Minutes
WJFF Board of Trustees
December 16, 2015
6:00 PM – Town of Callicoon Town Hall

Trustees Attending: Midge Maroni, Kit Hulit, Jim Lomax, John Nordstrom, Barbara Demarest, Patricia Pomeroy, Ken Hilton, Martin Springhetti, Thane Peterson, John Bachman, Anne Larsen (phone), Larry Grosberg (6:13), Kevin Gref (6:27 phone), Tasa Faronii-Butler (6:30)

The meeting was called to order by Pat Pomeroy at 6:00 pm

1. Approval of Minutes – Motion to approve Hilton/Maroni. All in favor

2. Revisions to the agenda – An executive session will take place after the discussion of underwriting.

3. Underwriting Policy
   a) Public Comment – Public comments were made by the following individuals:
      Barbara Gref (read by Pat Pomeroy), Beverly Sterner, Isaac Green Dieboll, Maggie Schmidt, Dick Riseling, Glen Woodell, Steve Richter, Sonja Hedlund, Heidi Schneider, Charles Marai, Angela Page (read by Pat Pomeroy), Vivian Ginsberg (read by Pat Pomeroy), Christine San Jose (read by Thane Peterson), and Ted Waddell (read by John Nordstrom). Comments submitted in writing are attached to these minutes.
   b) Board action – Following discussion, a motion was made by Barbara Demarest and seconded by Thane Peterson as follows:

   Motion: The Board of Trustees resolves to supersede previous motions on underwriting and to adopt a policy of enhanced underwriting, except when such enhancements present a possible conflict with the FCC’s restrictions concerning underwriting language, and except when the underwriter’s activities run counter to WJFF’s broadcast mission. These decisions, as well as those of pricing, frequency, and duration are left to the discretion of the General Manager.

   The motion carried 9 to 5.

   In favor: Springhetti, Hulit, Lomax, Nordstrom, Peterson, Demarest, Pomeroy, Hilton, Grosberg.

   Opposed: Larsen, Maroni, Faronii-Butler, Bachman, Gref

4. Executive Session – Motion to go into executive session to discuss a Real Estate matter – Pomeroy/Peterson. Motion to come out of executive session – Bachman/Hilton. No action was taken.

5. General Manager Report – See attachment B
   Adam was asked to work with the Facilities Committee to bring back detailed plans and estimates for any required work on master control and production studios. A RFP should be prepared and vendor insurance required. Qualified Women/Minority owned
businesses should be invited to bid and the cost and reputation of the firm should be considered in determining the best proposal.

6. **Treasurer’s Report** – See attachment C

7. **Committee Reports**
   a) **Personnel** – Motion to go into Executive Session to discuss an employee benefit – (Nordstrom/Springhetti). Motion to come out of Executive Session – (Peterson/Lomax)

   **Motion:** Establish for all full-time salaried employees a non-elective contributory simple IRA at the rate of 2% of gross salary per year at Fidelity Investments beginning with fiscal year 2016. – (Peterson/Hulit).

   The motion carried 11 to 3

   In Favor: Springhetti, Hulit, Faronii-Butler, Lomax, Nordstrom, Peterson, Demarest, Pomeroy, Hilton, Grosberg, Bachman

   Opposed: Maroni, Larsen, Gref

   b) **Audit** – No report. Awaiting responses to RFPs.

   c) **Nominating and Governance** – Will be meeting in January

   d) **Finance** – No report

   e) **DCOC** – Discussed proposed events for 2016: Awards Ceremony, Auction, Foodstock, Music Sale, Maris Hearn concert, Holiday Party, Election Night Dinner

   f) **Facilities** – No report

   g) **Tower** – Wrap up report will be done in January

   h) **Strategic Planning** – First session planned for Jan 9 at CCE in Liberty with additional sessions in Feb and Apr. Committee chairs will be asked to submit their priority concerns. Recommendation to have a means to gather community input before the first session.

   i) **Capital Campaign** – Ken Hilton discussed looking for board members to host gatherings with potential major donors.

   j) **Monticello Studio** – John Nordstrom discussed wanting to raise $50,000 for a dedicated fund to build a satellite studio in Monticello. Ken Hilton will look at how funds can be restricted for a dedicated use such as this.

