

WBAI LSB Outreach and Fundraising Taskforce Meeting notes from Monday, June 5, 2023 at 7:PM

In attendance were:

Rachel Barr
John Brnkley
Hazel PInder
Bruce Grief
Berthold Reimers
Carolyn Birden
Charles Earth
Cerene Roberts
Kay Williams
Joanie Di Lorenzo
Maat
Steve
Jim Dingeman

The meeting was called to order at 7:15PM. Rachel had difficulty getting on to host. Kay had trouble with her computer and thus could not allow Rachel to host until she remedied her computer problem. We hope that this problem gets solved by Monday June 12, our next meeting

Hazel was the timekeeper

Roll Call was done by Rachel Barr. It took one minute at 7:15PM

The agenda for the meeting was approved by Maat and Rachel

The minutes from the previous meeting were accepted with the following change: : that the GM stated that the information stated about Good Search was written in a negative way. Maat stated that this is neither a negative or positive issue . The GM wanted it “re-put”. The GM stated that the problem with using Good Search as a fund raising tool is that it makes little money over a long amount of time. The GM stated that he rejected how the GS report was written about from the previous meeting and that it was negative. It is amended in the notes above.

Maat stated that she uses Good Search a lot and that has raised \$300 so far.

Hazel accepted the minutes of the previous meeting as amended

Online Auction: Rachel stated that she was still waiting for the GM to communicate with the curator of the online art auction that BAI had about a year ago or so so that Rachel could have permission to take pictures or download the pictures of the art pieces which didn't sell and put them on the Bidding Owl website which is the website which she is utilizing for the online auction. The GM was supposed to have contacted the curator when he had met with John B and Rachel a few days after the previous LOFT meeting however Rachel never received that information from the GM. Rachel had offered to contact the curator for the GM however the GM said that he would do so.

The GM stated that he would send Rachel the contact information for the curator so that she could contact him.

Maat talked about getting in touch with the publishing houses of the authors of the books which were going to be put on the online auction website. I told Maat that I would contact her about that before the next LOFT meeting which is on Monday, June 12 at 7:PM

Private Phone line-The GM stated that there would be none.

The purpose of this private phone line was for people who are better off to be able to call and donate funds to WBAI.

Bruce discussed Good Search and stated that it was really worth it in terms of a way of raising funds. The GM stated that it will not be put on the WBAI website due to the webmaster having too much to do as it is. John Brinkley stated that a PSA should be recorded and aired so that listeners could hear it and utilize Good Search if they so choose. Cerene stated that Good Search is all ready on both the website and on the enewsletter.

Health Fair: There are no supplies at 388-no folding table, no folding chairs and the banner walked away. The GM stated that he would have Matt-a volunteer who helps to mail out premiums-to pull out health related premiums which didn't sell so that we can sell the premiums and/or give them out at the Health Fair. We received a flyer via email from the GM which was for the Health Fair at Commodore Barry Park on June 10.WBAI is a media sponsor.

The GM stated that Paypal is terrible

Underwriting:-'First Nations"-Jim Dingeman stated that he had set up meetings however no one attended. Maat emphasized that she is NOT in that group.

Jim stated that he is willing to do something with the staff however did not specify what that was Underwriting is good for fundraisers and that the rules for underwriting are good.

Cerene stated that when planning a meeting that the people being invited need to have several different times and days for meeting possibilities.

Charles Earth stated that the framing of this was confusing. He also stated that he had not gotten his premium. He stated that we should make a list of all the things we needed. The GM stated that he didn't have time for that.

Discretionary Funds from City Council members:

The GM stated that 80% of the City Council Members had been reached out to and had been on WBAI on various programs.

Rachel stated how the city budgeting worked and that she had been in touch with both her City Council member and Charles Barron as well. In light of the fact that the Mayor wants to make many horrible budget cuts, any Discretionary Funds to libraries, public schools and other agencies whose funds are being cut may get the Discretionary Fund money. The City fiscal year ends on June 30 so we would receive Discretionary Funds after that date if we do get them. she will still keep her fingers crossed.

Town Hall

Jim stated that he hasn't met with Maat regarding the Town Hall

Jim Dingeman tried to bring up Maat in terms of the CPB money and the possibility of not receiving them due to what she stated when she called in on the last "Report to the Listener" .. Several people on the zoom did not think that there should be a conversation about this on this meeting as it was not on the agenda nor did it have anything to do with any agenda item. Cerene and Rachel protested this topic being raised. People started raising their voice to tell them to stop this conversation and that this was not the place for it to occur. Rachel asked everyone to stop.

Bruce raised the idea of Barter Basis-that we could do local underwriting with The Independent-we could place an ad in their paper and they could place an ad on our website and on the newsletter and do a PSA about their program and newspaper.

The GM asked us to send out the Health Fair flyers which states that WBAI is a media sponsor

The GM stated that he would like to go up to Harlem with Wuyi so that they can do some advertising regarding the fundraiser at SOB's on June 22 which Wuyi organized. Wuyi hosts Afrobeat Radio on Wednesday nights from 10PM-12AM. (A most excellent program)

Cerene wrote out a Motion which states the following:

“Whereas producers apply themselves to raising funds for station operations and are entitled to know the results of their efforts so they can determine what is effective, the LOFT recommends to the LSB that it require the GM to provide producers with either information or access to information about fundraising tallies within 48 hours of the end of a program and with premium updates within 2 weeks.”

This Motion was voted on and was approved by LOFT.

Rachel took Charles Earth’s email contact to find out about the premium he has not yet received

The meeting adjourned at approximately 8:45PM

The next two meetings of the LOFT will be on Monday June 12, 2023 at 700 PM and on Monday June 26 at 7:00PM

Notes respectfully submitted by Rachel Barr on Thursday June 8 at 4:00PM