

# WBAI Community Advisory Board Meeting Minutes June 10, 2013

Meeting was held at the Atrium at 60 Wall Street in downtown  
Manhattan

Done by Jim Dingeman

The meeting began with the latest announcement on station finances from from  
Berthold Reimers being read to the people present for this meeting

Subject: [Staffannounce] FundDrive

Date: Sun, 9 Jun 2013 23:58:03 -0400

From: Berthold Reimers

To: 'Staff Announce'

CC: wbailsb@yahoogroups.com, 'summer Jeanne Reese'

Dear WBAI Staff & Producers,

As you are probably aware, WBAI did not meet its May 2013  
Fund Drive goal. In fact, the statistics are as follow: Fund Drive  
Goal: \$850,000.00 ; Actual Pledged: \$467,456.81 and we  
collected \$343,142.00. We only made 55% of our goal.

Therefore, we are short by \$343,000.00. I would normally not  
send the detailed expenses I am sending you now. However, I  
believe you deserve to experience exactly what I experience  
every day as I follow these numbers so we can be on the same  
page.

The WBAI expenses for May to present equal the cash we  
brought in during this drive. Therefore, we have no money to  
cover the coming payroll of June 15, 2013 nor do we have money  
to pay Silverstein's \$20,000.00 for June nor do we have the  
money necessary to pay the July 1, 2013 payroll. The National  
Office has already covered quite a few of our expenses and they  
have ran out of cash. My recollection is that we all found it  
unacceptable that the paid staff (including myself) did not get  
paid on a timely basis. I do understand we are tired of the drives  
but the alternative is worst.

We have no choice but to continue this drive until we can raise at  
least \$100,000.00. This means we would have to have three  
more days at \$33,000.00 which is attainable but very unlikely or  
more days of FundDrive. We are therefore pre-empting all  
programs starting Tuesday morning 6:00 AM until further notice.  
I tried everything possible but this is the only solution that can  
keep us on the air for the moment. This is our only choice until

we can figure out other means or else we will have to shut down the station. Please standby for the Drive sch

Expense	Amount	Date
City college - May	\$5,000.00	4/30/2013
Verizon	\$328.87	5/6/2013
Verizon	\$393.73	5/6/2013
Oxford Health Plan	\$5,921.75	5/7/2013
Mailing, stamp	\$2,000.00	5/13/2013
Payroll	\$20,000.00	5/15/2013
National Office	\$20,000.00	5/15/2013
Verizon Phone	\$8,442.41	5/15/2013
AT&T	\$649.03	5/17/2013
Mailing, stamp	\$274.99	5/20/2013
Verizon	\$450.03	5/20/2013
Storage	\$551.00	5/20/2013
Empire States	\$52,266.79	5/22/2013
Payroll - Consultant	\$2,889.37	5/22/2013
PRA Health	\$4,804.48	5/22/2013
Mailing, stamp	\$1,000.00	5/23/2013
Silverstein	\$20,000.00	5/24/2013
DVS\D, CD	\$891.70	5/24/2013
Payroll	\$51,525.20	5/29/2013
FSRN	\$5,000.00	5/29/2013
Health	\$19,128.11	5/30/2013
Empire States	\$48,946.00	6/5/2013
Payroll - Severance	\$2,055.07	6/5/2013
Mailing, stamp	\$2,000.00	6/5/2013
Oxford Health Plan	\$8,329.27	6/7/2013
City college - June	\$5,000.00	6/7/2013
Health	\$12,456.00	6/7/2013
Brooklyn May rent	\$4,500.00	
Consultants	\$15,000.00	
Tally	\$12,000.00	
Premium	\$8,376.84	
<b>Total</b>	<b>\$340,180.64</b>	

Please do not hesitate to contact me.

Thanks,

Berthold Reimers

General Manager

WBAI Radio 99.5 FM

New York, NY 10005

After reading this the audience statistics were read out.