   **Motion:** Create a work group to develop a plan and budget for a Monticello studio for presentation to the Board of Trustees at the April meeting. (Hulit/Nordstrom)

   Motion carried. All in favor.

   k) **Programming** – no report

   l) **Community Advisory Board (CAB)** – no report

8. **Old Business**
   a) **Gift Acceptance Policy** – Ken Hilton presented the policy. Attachment D

   **Motion:** Approve the Gift Acceptance Policy and put it on the website and invite public comment. (Hilton/Nordstrom)

   Motion carried 11 to 1.
In favor: Maroni, Springhetti, Hulit, Faronii-Butler, Nordstrom, Peterson, Pomeroy, Hilton, Bachman, Grosberg

Opposed: Demarest

9. New Business
   a) By-laws motion – John Nordstrom discussed a motion to require specificity when the bylaws are cited by board members.

   Motion: When a Board of Trustees Member references a BOT By-law they cite its location within the WJFF By-laws. (Nordstrom/Peterson)

   Motion carried 9 to 3

   In favor: Maroni, Hulit, Faronii-Butler, Lomax, Nordstrom, Peterson, Pomeroy, Hilton, Grosberg

   Opposed: Bachman, Demarest, Springhetti

   b) Legal representation motion – Withdrawn

10. Public Comment

   Members of the public commented on the following topics:

   - Recommendation made to handle the Monticello studio via a virtual approach (Radio without walls).

   - Recommendation to offer underwriters off-air perks immediately (eg website links).

   Meeting was adjourned at 10:28 (Bachman)
ATTACHMENT A

Comments on Underwriting policy submitted in writing to the Board of Trustees

I was a member of the board of trustees way back when the station was young and we were setting forth a vision for Radio Catskill. It was then that was took what we viewed to be a firm and immutable stance against enhanced underwriting - something the world at large really does view as a form of advertising.

The position we took was not about money, making the budget or closing any kind of funding gap. It was a statement of values. While Radio Catskill now has CDs, money in savings, investment accounts and real estate, back then we had nothing. Some board members even went into personal debt to make sure the one paid employee received a pay check.

You might say were we considerably more desperate then than we are now, but we pledged to hold the line against the increasing encroachment of commercial forces on our world. We wanted WJFF to stand tall and to be an oasis - a place to hear radio you might not hear elsewhere, a community resource reflecting the voices and values of local residents and a public radio station that distinguished itself from all the rest. Our vision was such that even when every other radio station caved in to market forces, WJFF would hold the line.

Cynics may characterize such a position as "purist," I think of it as having a sense of purpose and pride -- and I recognize it is not always easy to have such a sense in today's world.

Nonetheless, I guess I'm going to ask the board to consider honoring the values of the board way back then and to take a step back from the edge on which you now stand. I hope the board on Dec. 16 votes to reverse the preliminary vote on enhanced underwriting or at least votes to table the matter until after a thorough and thoughtful process is completed in regard to our strategic plan.

Thank you.

Barbara Gref

Underwriting Comments

(1) I'm old enough to know that free lunches are few and far between, so when I hear the momentary ad interruptions on JFF I'm perfectly aware that they are infinitely preferable to having no JFF, or any curtailments - even preferable to having to live hand to mouth;

(2) I'm happy to hear the ads anyway, since these are people in our community offering useful services. Personally I've found much of what I've heard helpful, and I know I'm far from alone on that. I like to see our community informed about useful services, and I'm all for supporting the people who offer those services - especially if they pay us for so doing;
(3) Haven't yet heard an ad I find objectionable - except for the odd one or two in PBS programs;

(4) What would you think of making the ads FUN?! Same brief copy, but read it with a bit of gusto, a bit of a twinkle - give our advertisers their money's worth, maybe give our listeners a smile. We're a creative bunch, aren't we? Let's bring our genius to bear on this one!

Christine St. Jose

Isaac Green Diebboll
Callicoon, NY

In order to speak about the subject in review tonight I feel the need to draw from my personal experience of running for Sullivan County Legislature.

Radio is powerful. It can define the voice of a community, of a generation, of a movement, of a change, it can define the future.

When I was campaigning I learned first hand how powerful media can be, for better or worse. Media informs our perception of reality. It shapes our understanding of the world.

