

WBAI LSB Outreach and Fundraising Taskforce Meeting Notes from Oct 16, 2023

In attendance were:

Kay Williams
Rachel Barr
John Brinkley
Mary
Martin Flynn
Jonie DeLorenzo
Berthold Reimers
Hazel Pinder
Jim Dingeman
Cerene Roberts
James Sagurton

John Brinkley called the meeting to order at 7:16PM.

Jonie was the Timekeeper.

Rachel did the Roll Call-only 6 people were present at the time of the Roll Call. The Roll Call was taken at approximately 7:20PM.

Rachel read off the minutes from the last meeting on Oct 2. The minutes were accepted by Jonie DeLoreno.

Kay raised the issue of Town Halls. There will be a Town Hall on Oct 22

Martin stated that he wanted to stick with the designed logo on the website.

The GM was asked about the various tasks which he asked the LSB to do in small task forces in order to help raise funds for WBAI such as: premiums and other small task forces. He stated that there was nothing being done about these items. John B let us know that he had spoken with Mimi to get a space for volunteers to make calls to lapsed members to try to get them to renew their memberships.

Martin said that changing the phone number can be done. The GM stated that there are about 200 programs and that those needed to be pitched. The GM stated that he needs to get the phone number back and that he needs to pay them what he owes them. He discussed a report. Martin stated that the way in which the GM said this should be done is wasting money.

The GM stated that calls have to be made to lapsed donors and that the LOFT should take care of this.

John B. said he is working on a place with the assistance from Mimi for phone calls to be made and then we will do a call out for volunteers to call lapsed listeners. John B. said we need a person to give volunteers call sheets and supervise those calls and that entire entity.

Flatbush Frolic-Rachel explained what took place. Jim Dingeman said that there is a place in downtown Brooklyn to get a list of all of the street fairs-perhaps for next Fall however we don't have to pay for a table space if we are media sponsors which we were for both the Atlantic Antic and the Flatbush Frolic.

The GM stated that the station needs more palm cards/flyers to give out and advertise WBAI. He stated that he will print out 10,000 so that people can come and get them or they can be mailed to people. The new cards/flyers need better information.

Martin stated that he knew of a place which had lists of street fairs and we could find places to table at.

Jonie said that we need new and bright looking flyers to post in public libraries

Cerene stated that groups had to organize better to prepare for street fairs, that there should be no more 24 hours to get what is needed. We need a program schedule that we can honestly promote, we need a station schedule, people need to pitch w/a partner, whoever that may be, she has heard a lot of anti-Black programming on WBAI, there needs to be a serious look at the program schedule, Cerene said that a listener tried to call the call center for the purpose of increasing her Buddy amount. The call center wasn't able to help her.

The GM spoke about bartering. He stated that he did bartering with a Haitian organization which he didn't remember the name of and with the Independent

Cerene talked about the letter to rich donors. She stated that the extension/phone number 2870 was not functioning.

Cerene raised the "Community Dialogue:" which will take place on Sunday, Oct 29 from 3-5PM.

She discussed inviting those candidates for LSB who were not elected to the LSB beginning Dec 2023 to talk about things. We all agreed it was a good idea.

Cerene talked about palm cards/flyers. We need to design new handouts

The next two meeting of the WBAI LSB Outreach and Taskforce will be held on Monday Oct 23 at 7PM and on Monday, Nov 13, 2023 at 7PM

Notes respectfully submitted by Rachel Barr on Friday Oct 20