All the stations in the Pacifica network have had a declining listenership since 2003-2004. This is also reflected in the general trends from Public Broadcasting in general but the decline in listenership from Pacifica is more pronounced. This is due to many factors. The growth of digitization and different modes of receiving information has affected all forms of analog communication and reception of information. We all are aware of the decline of magazine and newspaper readership. The average age of the listenership at WNYC radio is 49, at WBAI probably 63-65. The National board of Pacifica received a briefing on this after 2004 as to the decline in all stations so this is long before the managerial or programming changes of the past several years. The gist of this report was that all the stations have had a static listenership and now it has begun to decline.

WBAI is especially impacted by these declines. So while the listenership at all public broadcasting stations has been either static or declined the numbers listening at WBAI have steadily declined from 2000 to 2013. The numbers rise up and down but on average they are .1% of the Metro tri state area that Arbitron measures. Hurricane Sandy knocked the station out from its 120 Wall Street Address for weeks. The audience measurements dropped to by roughly 1/3 to 2/3 of .1% during that time. This means that the total AUDIENCE is somewhere around 100-120,000 with a hard-core audience of roughly 20-30,000 or less. These diminished numbers are reflected in the poor responses to fund raising drives since the spring of last year. The actual numbers of money being raised reflects this diminished audience...the fund drives have not met their goals ever since May of 2102. They have fallen to at least 50% of their desired goals. With the reduction of monthly costs to 200 K plus the back rent owed to the transmitter and Silverstein the station is in a perpetual fundraising mode. This disrupts normal programming which is already low. This means that a constant going back to the limited pool of listeners coupled with new subscribers means the station seems like it is on a perpetual fundraising process.

The critical question is why this is so...it seems that the programming is a key aspect of this...When one examines any kinds of forms of organization history has always

shown that if a business or institution is not responding to changing times it will be rapidly be obsolete and atrophy. This is what is happening here at WBAI.

There are several options that need to be considered.

#### SELL THE STATION.

This has been discussed for decades but people forget that the Pacifica Foundation owns WBAI. All the stations throughout the system are facing financial difficulty. The entire system in the past had financial reserves to shore up weaker stations in times of crisis. This fall back does not exist anymore. The entire Pacifica system is in a state of crisis due to scant and diminishing resources. The simultaneous occurrences of two moves at the same time (WBAI and WPFW) have strained the system to the breaking point. Key voices in the Pacifica system raise the issue of selling WBAI. The question is what would that bring to Pacifica...clearly a short term boost of capitol but a station like WBAI may not bring in the big bucks that people think it would. The radio station of the New York Times sold for 45 million in 2009 [http://www.nytimes.com/2009/07/15/arts/music/15radio.html?\\_r=0](http://www.nytimes.com/2009/07/15/arts/music/15radio.html?_r=0) But the situation here may be very different with a sale of WBAI. It may be worth far less on the open market than the price for WQXR. The benefit for Pacifica would be an influx of capitol into a sorely pressed system. It was mentioned that several years ago an offer for \$150 million was made...another chimes in and said it may be worth 10-50 million nowadays but nobody knew the answer to that question.

CONS- The negative of course would be the loss of an analog radio station, WBAI, in the largest media market in the United States. It would be an incalculable loss to the progressive and cultural community that has been loyal to WBAI for decades...these people number in the tens of thousands. It would mean the absence of a progressive media outlet that has been through striving and growth for decades for the people of the NYC area, the nation and the world.

#### TAKE ALL THE CURRENT PROGRAMMING OFF AND RETOOL

A key question is how do you understand what is going on with WBAI. If the actual listenership is so small does not that imply that the entire air should be rethought and re tooled? This is a legitimate question and need s to be considered and implemented. The advantage would be the station could retain certain programs while taking shows from elsewhere in the Pacifica system and piping them in while using archival material for listeners. It would be necessary to tune the station around as fast as possible with new programming to create a new look. The inability to do this for many years is partially responsible for the lowering of audience.

CONS- the problem would be in losing the already limited audience that exists. They have been fiercely loyal and would be gravely disappointed. At the same time there have been many problems of tooling the programming for years. There has been a general breakdown in terms of evaluation, education and nurturing programming for years. This is one of the many reasons why the audience has collapsed. The

constant dependence on a mix of premiums for the fund raising drives led to a false sense of security for the regular programmers who could not sustain themselves on their own premiums. This is a serious problem and it reflects a lack of attention to the programming in general. One person said there should have been monthly meetings to talk and think about programming for years and this was not done.