And during the campaign I realized how difficult it was to express my own voice, because of fear - fear that the truth I wanted to share would not or could not be heard as I had intended it to be.

It is rare to find a media outlet where you can speak freely and as you are - and then be heard as you are - this is difficult because the framework of so many media outlets is not "free", and WJFF as I feel it in my gut is founded on a philosophy and an ethos that is of the people and for the people - Freedom.

When I buy food I buy locally.

And I support our locally grown culture. I support Sullivan County and everything that is unique to Sullivan County. WJFF is unique and brings real value to our community.

I listen to WJFF Radio for the same reasons that I buy Tonjes Cheese, because WJFF captures that unique flavor of our community, the roots, the soil, the earth, that is healthy and wholesome, and this flavor, this character that is WJFF is expressed daily by the personalities and the informal and rich beauty of each person and each voice.

Adam, Jason, Midge, Mark, John, Sonja, Dick, Rosie, Heidi, Kevin, to name a few...

This said, I am unaware of the fine details of what is being discussed tonight, however I have been led to believe that this unique character, this flavor that defines WJFF's sound and it's voice is somehow in jeopardy of being replaced by something more generic, something that is not our community's true voice. I feel this kind of change will change that which I enjoy and love so much about WJFF.

I urge you to please consider what the community has to say about this matter.

Thank You for this opportunity to speak tonight.

Happy Holidays
December 16, 2015

TO: WJFF Board of Trustees

FROM: Ted Waddell, A Concerned Listener

SUBJECT: Underwriting

Since 2012, WJFF Public Radio has relied upon underwriting for a significant part of its operating budget.

But as I understand the current situation, this is under fire by a few concerned listeners, volunteers and/or board members.

In my view, the station needs to keep underwriting as part of its annual budget in order to keep WJFF on the air, particularly in this time of ever-decreasing funding.

A quick glance at the numbers tells the story of the importance of underwriting: $35,075 (2012); $20,943 (2013); $22,931 (2014); and for 2015, the budget called for a projected total of $25,000; while for 2016, a total of $30,000 in underwriting was proposed.

Let’s face it folks, if underwriting is canned or curtailed, where is the shortfall coming from, and who is going to make up the difference.

I think the situation can be summed up in four short words.

“No Money, No Radio”

Ever Forward, Never Backwards, Ted Waddell

ATTACHMENT B

General Manager’s Report for 12-16-2015

Fall Fund Drive: Successfully reached goal after 14 days of on-air fundraising. This drive we leveraged Sound Supporter contributions from RENEWING Sound Supporters towards our final goal and also took at least one hour per day “off” from the drive and allowed certain programs to run completely without interruption as a way to thank Sound Supporters. Partnered with around 40 businesses, individuals and organizations who donated “premium” thank-you gifts for our listeners.

Received pledges from the following “new” towns compared to the summer drive:

Florida   Kingston NY Olive Bridge NY Scranton PA Warwick NY Beechwoods NY Bloomingburg NY Campbell Hall NY Canadensis PA Clifford Township PA Downsville NY East Branch NY Long Island   Malvern PA Pittston PA Sherman PA Westbrookville NY Slate Hill NY South Gibson PA South Korea   Spring Glen NY Susquehanna PA Vermont   Washingtonville NY

Full pledge drive analysis will be forthcoming once all pledges have been deposited. Expected to be complete for January or February BoT meeting.
Station Snapshot: Began this in FY2014 as a way to compare apples-to-apples at the end of each fiscal year. Snapshot includes: Membership totals (including vs. prior year), Volunteer totals, Program totals. Will present at January BoT meeting.

Tower Update: Two weeks after moving we started getting hiccups with STL where it would drop connection and not automatically resume. The issue was resolved with help from Verizon tech support and a little guesswork. The connection has remained consistent ever since. Now in the event of a connection dropout, an mp3 playlist will automatically begin playing until the connection is restored. Owner of adjacent station on Goosetown tower is working with Earle to filter our signal away from theirs. Music Sale: Huge success. Out-earned last year by ~$200, under-spent last year by ~$50. Income: $7,316 Expense: $340 Special thanks to John Bachman and Nick Forte for spearheading the effort. Holiday Show: Well-attended. Great food, great music, great service, great crowd. Thanks to trustees who bought tickets. Thanks to the donor who bought a table for 10 volunteers. Thanks to Colette Ballew, Angela Page, Jill Padua for help in organizing and promoting this event. Income: $2,371 Expense: $2,025 Upcoming events: Community Messiah Sing-Along: Sunday Dec. 27, Saint John’s Episcopal Church, St. John’s Street, Monticello, NY. Repeat of last year’s great event. Little or no cost to guests. End of Year Campaign: 1,000-piece bulk mailing assembled by volunteers during fall drive, sent off on December 2nd. Accompanied by on-air promos and online announcements.

