

Board of Directors  
Meeting Minutes  
Friday, March 16, 2018 | Shared Spaces in Midland, Texas at 12:00pm

Board in attendance: Al Davis, Barbara Love, Lee Anna Good, Woody Leveritt  
By phone: Bill Dingus, Steph Steele, Cory Van Dyke, Liz Rogers  
Others in attendance: Elise Pepple

The meeting called to order at 12:02 pm

Al asked for review of the minutes. Barbara motioned to approve; Lee Anna seconded.

Financials. Elise presented. Total budget for 2017 was a little over \$1million, and final numbers came in at \$946,704. Doubled underwriting, but did not achieve stretch goal. Under a bit in membership, grants a bit over. Successful drives and end of year donors. Merch sales going up. Merchandise is a small but good revenue line item. Liz asked, how are Roseland tee shirts selling? Good. What are top sellers – tee shirts, bandanas. Looking into new merchandise. Event revenue and underwriting were good.

In terms of expenses, under spent. The station was fiscally conservative and savings in payroll. Elise met with Melanie and she was impressed with how we closed out the year.

Barbara moved to approve financials, Lee Anna seconded.

Dashboard Report. Elise gave the membership numbers. 10% membership is normal in other markets, and for MPR, projection would be 2000 members. Lee Anna remarked this may be a marketing issue; a lot of people don't know it's on the air, just barely scratching the surface. Barbara said the dream would be to double membership soon, but might not be realistic. Bill said most people listen in their car and suggested billboards in Midland and Odessa. Al said having a marketing firm would help us with some of these things. Liz, there was a billboard in the past. Barbara, given that we have limited resources, we need to be strategic and we want expertise, so we want to be mindful about who we work with. Lee Anna has a friend who runs CVA advertising who might be worth talking to. Bill asked what would it cost to do an awareness campaign? Barbara said agencies are interested in taking on pro bono work for cool non-profit brands. Barbara asked what's our next step? Another discussion with the agency. Lee Anna will set up meeting sometime end of April. Barbara said we want to be prepared for this meeting and decide what we want to do.

Elise reported that numbers are consistent with web sessions and duration of sessions. We have good engagement with Instagram followers and we have a bot that "likes" posts. Our posts that are popular are sunsets and events. Ginger asked if

there is a way to tell if someone is streaming from the site? Elise will ask Chris Ruggia about that. There is not a regular schedule of posting info on site or instagram. North Country has a photo of the day, and it drives a lot of traffic. What drives the most traffic? Anything that smacks of controversy and gives something to think about. Leanna mentioned even Basin PBS has traction on photos of roads and such. Are there development implications? Elise said social media is a way for people to connect with West Texas.

Programming Update. Elise went over programming changes. Changed West Texas Talk to once a week with a repeat in the morning. She eliminated On Point due to feedback and the loss of Tom Ashbrook. Added 1A with Joshua Johnson out of DC. Barbara reminded her to let the listener know about a program is about.

Woody wants to make sure the music programming is not too racy. Barbara said it's a dilemma. Elise responded that certain music shows are edited and have had meeting with DJs appropriate language.

Time from 6-7pm often a "trough" so programs that were only on weekend will get featured in this slot. Barbara would like a press release telling about new programming. Bill asked when are we going to make transition to Marfa Public Radio. Al responded one of the concerns is CPB funding, and we want to make sure there is not an issue that we would not lose any funding by combining the two entities. Our attorney Ernie said that if we don't change the service area, there should not be any problem with the funding. So this may be a non-issue. Elise has met with foundations and they seem fine with the single branding.

Elise wants to mention old business. Sara is leaving her position of office manager. Job notice is going up today. Sara gave seven weeks notice. Elise has two people in mind who have expressed interest in the position. Barbara mentioned Sara would be great to bring back for pledge drives, as she is great on the air, and is very knowledgeable about procedures.

New Business.

Strategic Vision presented by Elise. We've been on the air 10 years and started as a small entrepreneurial station. We have 23 djs providing 38 hours of music, and we are a powerful brand with a lot of cache. 20-30% of the visitors to Marfa come from other countries. In the process of getting our programming in line, the number one issue is uninterrupted broadcast. Goal is to get tower grounding done by end of June. Long range capital plan to buy new equipment. As we meet with foundations, we can be specific as to what we need. We are doing a good job of covering our area including the Permian Basin. We need to make a strong commitment to Odessa-Midland. We need local stories that have global interest. Important to stay connected. Digital has become such a factor, we talked about rebuilding website so it is more user friendly. Put music shows up on the website, so people can listen on demand. Post podcasts so as we are doing interviews, we have clear direction of

where to put them on the website. Fundraising and Revenue. Need a clear story to tell about what is great about Marfa Public Radio, so we can sell it. What kind of funding do we need? How does it align with funding interests? Talked to Guy McCreary about endowment and other funding to get us more self-sufficient. Broadening fundraising beyond our terrestrial reach. Partnering with Chinati Foundation, Judd Foundation, and McDonald Observatory (Bill Dingus is on that board), and looking for strategic partners in Midland-Odessa (Wagner Noell is an obvious partner). Having an operational structure around this vision. All of these things work together.