#### RETOOL SOME OF THE EXISTING PROGRAMMING

PROS- Obviously, there are many serious reasons why over 200 people cannot be collectively condemned and held responsible for the failures of management. Many of plugged away for years, been ignored and now are in a situation that is partly not their doing. When the emergency in Pacifica began in the 2004-2008 period this information was considered confidential and not shared by the Foundation with the masses of producers and listeners. So the issue of what has been happening needs to be further parsed and decent producers be kept and nurtured. The entire place will need a cultural change.

#### CONS-

The problem with this is that so many of the shows have very few people listening to them. Many blame publicity issues and bad management but one wonders why the numbers have fallen so drastically. Some of these shows have been on for decades and have had the advantage and privilege of a 50,000-watt station. But, still after all this; they have not increased their audience. Why?

#### RETAIN THE PRESENT PROGRAMMING\_

One of the problems is retaining the present programming is that given the 130 K salary expenses monthly and the fall of money taken in it may not be possible. Keeping the present grid and bringing back shows that were removed in the past two years would probably retain morale and increase it but the question of how to raise the audience would not be addressed.

It is likely that even with the attachment of bells and whistles to the present grid of programming it may not work...So these are real hard issues to contemplate...The dwindling lack of money resources in the past few drives and the rigid schedule of paying for the transmitter and other costs may push this over the edge sooner than later.

After this report was given various people raised the issue of the new facility that has been acquired in Brooklyn at 388 Atlantic Avenue. A person raised the fact that the property was valued for tax purposes at 600 K and yet the asking price was a couple of million...why the difference. One person mentioned how the market value fluctuates. This person then emphasized how there was water damage in the building; questions of code concerning the elevator were raised as well as the problem of the first floor with a few steps. The person also said the bathrooms were

inadequate. There seems to be no engineering report for the building. And a question of a radio engineers report for the feasibility of the site for a radio station. One person said that if layoffs happen then how can a station function. Are there not FCC rules about that...another person said there needed to be two people at the station at all times but they were not positive about these rules.

Another property nearby was said to be available for 2 million and has 23,000 square feet. A person also mentioned that the builds out costs are not calculated...that could be for several studios hundreds of thousands.

One person raised how much they praised Mike Feder, Janet Coleman and Simon Loekle for their efforts...why cannot they be given more time...this person said that there is no culture of nurturing at the station.

One person said there is no advertising. Why cannot we advertise in THE NATION magazine...this was replied with another comment that we are not a liberal station...but then another said the mission statement makes no comments on our politics...we could have conservatives on the air as long as they honored the mission. Another saw that as a great publicity stunt. To bring a conservative radio show from the NATIOANL REVIEW or someone else that would create great publicity and a entertaining dynamic.

Another person felt that WBAI volunteers had been coming for years and this person felt betrayed that they were not being told what was happening often so they could understand what was going on. This person did not like the secrecy that seemed to happen all the time.

A person raised the issue that Bernard White was not treated fairly. His personal belongings were not returned to him. He is a great programmer and he would be willing to die for WBAI and the struggle. His work with Amy and Samori was incredible. He should be brought back. This person also praised Eddie Ellis.

Another person said WBAI is light ages behind using twitter, Facebook and blogs for broadcasting ...we need to do this as soon as possible. Another person felt that the Hispanic community is being neglected and that we need more Spanish language programming.

The issue of the holistic nature of when Bernard was present was raised again. The person loved to hear the song SWEET IN THE MORNING and misses the brilliance of the morning show under Bernard.

This person wondered why Gary Null had replaced Dr Ali.

Another person felt that the music lineup in the morning has to go.itis bullshit and must be replaced= with public affairs shows. Why not put DR Ali into that strip? Dr Ali has described Gary Null as a goddamn dictator.

Another person felt that the entire financial situation was caused by a conspiracy. This person wanted to know what and how the fiscal situation became so FUBAR? Why?

One person responded to the low listenership report by saying that we can expand the listenership ourselves. Each person can be asked to talk about the station to ten friends and try to get them to become WBAI buddies or subscribe to the station. Then we need to take it to the next level...all the people who follow a show can be asked to spread palm cards around the city. It then pointed out that we gave out at the LEFT FORUM about 3-4,000 pieces of advertisement about WBAI to all involved. We need to get out to the public that we are free speech radio and that we want to serve you, the people of NYC. we can do this ourselves.