Studio Renovation: Master Control and Production in serious need of renovation. Layout and goals established earlier this year in direct consultation with on-air volunteers. Equipment purchased at the turn of 2015 at the board’s urging. Last step is the teardown and installation of the gear. Presently working with local engineering company to provide an estimate. Request the board to authorize a one-time expense outside of normal annual budget to complete this project with professional results in short time once an estimate is formalized.

CPB “Veterans Coming Home” Grant: An opportunity exists through CPB to apply for one of 10 Content and Engagement grants in the amount of $35,000 to partner with a Wisconsin public television station and produce segments focused on post-9/11 veterans. Currently working with the Program Director to determine the viability of such a project at WJFF. Proposal deadline: Jan 6, 2016.

ATTACHMENT C

Treasurer’s Report

WJFF BOT Meeting Wednesday, November 18, 2015

1) Health Insurance Issue

Last week we learned that the health insurance carrier for our employees has been shut discontinued forcing us into a rush we had to find new, and unfortunately, more expensive coverage. Initially, we were told that coverage would expire on Nov. 15, though recently we learned that it will last through Nov. 30.
Prior to July 1, 2015 we paid an annual premium of $8705 per employee (and monthly premium of $725 per employee), or $17,410 annually and $1450 monthly for two employees.

Beginning on July 1, we started with a new cooperative carrier at $5412 per employee. Our initial 2016 budget was built upon the expectation that we would continue with this company, that we would ask our employees to pay 15% of premium costs, and that premiums would increase by 10% on July 1, 2016. Thus, we anticipated paying total premiums of $17,047, with $14,490 paid by the station and $2,557 paid by employees.

Recognizing that our employees' coverage would soon expire, Nancy Yoder, our health care broker, directed us to immediately find a replacement policy. Pat Pomeroy was faced with the exact same situation at the Hudson Valley Regional Council. Based on her research and Nancy’s recommendation, we identified a new carrier, Crystal Run Health Plans. Pat and Nancy recommended a new policy with good coverage and reasonable premium costs. I met with Adam, Jason, and Andrea Monday evening and then on Tuesday morning. We completed all paper work, and sent off the check for the first month’s premiums. Here’s what the new policy will cost.

It’s the Gold EPO 4 Policy (don’t think that “gold” suggests the best policy. The Platinum policies are far more expensive.) Basically the Gold EPO 4 is a mid-range product, balancing deductibles and co-pays against the total premium costs.

Beginning Dec. 1, 2015, monthly premiums will cost the station $542.73 per employee, or approximately $1628 for all three each month. Over the 12 month period of the policy our total premiums will be $19,538. This will remain the cost of our employee health insurance until Dec. 1, 2016, at which time we’ll have to go shopping for health care insurance again.

If, as I recommend, you agree that we’ll ask employees to pay 15% of their health insurance costs, that will mean that WJFF will pay a twelve-month total of $16,607, or $1384 per month, and our employees will pay a total of $244, or $81 each per month.

It’s unfortunate that our present coverage has discontinued and that we’ve been forced to find new, more expensive health insurance. Still, with employees paying 15%, the increased costs to the station are lower than they were earlier this year – even with the addition of a third newly-covered employee. Prior to July 1 of 2015 our WJFF’s monthly cost for two employees was $1450. Starting in January 2016 it will be $1384.

I’ve adjusted the draft 2016 budget to account for these changes in our health insurance costs. We’ll see an increase of about $2200 in our expected insurance cost.

