music Yard Sale
 - Fall 2024: Community Awards
 - October 12, 2024: Apple Pie Palooza
 - October 14-26, 2024: Fall Fund Drive
 - November 30, 2024: Music Sale (with auction element)
-

57th Annual Awards for Excellence in Broadcasting

New York State Broadcasters
Association

Patricio & Jason will be in Binghamton
September 20 to collect their four awards:

- **Best Coverage of Spot News:** “Roe V Wade Reaction,” Patricio Robayo, producer
 - **Best Feature Story:** “The Local Edition: Hope Not Handcuffs,” Patricio Robayo, producer
 - **Best Interview:** “Ukraine - One Year Later,” Patricio Robayo, producer
 - **Best Election Coverage:** “Election 2022,” Jason Dole and Patricio Robayo, producers
-

		WJFF			
	Financial Dashboard				
	as of 08/31/23				
Description	CY	PY	Difference	Budget Variance	
Net income - operations	(113,632)	(96,219)	(17,413)	(6,153)	
REVENUE	CY	PY	Difference		
Membership	146,484	131,877	14,607	84	
Grants	44,409	30,585	13,824	(450)	
UW	43,480	25,535	17,945	4,280	More UW Invoices
Benefit Income	10,034	11,237	(1,203)	(8,966)	Music Sale, Auction, NEPA Gives and Hudson Valley behind
Merchandise Sales	9,569	4,381	5,188	5,069	
Other income	15,239	10,459	4,780	9,139	Car Talks ahead of budget
Total Revenue	269,215	214,074	55,141	9,156	
EXPENSES	CY	PY	Difference		
Wages & Benefits	162,367	128,555	33,812	(4,087)	Adding Mimi and raises compared to last year
Programming	62,479	52,840	9,639	1,208	Switched to Quarterly Invoices in FY23
Utilities	13,184	16,976	(3,792)	(2,562)	Large Amerigas bills last year
Communications	9,222	8,416	806	756	
Repairs & Maintenance	7,721	11,002	(3,281)	(1,944)	
Independent Contractors	5,859	6,156	(297)	(391)	
Professional Fees	37,247	27,623	9,624	4,643	Legal exp for Translator sale
Benefit/Fundraising	10,505	8,586	1,919	2,662	Summer Appeal mailing
Supplier & Office Exp	25,928	20,273	5,655	6,877	Team Viewer exp up and Tech Soup
Other Expenses	48,335	29,866	18,469	8,147	Liberty Mortgage
Total Operating Expenses	382,847	310,293	72,554	15,309	

WJFF
BALANCE SHEET
For the Eight Months Ending August 31, 2023

	August 2023	August 2022	Net Change
ASSETS			
Current Assets			
Cash			
Operating Cash	145,243	170,568	(25,325)
Capital Campaign	5,972	38,723	(32,751)
Total Cash	151,215	209,291	(58,076)
Investments			
Vanguard	0	131,043	(131,043)
Wayne County Community Endowment	18,966	17,743	1,223
Community Fund of Orange & Sullivan Endowment	115,827	0	115,827
Total Investments	134,793	148,786	(13,993)
Accounts Receivable			
Accounts Receivable	5,518	3,025	2,493
Total Accounts Receivable	5,518	3,025	2,493
Total Current Assets	291,526	361,102	(69,576)
Fixed Assets			
Equipment	751,171	657,895	93,276
Building & Improvements	1,257,200	361,057	896,143
Costruction in Progress	0	892,207	(892,207)
Accumulated Depreciation	(608,752)	(576,439)	(32,313)
Total Fixed Assets	1,399,620	1,334,721	64,898
Other Assets			
Current Right of Use Lease	5,832	0	5,832
Long Term Right of Use Lease	127,668	0	127,668
Escrow	1,962	0	1,962
Total Other Assets	135,462	0	135,462
TOTAL ASSETS	1,826,608	1,695,823	130,784
LIABILITIES & EQUITY			
LIABILITIES			
Accounts Payable	0	9,488	(9,488)
Payroll Liabilities	(8,020)	439	(8,459)
Liberty Commercial Loan	398,949	380,219	18,731
Lease Liability	133,500	0	133,500
TOTAL LIABILITIES	524,429	390,146	134,283
EQUITY			
Unrestricted Net Assets	1,408,083	1,363,229	44,854
Net Income	(105,905)	(57,552)	(48,353)
TOTAL EQUITY	1,302,178	1,305,677	(3,499)
TOTAL LIABILITIES & EQUITY	1,826,608	1,695,823	130,784