Another person said that we should approach major PR firms and get them to do this pro bono. we also need to get celebrities who support us involved to enhance the station and make it grow.

A person said that since WBAI has a strong community activist base why are not the demonstrations covered adequately on the station. They should be covered continually and announced all the time.

Another person said why is not the OWS show on anymore. Some of us did not know it was gone and a person mentioned that they missed it. Another said that raises the issue of the fact that we have a very small % of younger listeners and we need to address that problem if we are going to survive in the long run.

Another person feels that we should be creating leaflets that can be distributed in neighborhoods in Brooklyn. We should be at all summer street festivals throughout the city. Another person said that they wanted to have more programming like Bloomsbury and were disappointed that the James Joyce sound was so screwed up.

Another person felt that the constant fundraising and the changing of the air has driven people away. This person said that too many producers self promote their websites to the expense of WBAI whenever they do shows. This person also mentioned that we would have a better power base in Brooklyn.

The issue of Bernard was raised again. The person said he was pushed out and this was not fair. He had done great things for the station and this person felt Amy Goodman had ignored him.. This person said he should be brought back. At that point another person said that not everybody agreed with him. While his views and passion had been respected there were many at the station who felt Bernard had been a negative influence.

Another person said that mechanisms should be implemented at WBAI to prevent and minimize the infighting. The person said that this is the people's business and there should be no infighting. A sign should be over the entrance to the station stating there is no conflict tolerated. Another person said Bernard should be brought back again.

A person said we should be working with the bookstores and the publishers and tap into their promotional resources to increase visibility to the station. Another said

we should work with all the local TV access stations. We should also initiate live streaming on the station and multi-media the place completely...all the shows should be encouraged to do this.

Another person felt that we should focus on the national mortgage crisis and become a focal point that we can mobilize the people who have been impacted by this in the tri state area which probably number in the tens of thousands. A natural constituency.

One person said that a lot of people who listen to WBAI do not give money. The issue of the elderly listenership was raised. We might want to mobilize them and have them come in and help the station in a major way.

The issue of the low listenership was brought up again. People have to think how to grapple with that because we may need a different lineup altogether.

Another person felt that different wording should be used. We should not always push to do pitching but call it presentations. Amy says to people that they should please pick up the phone...the presentation needs to be human and touch people. One person asked why are not the producers y] trained and updated in their totality every fund raising drive. People need to be thanked and thanked again when they respond to the pledging.

The discussion shifted to the building. A person said it was awful and should not be purchased. The programming is awful and we should replace a number of them. Why not create an Internet radio station. Another person then advocated another Native American program, a day of programming on Christopher Columbus and the necessity of ousting Kathy Davis.

Another person said that WBAI is very important for the community and that we must preserve it. They need to cover in depth the breaking news stories of the day. They are not doing that these days.

Another person felt a task force should be set up to investigate the questions of the Transmitter and what alternatives exist for having to spend money for it.maybe move to a broadband operation and let it go. Why continue to have it. In response, it was pointed out that without it WBAI ceases to have a large audience...even as small as it is it is dispersed over the tri state area. Once gone it is gone.

A person said the we should give monthly recognition to people who donate the most money. They should be honored every month.

A person felt we should raise money to create a tower and why not get repeaters. The meeting concluded with a person wanting a special premium for the WBAI buddies.

Another felt we should have an art contest for a new T-shirt and start experimenting with that...good graphics can create curiosity.

Finally, the conveners asked for people to think about programming...what to do.



# ADDENDUM

## Fundraising Ethics and WBAI

**Joel Kaplan**

June 11, 2013

One of the first warnings I received when I assumed the position of CPB ombudsman two years ago had to do with the Pacifica Foundation-owned and operated radio stations across the country.

It seems like those stations did not play by the same set of rules that most public radio stations adhered to, particularly when it came to issues of objectivity and balance.

But so far during my tenure as ombudsman there have not been a significant number of complaints about any of the Pacifica stations—until now.