2) Employee costs 2016  A trustee asked that I break out total employment costs for the station.
   a. Salaries (projecting a 3% increase on employment anniversary $122,100 b. Health Insurance 16,746 c. FICA/Medicare 9,340 d. NYSUI 2,200 e. Workers Comp 1,500 f. Pensions (2% per person) 2,500

Total $154,386
3) Employee Retirement Recommendation

Last spring the personnel committee recommended that we purchase 403b personal retirement plans for our employees. At present Adam has a SEP IRA which has had only sporadic contributions added over the past couple of years. Several months ago, Pat asked that I move ahead, costing out, and if finding it feasible, setting up a 403b plan.

After researching the benefits and costs of various personal retirement options, I recommend that we provide our employees with simple IRAs. Why?

Establishing a 403b would cost WJFF much too much money. My research discovered that no major investment firm will set up one for a tiny non-profit like us. TIAA Cref requires clients to be much bigger than we are – annual business net of at least $5 million. Vanguard (Valarie McCullock) told me that they do not have a minimum financial threshold (Not $5 million, like TIAA-CREF), but they simply won’t create 403b account for us. They and other investment firms will, however, set up accounts for us if they are established and managed by an intermediary, a Retirement Broker. Liz Loarca, our accountant, recommended to me Jane Fenty, who works for PayChecks. PayChecks will set up a 403b account to our specifications for $1500 and then will manage the account for $80 per month. This would total $2460 for the first year and $960 for each year thereafter. We have budgeted a total of $2500 for contributions to our employees' IRA in 2016. If we purchased such a 403b account, it would use up $2460 of that $2500, leaving only $40, split three ways for our employees.

Clearly this makes no sense.

I spoke with a number of folks, most of them several times. All of them (except Jane Fenty) strongly recommended that we provide simple IRAs, not 403bs. -Don Knack, president of our accounting firm -Tim Bardin at Edward Jones – We used to have a 403b plan (back in 2006) with Edward Jones. I called Tim to ask if they would simply reactivate that plan. They won’t. -Elaine Guguere at DVAA – She presently has a 403b (purchased years ago) but STRONGLY URGED us against them. Apparently, there’s been a strong industry backlash against 403b plans by investment firms. The Great Recession completely changed the profit margin for firms, making it unfeasible for today’s small nonprofits to afford 403bs.

What would be likely costs/benefits of a simple IRA?

Edward Jones would set up one this way:

- It would carry a $40 / year maintenance fee. Generally the company pays this
- It would require a matching contribution from WJFF of either 2% or 3%. Employees can contribute up to a total of $12,500 each year. Employees would choose the level of investment risk they feel comfortable with. They can choose mutual funds or even individual stocks.
- Edward Jones will charge investment fees, depending on those investments chosen by employees
- All employees must sign up.
I recommend that we negotiate with several investment firms (probably Vanguard and TIAA-Cref are the best and cheapest) to establish a plan that can be up and running as soon as possible, hopefully by Jan. 1, 2016.

4) Capital Campaign Planning

With Pat’s encouragement and help from Barb Demarest and Jim Lomax, I’ve begun planning our Capital Campaign. I shared these preliminary plans with the DCOC last week. I’d now like to share these plans with the entire Board of Trustees. (I’ll email it to you all tomorrow.) We recommend planning two phases in the campaign – the first would focus solely on repaying $50,000 back into our “rainy day” savings fund. It is projected to be completed by late summer 2017. The second phase, if necessary, would focus on covering the purchase price of the site for our own broadcasting tower, and the cost of erecting that tower. Phase II is, at this time, only in discussion. Indeed, we may, as a Board, choose not to move in this direction. If we do, however, the campaign would be launched in the summer of 2018 and target a $150,000 goal.

5) Tower/Antenna, etc. Costs Broken Out

As promised, I’ve tried to break out all of the unexpected costs related to the need to purchase a new antenna and locate to a new tower. None of these costs were anticipated when the 2015 budget was set, though at this point, they’re shown as expenses in the 2015 budget. At the same time, that same budget now shows $54,641 more income than projected. That’s the amount of the Jeff Bank CD we cashed in September to help us pay for the unexpected costs associated with the relocation to the new tower.

I will ask Barb Donatelli if is possible to actually exclude these costs from our budget documents.

Attachment D

Gift and Donation Policy for WJFF Radio Catskill  December 4, 2015

I. Introduction

WJFF Radio Catskill is a not-for-profit organization under the laws of the State of New York. WJFF welcomes donations and gifts designed to further and fulfill its mission. The following policy guidelines govern acceptance of donations and gifts made to WJFF.

