

WBAI COMMUNITY ADVISORY BOARD

Minutes for the Sunday, December 8th 2013 meeting

Held at 388 Atlantic Avenue.

The meeting began at 100 PM.

Jim Dingeman took the notes

REPORT BACKS FROM THE COMMITTEES OUTREACH/FUNDRAISING

A person raised immediately the need for palm cards that can be produced and distributed to bars and other places to advertise WBAI. The question of coordinating the logo was raised. One idea was to out out a contest and see what comes in for a palm card but basically get the best palm card that can be done.

What to put on it...maybe a schedule of the highlighted best shows ...one person felt that would be highly subjective or the 5-10 best programs...another said let us diversify it.

One person announced a fundraiser in the Bronx. There was a need to get a cart done for that. To accomplish this the person had to write a paragraph and then send it to the CAB chair and he would forward it to the engineer to get done.

STRATEGIC PLANNING

The committee reported back that they had begun to gather about 12 strategic plans for different radio stations similar to WBAI across the United States. In reading them the person said there was nothing new under the sun and many problems that they are dealing with are similar to what we are facing here.

They are 3-5 year plans that have been the basis of obtaining \$\$\$ from donors.

One individual stressed that they need to be carefully thought out and they have to have immediate and long-term goals to be successful.

They cannot be concocted up and abstract. What the committee is going to do is consolidate them and see what the best features are.

The issue of the lease at 388 Atlantic Avenue was raised and its importance to an LMA or not. The need for a three-year lease was raised and when it will be implemented. The PNB did not have the time to negotiate the lease and this is a problem.

A number of listeners volunteered to study it.

Another raised the fact that we need to continue to have this effort underway to fulfill the premiums, call up past donors and clear up problems at least through the spring and probably beyond. It was estimated that there were at least 6,000 outstanding premiums before the October drive began. This did not include the July and other 2013 drives so the number could be as high as 8,000 or more.

Our efforts have made a major dent in this. We have packed and prepared for shipment at least 4,000 premiums and we are working on many more.

We need people who can volunteer during the week to make phone calls to publishers and we need to deal carefully with all the unfulfilled premiums that have accrued over time. They need detailed work and individual phone calls. If needed we need to train people to make phone calls.

The basic problem is that WBAI or any Pacifica station has built into an AMAZON type function and they fail dismally in implementing it. It becomes the last priority for cash since the station is always so way behind in the fiscal area. Usually the station comes into a fund drive with literally hundreds of thousands of debt, which goes out immediately. The situation is better than in February after SANDY but still dire.

A fund drive will be needed in February.

One person said that Gary Null is angry with WBAI. He says that his premiums are not getting sent out. This annoyed that person because it is obvious that Gary does not know what we have been doing so diligently for weeks. GN said he would not participate in fund raising.

One person said that they would call his office and explain what is going on. The mailing simply falls flat at times because the \$\$\$ is not there. But we are all doing the best we can.

One person felt we should give gifts to new members. A shirt should go to a \$25 dollar donation.

One asked that the severance pay be discussed and that was raised. The amount is 250 K and maybe special fund raising needs to be done to deal with that.

One brought up the total debt of WBAI to Pacifica. Part of that is based on WBAI not paying into the general levy for ten years and to DN.that is where the large number of 3.5 million in debt is derived from.

During these long fundraisers membership clearly goes down because who wants to listen to days and days of begging for dinero.

One person said we need to think of alternative ways for fundraising. We need to boost up the pledge fulfillment with a second letter. One person then said that is why getting the extras phone lines that should have been here since August is so important. We are supposed to have four more and they are not here at this time.

One person then asked for more direct approaches to labor unions to get money. We have to have their leaders asking their members to become WBAI buddies.

We also need skilled grant writers in the mix. Producers should be asking their audiences to make calls. We also need to ask people who cannot afford to donate to gibe money. This could be set up like the 1\$ to join idea of Steve Brown and others. One then said we need a transmitter fundraiser all the time and we really need a lot of energy into figuring out what to do about it. We need to appeal for \$\$ for the transmitter.

We also need a matching idea for \$\$\$ to people whop sell things. You can make a donation and then we send you a gift and this person could make a donation for several people to join.

One person who had been in the CALL OUT CENTER said we should start that again and have people call a wide variety of listeners.

THE FUNDRAISER COMMITTEE then said that we need to work with the Freeman home in the Bronx. We could do a joint fundraiser with them and raise 5- 10 K Finally the issue of having a survey done was raised and we need to do this online and through the mailing for the premiums. We needs to change it up and have people do a variety of questions and submit it.

We also need a bi weekly REPORT TOP THE LISTENER during this time that tells people what is going on.

The meeting concluded and then those remaining helped with premium packing and other tasks.