Louis Bedrock, a retired science teacher who lives in Roselle, New Jersey, says that WBAI, the Pacifica station in New York City, is engaging in ethically-challenged fundraising activities.

“It used to raise money by offering memberships to its listeners and by soliciting donations in addition to membership fees,” Mr. Bedrock writes. “For many years, this formula worked.

“In recent years, because of changes in management and programming, the station's tactics for fundraising has changed. With a payroll that has swollen to approximately \$1.5 million, 'marathons' now last over a month and are held every three months. Sometimes they are held more often and for longer periods.

“In what I believe is a violation of the station's non-profit status, WBAI raises money by selling books, CDs and DVDs at greatly inflated prices.” He goes on to say that among the items for sale are materials produced by employees of the station.

“As a recovering cancer patient, I am offended by the hawking of materials that offer outlandish 'alternative' cures for cancer. Curing cancer by diet, and special programs that the government and medical establishment repress is the theme of many of the station's premiums,” Mr. Bedrock added.

For more than a month, we have tried to contact the general manager and other employees at WBAI to no avail. They have not responded to either email messages or phone calls.

Chris Albertson, a former general manager at WBAI in the 1960s, agrees with Mr. Bedrock that the station has strayed from its mission and says it has become unlistenable. He agreed that WBAI may have “stepped over their legal bounds” when it comes to fundraising.

“It's getting worse and worse with more and more fundraising,” Mr. Albertson said. “I started the marathon in 1964 because we needed funds. We weren't offering any premiums; WBAI was the premium.

“Now it's like constant fundraising, months at a time. The things they are offering, they are actually lying to the listeners. One or two fundraisers ago they were offering something called Double Helix water that they said would cure not only cancer, but leukemia and autism. All you needed was a drop or two in a bigger container and it would cure it. It was outrageous.”

It would be nice to hear from WBAI but since they have declined to respond to any overture for comment, it has been impossible to get the station's point of view. Neither station general manager Berthold Reimers nor public affairs director Kathy Davis has responded to any inquiries.

THE CAB brought a list of studies for people to read and think about in changing the nature of the station

The meeting ended about 9:15 PM June 10, 2013

*These are studies relevant to thinking about the new technology*

*They have been gathered as a preliminary for thinking out loud as to what to create in terms of a new hybridized radio station.*

<http://www.pewinternet.org/Reports/2013/reddit.aspx>

<http://www.pewinternet.org/Media-Mentions/2013/Digitalsavvy-young-people-often-prefer-to-read-a-paper-page.aspx>

<http://www.pewinternet.org/Reports/2013/Teens-Social-Media-And-Privacy.aspx>

<http://www.pewinternet.org/Reports/2013/Tablet-Ownership-2013.aspx>

<http://www.pewinternet.org/Reports/2013/Smartphone-Ownership-2013.aspx>

<http://www.pewinternet.org/Reports/2013/Civic-Engagement.aspx>

<http://www.pewinternet.org/Reports/2013/Teens-and-Tech.aspx>

<http://www.pewinternet.org/Reports/2013/Coming-and-going-on-facebook.aspx>

<http://www.pewinternet.org/Reports/2013/Social-media-users.aspx>

<http://libraries.pewinternet.org/2013/01/22/library-services/>

<http://www.pewinternet.org/Reports/2013/Arts-and-technology.aspx>

<http://libraries.pewinternet.org/2012/12/31/mobile-connections-to-libraries/>

<http://libraries.pewinternet.org/2012/12/27/e-book-reading-jumps-print-book-reading-declines/>

<http://libraries.pewinternet.org/2012/12/20/reading-habits-in-different-communities/>

<http://www.pewinternet.org/Reports/2012/Cell-Activities.aspx>

<http://www.pewinternet.org/Reports/2012/Best-Worst-Mobile.aspx>

<http://www.pewinternet.org/Reports/2012/Social-Vote-2012.aspx>

<http://www.pewinternet.org/Reports/2012/Student-Research.aspx>

<http://libraries.pewinternet.org/2012/10/23/younger-americans-reading-and-library-habits/>