II. Purpose

This policy is the cornerstone of WJFF Radio Catskill’s commitment to our donors and to honoring their desires in aiding the station. It provides guidelines to WJFF employees and Trustees and to prospective donors who may wish to make gifts to WJFF. The provisions of these policies shall apply to all gifts received by WJFF, though
the WJFF Board of Trustees, through majority vote, has the authority to override the
application of these policies on a case-by-case basis.

III. The Donor Bill of Rights

WJFF Radio Catskill subscribes to the principles of the Donor Bill of Rights of the
Association of Fundraising Professionals (2015). This document, labeled Appendix A, is
attached to this policy.

IV. Tax Deductibility

Though donations to WJFF Radio Catskill are generally tax-exempt, prospective donors
are advised to seek assistance from personal legal or financial advisors in matters
relating to their gifts and resulting tax and estate consequences when making large
donations or including planned giving through their wills.

V. Definitions

Most donations made to WJFF Radio Catskill are termed Current Gifts. These are
contributed by a donor to be expended in whole or in part by WJFF for near-term
purposes directly related to the station’s mission. These gifts go into the general fund
and are used for regular operating purposes.

The General Fund is the term used to denote any and all unrestricted accounts used for
the general operation of WJFF.

Deferred Gifts is a broad term for gifts that provide “deferred” benefits to WJFF. These
gifts are not available for use until some future date, and sometimes are designated for
a specific purpose. For instance, they may be donated as part of a capital campaign.
Other types of

deferred gifts might take the form of planned giving, the creation of, or addition to, an
endowment fund established by the Board of Trustees that would provide income to
WJFF in perpetuity. (Please note: Though WJFF intends to soon establish an
Endowment Fund, as of this time – December 2015 – none exists.) If WJFF approves,
donors may, for instance, establish acceptable restrictions for the use of deferred gifts,
setting specific purposes. However, such restrictions must align with WJFF’s mission
and the statutory requirements of the FCC and other pertinent governmental bodies.
Further, they may not attempt to influence WJFF programming or dictate policy.

The Legacy Fund is the proposed name of WJFF Radio Catskill’s Endowment Fund,
which, as of this date (Dec. 2015), has not been created. It will provide a tool to reach
moneys otherwise not available to WJFF Radio Catskill through annual fundraising by
offering contributors of substance the opportunity to make a gift in perpetuity. The intent
is to grow the endowment by investing the principal and using a portion or all of the
income. This will ultimately provide more funds to support the programs and services offered by WJFF in fulfillment of its mission while honoring donors’ legacy wishes.

VI. Restrictions on Gifts

WJFF Radio Catskill will accept unrestricted gifts and gifts for specific purposes provided such gifts are consistent with its mission, purposes, and priorities. However, WJFF refuses to accept gifts that are too restrictive, that violate the terms of its charter and by-laws, that are too difficult to administer, that attempt to influence programming or dictate policy, or gifts that are clearly outside its mission. Additionally, WJFF reserves the right to refuse any gifts whose stated value far exceeds their commercial worth to the station. All questions on the restrictive nature of a gift and its acceptance or refusal shall be decided by the Board of Trustees.

Unrestricted Funds are donations that are to be used for any purpose and the donor has made no restrictions on how or when they may be used. These funds will be used at the discretion of WJFF in accordance with its Gift and Donation Policy and aligned with the station’s mission and by-laws.

Temporary Restricted Funds are gifts that are to be used for a specific purpose set forth by the donor and approved by WJFF. These funds are held in a restricted account until spent for their intended purpose. A Capital Campaign is a good example of Temporary Restricted donations.

Some donations, designated for a specific purpose by their donors, may take the form of Permanently Restricted Funds. WJFF’s planned Endowment Fund (Legacy Fund) will be made up of Permanently Restricted Funds, with only the earned interest or income being used by the station. Other types of Permanently Restricted Funds might take the form of a “fund for broadcast education,” or a “fund for environmental reporting.” (At present WJFF has neither these nor other such special funds.)

VII. Gift Acceptance Responsibilities

The Board of Trustees of WJFF Radio Catskill will maintain and revise, as appropriate, policies and guidelines relating to the acceptance of donations and gifts. These policies will be used to guide WJFF in the acceptance and administration of all donations. Any questions which may arise about accepting or rejecting any proposed donations will be resolved by the Board of Trustees.