WJFF
INCOME STATEMENT
For the Eight Months Ending August 31, 2023

	Total August 2023	YTD Budget	Budget \$ Variance	Remaining Budget FY23	FY 2023 Budget	Prior Year-To-Date	Actual YTD to PY Variance
OPERATING REVENUE							
Membership	146,484	146,400	84	93,516	240,000	131,877	14,607
CPB CSG	10,439	10,439	0	24,359	34,798	8,139	2,300
CPB Other	29,420	29,420	0	93,847	123,267	22,446	6,974
Other Grants	0	5,000	(5,000)	10,000	10,000	0	0
Foundation Grants	4,550	0	4,550	20,450	25,000	0	4,550
Underwriting	43,480	39,200	4,280	16,520	60,000	25,535	17,945
Benefit Income - Auction/Other	3,424	11,000	(7,576)	28,576	32,000	7,054	(3,630)
Benefit Income - Music Sale	6,610	8,000	(1,390)	5,390	12,000	4,183	2,427
Merchandise Sales	9,569	4,500	5,069	(2,719)	6,850	4,381	5,188
Car Talk Donations	7,683	6,000	1,683	4,317	12,000	10,335	(2,652)
Other Income	7,556	100	7,456	(7,406)	150	124	7,432
OPERATING REVENUE	269,215	260,059	9,156	286,850	556,065	214,074	55,141
OPERATING EXPENSES							
Wages	124,056	129,496	(5,440)	70,188	194,244	103,019	21,037
PR Taxes & Benefits	38,311	36,958	1,353	17,157	55,468	25,536	12,775
Program Acquisitions & Fees	62,479	61,271	1,208	20,556	83,035	52,840	9,639
Utilities	13,184	15,746	(2,562)	9,479	22,663	16,976	(3,792)
Dues & Subscriptions	435	275	160	190	625	286	149
Communications	9,222	8,466	756	3,478	12,700	8,416	806
Repairs & Maintenance	7,721	9,665	(1,944)	6,779	14,500	11,002	(3,281)
Property & Liability Insurance	6,324	3,500	2,824	676	7,000	3,210	3,114
Independent Contractors	5,859	6,250	(391)	4,141	10,000	6,156	(297)
Professional Fees	37,247	32,604	4,643	6,918	44,165	27,623	9,624
Benefit/Fundraising expense	10,505	7,843	2,662	5,945	16,450	8,586	1,919
Bank and Credit Card Fees	26,334	24,773	1,561	10,866	37,200	13,887	12,447
Rent	9,480	9,480	0	4,740	14,220	9,480	0
Merchandise Expense	5,762	2,160	3,602	(2,512)	3,250	3,003	2,759
Supplies & Other Office Expense	25,928	19,051	6,877	1,907	27,835	20,273	5,655
TOTAL OPERATING EXPENSES	382,847	367,538	15,309	160,508	543,355	310,293	72,554
NET OPERATING INCOME	(113,632)	(107,479)	(6,153)	126,342	12,710	(96,219)	(17,413)
NON-OPERATING							
Investment Income	6,562	0	6,562	(6,562)	0	(26,952)	33,514
Endowment	1,164	0	1,164	(1,164)	0	7,364	(6,200)
Liberty Capital Campaign	0	0	0	0	0	50,274	(50,274)
Capital Campaign Expense	0	0	0	0	0	7,976	(7,976)
InKind Revenue	5,000	6,250	(1,250)	7,500	12,500	15,956	(10,956)
InKind Expense	5,000	0	5,000	(5,000)	0	0	5,000
TOTAL NON-OPERATING	7,726	6,250	1,476	4,774	12,500	38,666	(30,940)
NET INCOME	(105,906)	(101,229)	(4,677)	131,116	25,210	(57,553)	(48,353)