

WBAI LSB Outreach and Fundraising Taskforce notes from Meeting on August 28, 2023 at 7PM

Those in attendance were:

John Brinkley
Rachel Barr
Kay Williams
Joanie De Lorenzo
Jim-no response
Maat
Hazel Pinder
Bruce Greif
Darryl McPherson
Sol
Stanley Blackwell
Berthold Reimers
James Sagurton

The meeting was called to order at 7:12PM by the Chair, John Brinkley

Joanie-time keeper

Bruce and Hazel 1st and 2nded and accepted the minutes from the previous meeting

Bruce talked about "Book Bodega"-suggested to the PD that producers shorten their programs to 55 instead of 57 for the PSA's.

The GM stated that finding new premiums was not going well.

The GM spoke about various matters. One of them was the fact that some producers have assistant producers like Lopate.

The GM used the word "stupid" regarding the idea of when calling lapsed members to ask them why they haven't kept up with their annual membership. He did not leave much opportunity for those present in the meeting to express why this is not a "stupid" idea. Its a good idea because it would help us, when we make the phone calls, to find out why they stopped renewing their membership so that we can change the station to encourage those listeners to come back as members.

The GM stated that he is starting to coordinate people to come in to phone former listeners to encourage them to rejoin WBAI.

The GM is reaching out to people who work at the Call Center to be a consultant to us regarding making phone calls and taking phone calls which are from people who want to donate, buy a premium and/or renew their membership.

The GM stated that every other day there will be a fundraiser specifically to get more Buddy's.

The GM stated that BAI owes Melissa, the owner of 388, 8 months of rent which is approximately a bit over \$4,000 each month

Kay stated that there was an email sent to LSB members to come in to make phone calls however the LSB (some members) have not stepped up.

The GM stated that Basir and Jim Dingeman had spoken about GoFundMe as a fundraising resource. He also talked about utilizing a book store to get free copies of books

There needs to be a Premium Finding Committee.

Matt talked about Book Premiums which so far no producer has come up with except for books all ready offered as premiums.

The GM talked about calling lapsed donors and people who want to help out making phone calls but cannot come in to the station, He said he will discuss this with the ED and Gen Counsel to see if there was a form to fill out to enable people receiving people's personal information such a credit/debit card information in order to take donations via the phone at their homes. There are as of August 28, the date of this meeting, there are 35,000 lapsed members

The GM talked about Underwriting and stated that there needs to be a template written up and people who are good at writing should write up a template . There should be joint ventures with Underwriting.

The GM said that someone can do the online auction. I will do it previous to the holidays in December.

Hazel said that she agrees with Bruce about bartering.

The 2870 number does not function. Rachel informed the GM about this-it is the phone number for listeners who want to "apply" to be the Volunteer Coordinator. The GM knows that that number is dysfunctional.

The GM said that he will do GoodSearch.

The phone number for the celebrities who have much money to donate to WBAI needs to be added to the letter going out to these same people.

Maat stated that she wants to join the Fund Raising Letter Committee

Rachel stated that she has been tutoring at The Fortune Society for about 2 or 3 months and will be meeting with someone there soon regarding an internship program between WBAI and Fortune.

Matt wanted to know about the Management Evaluation Committee being public.

The meeting ended at approximately 8:30PM.

The next two meetings of the Outreach and Fundraising Taskforce will be on Monday, Sept 18 at 7PM and on Monday October 2 at 7PM.

Notes respectfully submitted by Rachel Barr, Secretary of the LOFT