VIII. Review Factors

The following factors are among those considered in determining whether a donation shall be accepted by WJFF Radio Catskill:

- The charitable intent and ultimate benefit
• The restrictions, if any, placed by the gift
• The practicality of administering the gift
• Ongoing maintenance required by the gift
• The gift’s likely sale value to the station
• Any violation, or perceived violation of FCC regulations or station by-laws

IX. Types of Gifts/Donations

WJFF Radio Catskill may accept those gifts or donations that are “readily marketable,” and not subject to significant liabilities and/or unwieldy restrictions. The following gifts are generally acceptable:

• **Cash** – Cash, checks or credit cards are acceptable. Virtually all such donations are acknowledged, in writing, by WJFF Radio Catskill. The *Financial Accounting Policy and Procedures* document (posted to the WJFF website) explains, in full, the procedures followed by the station in its handling of all cash donations.

• **Securities (publicly traded)** – For gift crediting and accounting purposes, the value of the gift is determined by IRS regulations. Securities should be electronically transferred to an accredited brokerage firm, registered in the name of Radio Catskill, or delivered physically with the transferor’s signature of stock power attached. Generally, all marketable securities shall be sold upon receipt, though the Board of Trustees may choose to hold securities when their value appears to be increasing. Gifts of bonds requiring a holding period may be accepted and cashed when the holding period has expired. Securities that are unacceptable include (but are not limited to) those that are assessable or create a potential liability, securities that may not be assigned such as Series A Savings Bonds, and those that have no apparent value.

• **Real Estate** – The property may be retained or sold by such process and timing as the Board of Trustees dictates. The owner or the owner’s estate may be asked to obtain an appraisal by an independent, professional agent. The appraisal should contain photographs of the property, the tax map number, the assessed value, the current asking price, a legal description of the property, the zoning status, and complete information regarding mortgages, liens, litigation or title disputes. WJFF may require an environmental assessment of any potential
real estate gift. Additionally, the WJFF may require an accompanying cash
donation when the preparation of the property for sale necessitates significant
financial expenditures or to cover carrying costs prior to sale. For gift crediting
and accounting purposes, the value of the gift is the appraised value of the real
estate or sale price; however, this value may be reduced by costs of
maintenance, insurance, real estate taxes, broker’s commissions and other
expenses of sale.

• *Life Insurance* – Generally Radio Catskill will only accept gifts of paid-up policies
and policies donated in wills and paid upon the death of the donor. Radio Catskill
must be named as both beneficiary and irrevocable owner of the policy before a
life insurance policy can be recorded as a gift. The gift is valued at its
interpolated terminal reserve value or cash surrender value, upon receipt. For
Life Insurance Beneficiary Designations, donors are encouraged to name WJFF
Radio Catskill as beneficiary or contingent beneficiary of their life insurance
policies. Such designations shall not be recorded as gifts to WJFF Radio Catskill
until such time as the gift is irrevocable. The present value of the gift may be
recorded at the time that the gift becomes irrevocable.

• *Tangible Personal Property* – Any gift of tangible personal property valued
greater than $5,000 must be formally accepted by the Board of Trustees. A gift of
jewelry, artwork, collections, equipment and software shall be assessed for its
value to WJFF Radio Catskill which may be realized either by being sold or by
being used in connection with WJFF’s tax-exempt purposes. WJFF will adhere
to all IRS requirements relating to the disposal of gifts of tangible personal
property and will, upon request, provide appropriate forms to the donor and the
IRS.

• *Bequests and Planned Giving* – Donors and supporters of WJFF are encouraged
to make bequests to WJFF under their wills and trusts. Such bequests shall not
be recorded as

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gifts to WJFF until such time as the gifts are irrevocable. Unless specifically
directed by the donor’s will, 75% of the value from a bequest will be added to the
WJFF Endowment, where its benefit to WJFF will continue in perpetuity. The
remaining 25% of the value will be deposited into the General Fund.

