

Minutes
WYPR Board of Directors
January 31, 2018

1. Attendees:

Board members present: Darcy Carroll, Ann Quinn, Frank Boston, Deborah Callard, Dale McArdle, Lisa Manzone, Elizabeth Atwood, Emile Bendit, Cynthia Berman, Andrew Brooks, Tyson King-Meadows, Gary Levine, Jack Machen, Matthew Martin, John Prugh, Sophia Silbergeld, Peter Toran, Laura Speer

Absent: Cindy Amitin, Susan Baisley, Neil Meyerhoff, Bailey Morris-Eck, Meadow Lark Washington, Albert Williams, Cheo Hurley

WYPR Staff: Tony Brandon, Carla Truax, Brian Crompwell, Liza Matthews, Carolyn Jewell, Heidi Sheppard, Catherine Tucker

2. Meeting called to Order – 5:30 PM– Darcy Carroll, Chair

3. The Board of Directors unanimously approved the November 15, 2017 minutes

4. Introduction of Barbara Gassaway, President and CEO, The Research Group – Carolyn remarked on Barbara’s high accolades. The Research Group provides strategic market trends. She used a sample of 1000+ individuals – a high number of participants.

- a) Please see attached survey presentation
- b) Discussion of questions posed by Tyson regarding cross-tabs, emails and zip codes:
 - (1) Tyson asked if we had done a zip code analysis of the 'members' (either members in the database who began the survey (N=813) and are lapsed (N=213) or just those members who completed the survey (N=762)) wherein we map/overlay their zip code locations onto a map of Baltimore City. Doing so would give us a sense of where our members live. We know the socioeconomic demographics of those locations, so the map would also give us information. In essence, the map would be a visual representation of the potential differences between our listenership, our membership, and the community/communities we endeavor to serve. Since we have the zip codes of our members (from which someone created the 813 person sample that yielded the 762 survey respondents), such a map would be relatively easy to create.

(2) Tyson asked Gassaway about crosstabs from the survey data because crosstabs show the relationship between two variables and provide a finer level of analysis than univariate tables. For example, we know the gender breakdown of the members (pg. 19). But we don't have a crosstab showing gender by membership reason (pg.17). A crosstab would tell us the percentage of women and men who indicate that "WYPR keeps me informed." An analysis of the crosstab would show if gender has a statistically significant impact on the distribution of responses to the reasons listed. Similar crosstabs of gender by listening desires (pg. 3), of age by listening desires, or of age by desired events (pg.13) would help the Board get a sense of how two variables moved together. In essence, my concern was that some Board members extrapolated from tables with one variable to lay out suggestions about what the station's next steps should be or could be. Crosstabs are much more informative in that regard. So are multivariate analyses that take into account how a given set of variables in the dataset influenced a particular response. I assume that Gassaway was not contracted to provide those finer levels of analysis, which is fine and understandable. Nonetheless, the Board should exercise caution when extrapolating from the tables

5. Committee Reports

- a) Finance Committee – John Prugh, Chair
 - Revenue of Net Income - well ahead of budget
 - Expenses stable
 - Membership growth driving big increases
 - Underwriting is growing
 - Discussion of debt service coverage
- b) Development Committee – Matt Martin, Andy Brooks – Co-Chairs
 - Trivia night – Great success -- Thank you to Board members who participated and special thanks to the staff who planned and executed the event flawlessly; CAB won the trivia contest
- c) Governance Committee – Cynthia Berman and Ann Quinn, Co Chairs
 - Board survey will be completed in February,
 - Board will be recruiting new members - please offer suggestions
- d) Outreach Committee – Gary Levine, Emile Bendit – Co-Chairs
 - Recap of last years' visits: Healthcare for the Homeless, Valleys Planning Council - Frank Boston and Dale McArdle -- Healthcare for the Homeless - a very impressive operation

- Upcoming visits: Enterprise Homes, 2/22 and Episcopal Housing, tbd - Please communicate details of Outreach visits with CAB and entire Board
- e) CAB – Mac McComas –
- Darcy spoke about CAB, invited Board members to attend the CAB meetings, CAB by-laws will be revised, reviewing and updating the mission of CAB
- f) Darcy expressed the importance of elevating our voice in the community in two ways:
- CAB
 - Outreach Committee -- Its purpose:
 - Build community partners and enhance our Reputation
 - Present review of visits as story ideas to producers, i.e. “Life in the Balance” and “Out of the Blocks”

6. Manager’s Report – Tony Brandon

- a) Review of Kimberly Moffitt’s diversity training sessions
- b) Review of FCC Requirements
 - (i) FCC modified regulations migrating public files to FCC website. No SSN#’s or DOB’s required
- c) Review of Programming Changes

7. Staff reports –Schedule of Upcoming Events – Heidi Sheppard

- a) 2/20 – Guest bartending – Mount Vernon Marketplace
- b) 3/21 – Tom Pelton – Peabody Library
- c) 3/27 -- Tom Hall – Hood College in Frederick with President of Hood, Mayor of Frederick and Frederick County Executive
- d) **4/23 -- Mayor’ Spring Clean-up Day – Staff and Board should be invited to participate**

8. Meeting was adjourned

Executive Session:

A portion of the meeting was closed to the public in order to permit discussion of matters relating to individual employees, proprietary information, confidential advice of counsel, or commercial or financial information obtained on a confidential basis.

Certified by _____ Peter Toran, Board Secretary
 Date _____