Lee Anna said not having anyone based in Midland is a hardship. Driving back and forth is wasting time. Reporter, fundraiser, underwriting, or some kind of combination. Woody said Midland Odessa should have more station IDs and stories relevant to Permian Basin. And getting those would be a good way to pitch stories and get ideas for stories.

GM Report from Elise. Who are we? Our Instagram posts are a good way to see what kinds of things we are -- Live storytelling, Liz Roger's birthday, David Branch's radio show. Awards for journalism, going to the tower, attending storm watch training. How do we name this as one thing? She calls it orchestrated collisions. News, music, information -- a mixed format station. If we are doing our job we are hearing more local voices, stories, and perspectives.

#### Reporting and Production:

- More sonic id's, more local voices. Partnering with newspapers and having contacts who call in with community calendars.
- Using Hearken (crowdsourced story ideas) to determine stories. What are listeners curious about?
- Focus on features and series that have an impact ("sticky stories").
- West Texas oral histories (old school).
- One dynamic first podcast (new school)

#### Live experiments and Live Sound

##### Music

- Local DJs hosting original music shows
- Feedback and training opportunities with WFMU and KCRW
- Opportunities to celebrate DJs programming (use hotel/motel money to bring an a musician during their show)
- Syndicate our DJ shows in Texas and beyond. Good example is Joe Nick's Texas Music Hour of Power show; could be broadcast in other markets.

#### Events. Live storytelling events, Concerts, and Town Halls

Education. Transom audio workshop, Youth Media project, community workshops, and DJ training.

Tourism. Promotional materials for hotels and local businesses, tours, and creative placemaking.

Digital. Regular newsletter, social media, on-demand, website, tourism podcast.

Rad Rural Radio Award. Open to anyone producing stories and reporting in rural areas. If we are going to be a model for the non-coastal public radio one way we can set an example is by honoring others doing this work this a win win because in reviewing applications, we can help staff trained.

Al found a consultant for tower grounding.

Increase revenue so that we have increased capacity to do the work we want to do.

Next steps and how the board makes this possible. Major donor dinners, underwriting, foundations. And how to grow our board to include those who have a high giving capacity.

Development. Presented by Barbara. She took the KCRW document on description of development committee and tailored it for us and drafted that; she will distribute that to the group. Would love more participants in committee including someone with marketing background and also people who can write checks. Liz recommend Shane O'Neil, the lawyer in Alpine. Barbara and Al said we will make a matrix with the skill sets we have and what we need. Guy McCreary is willing to help us. Al also said that Frank Dedrich in El Paso would be good to consider. Governance committee will work on matrix.

Barbara continued, we are a small group. Everyone can pitch in with development. Plan, develop, strategize, stewardship – introducing people to the station, helping to write thank you notes, reaching out to grant directors and working relationships. Make introductions – if you know someone, connect a board member. Lee Anna said need to have events in Midland-Odessa. Finding foundations to give \$30-50,000 for operations is unrealistic. Back to Barbara, what can we do with the members involved? Barbara is committed to work on development goals. Set a meeting next week and to compile a list of all donors who have given at least \$500 over the year. Each board member commit to contacting 10 of those people. And think about 10 additional people who might be major donors and to grow our network. Barbara mentioned that Greater Public has a lot of reference materials for fundraising. She found a tip sheet on money asks and stewardship that she will send to the group.

Barbara received postcard in the mail about next storytelling event but asked, where is the development piece? Use the event to engage with listeners and donors; important part is working at the contact point for members and donors. We have to figure out scale with promotion. Elise mentioned invitations were sent to every member.

Digital and Technology. Presented by Al. Added some things related to cost. Went through the list of committee members and it includes a good cross-section of members and skills. Brown Mountain tower grounding is a priority. Report costs are due 3/22 and there is a \$10k budget for that. Regarding remaining goals, committee will meet in the next 30 days to prioritize and revise remaining goals.

Underwriting report. Presented by Elise. Because we are in March, biggest push begins now. Also we have grant opportunities including FMH, Permian Basin, and Stillwater who will be visiting April 3. There will be a lunch at the station, and all members and invited to join. New opportunities are Meadows, King, Ford and Gates Foundation.

Elise also gave a form to sign up for matching donation and pitch on air for Spring Drive. The more voices the better.

Cory Van Dyke is up for a term renewal. Lee Anna Good moved to renew Cory for a second term, and Ginger seconded.

Meeting adjourned at 2:12 pm.