• *Remainder Interest in Property* – WJFF Radio Catskill will generally not accept a
remainder interest in a personal residence, farm, or vacation property.
• **Major Unrestricted Gifts** – Unless the donor directs otherwise, unrestricted cash gifts of $10,000 or more will be handled in the follow manner: 50% of the gift will be designated as permanent restricted funds and added to the WJFF Radio Catskill Endowment. The remaining 50% will be deposited into the General Fund. Unrestricted cash gifts of less than $10,000 will be deposited into the General Fund where they will be immediately available to WJFF Radio Catskill for short term or longer term needs as determined by the station.

X. **Donor Intent**

*Respect:* Donor intent will be honored for all accepted gifts. Absent specific donor direction, gifts will be used at the discretion of WJFF Radio Catskill. All donors will be appropriately acknowledged.

*Recording:* All gifts will be recognized in WJFF’s account records and be used or invested as appropriate. A Memorandum of Agreement will be drawn up by the station’s attorney for all estate gifts, and all gifts exceeding $10,000 in value.

XI. **Donor Anonymity**

Donors may request to remain anonymous, and in many cases, WJFF Radio Catskill will accept their contributions and honor their request. But donors who contribute exclusively to an on-air production must and will be named, per FCC requirements. We recognize that some types of gifts may be truly anonymous and do not allow the station to know the donor’s identity – such things as stock certificates issued in WJFF’s name and anonymous gifts from community/family foundations. Such gifts are acceptable. However, they may not be used to support specific broadcast programming. Gifts from donors who request anonymity, but who are known to the station, will have record of their gifts entered into station records with full contact information and details of the gifts. Beyond this record-keeping, their request for anonymity will be honored.

The IRS requires WJFF to report, by name and address, certain “substantial contributors” on Form 990, Schedule B, when their contributions exceed $5,000 or 2% of the sum of all contributions and grants received by the station. The IRS does not require the disclosure of this information to the public unless the donation is made exclusively for an on-air production.

XII. **Challenge Grants**
WJFF Radio Catskill uses challenge grants for motivating individual gifts during on-air pledge drives. Gifts are used as Challenge Grant donations only with the donor’s permission. If a challenge is not met during the focused time period, it will be re-issued at a later time, but only with the donor’s permission. In those instances where challenge funds will be lost to the station if the matching donation amount is un-met, station staff and volunteers will communicate this clearly to listeners.

XIII. Memorials – Gifts given in memory of another individual and are not given from that individual’s personal estate

Unless restricted by the donor, memorials shall be designated as unrestricted funds for the use of WJFF Radio Catskill.

XIV. Naming WJFF Rooms & Property

Generally, the official and permanent naming of rooms, buildings, towers, etc. in exchange for major financial donations will occur only when the naming is part of a reconstruction or new purchase. The individual donor or his family or friends seeking to “purchase” a name, must contribute, through new gifts, 50% or more of the total cost of the work or purchase. The WJFF Radio Catskill Board of Trustees must specifically approve such gifts, and as in all cases, has the authority to override this Gift Policy in specific cases by majority vote.

The temporary “purchase” of naming rights of property owned by WJFF may occur as part of a regular pledge drive or other promotional fund raising. Station properties with official and permanent names will be excluded from such “temporary purchases.”

XV. Authority

This WJFF Radio Catskill Gift Policy is an official policy of the WJFF Board of Trustees. It can be modified only by a two-thirds majority vote of the Board of Trustees.

XVI. Valuation for Development Purposes

WJFF Radio Catskill shall record a gift received at its valuation on the date of the gift.

XVII. Responsibility for IRS Filings Upon Sale of Gifts

WJFF Radio Catskill is responsible for filing IRS form 8282 upon the sale or disposition of any asset sold within two years of receipt by WJFF where the charitable deduction value of the item was $5,000 or greater. Per IRS requirements, WJFF will file this form within 125 days of the date of sale or disposition.

Acknowledgement
Acknowledgement of all gifts made to WJFF Radio Catskill and compliance with the current IRS requirements shall be the responsibility of WJFF

Appendix A

The Donor Bill of Rights of the Assoc. of Fundraising Professionals

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that all donors have these rights:

I. To be informed of the organization’s mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.

II. To be informed of the identity of those serving on the organization’s governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.

III. To have access to the organization’s most recent financial statements.

IV. To be assured their gifts will be used for the purposes for which they were given.

V. To receive appropriate acknowledgement and recognition.

VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.

VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.

VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.

X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.