<http://www.pewinternet.org/Reports/2012/Tablet-Ownership-August-2012.aspx>

<http://www.pewinternet.org/Reports/2012/Tablet-Ownership-August-2012.aspx>

<http://www.pewinternet.org/Reports/2012/Online-Pictures.aspx>

<http://www.pewinternet.org/Reports/2012/Smartphone-Update-Sept-2012.aspx>

<http://www.pewinternet.org/Reports/2012/Connected-viewers.aspx>

<http://www.pewinternet.org/Reports/2012/Cell-Internet-Use-2012.aspx>

<http://www.pewinternet.org/Reports/2012/Future-of-Gamification.aspx>

<http://www.pewinternet.org/Reports/2012/Location-based-services.aspx>

<http://www.pewinternet.org/Reports/2012/Just-in-time.aspx>

<http://www.pewinternet.org/Reports/2012/Teens-and-online-video.aspx>

#### Local News

<http://www.pewinternet.org/Reports/2012/Local-news-enthusiasts.aspx>

<http://www.pewinternet.org/Reports/2012/Digital-differences.aspx>

<http://libraries.pewinternet.org/2012/04/04/the-rise-of-e-reading/>

<http://www.pewinternet.org/Reports/2012/Future-of-Apps-and-Web.aspx>

<http://www.pewinternet.org/Reports/2012/Teens-and-smartphones.aspx>

<http://www.pewinternet.org/Reports/2012/Search-Engine-Use-2012.aspx>

#### Millennial

<http://www.pewinternet.org/Reports/2012/Hyperconnected-lives.aspx>

<http://www.pewinternet.org/Reports/2012/Social-networking-climate.aspx>

<http://www.pewinternet.org/Reports/2012/Facebook-users.aspx>

<http://libraries.pewinternet.org/2012/01/23/tablet-and-e-book-reader-ownership-nearly-double-over-the-holiday-gift-giving-period/>

<http://www.pewinternet.org/Reports/2012/MobileGiving.aspx>

<http://www.pewinternet.org/Reports/2011/Local-business-info.aspx>

<http://www.pewinternet.org/Reports/2011/Why-Americans-Use-Social-Media.aspx>

<http://www.pewinternet.org/Reports/2011/Internet-as-diversion.aspx>

<http://www.pewinternet.org/Reports/2011/Apps-update.aspx>

<http://www.pewinternet.org/Reports/2011/Local-news.aspx>

<http://www.pewinternet.org/Reports/2011/Cell-Phone-Texting-2011.aspx>

<http://www.pewinternet.org/Reports/2011/Social-Networking-Sites.aspx>

<http://www.pewinternet.org/Reports/2011/Search-and-email.aspx>

<http://www.pewinternet.org/Reports/2011/Cell-Phones.aspx>

<http://www.pewinternet.org/Reports/2011/Video-sharing-sites.aspx>

**E Reader**

<http://www.pewinternet.org/Reports/2011/E-readers-and-tablets.aspx>

<http://www.pewinternet.org/Reports/2011/Twitter-Update-2011.aspx>

<http://www.pewinternet.org/Reports/2011/Technology-and-social-networks.aspx>

<http://www.pewinternet.org/Reports/2011/13--Internet-phone-calls--Skype.aspx>

<http://www.pewinternet.org/Reports/2011/08-Community-Information-Systems.aspx>

<http://www.pewinternet.org/Reports/2011/Generations-and-gadgets.aspx>

<http://www.pewinternet.org/Reports/2011/The-Social-Side-of-the-Internet.aspx>

<http://www.pewinternet.org/Reports/2010/Paying-for-Content.aspx>

## Generational differences

<http://www.pewinternet.org/Reports/2010/Generations-2010.aspx>

<http://www.pewinternet.org/Reports/2010/Better-off-households.aspx>

## Apps Culture

<http://www.pewinternet.org/Reports/2010/The-Rise-of-Apps-Culture.aspx>

<http://radioreddit.com>

## ARTS

<http://www.youtube.com/watch?v=az60LZUtsy4&feature=youtu.be>

<http://www.youtube.com/watch?v=uZuL9S0NBww&feature=youtu.be>

<http://www.nea.gov/research/2008-SPPA-BeyondAttendance.pdf>

<http://www.nea.gov/research/2008-SPPA-Age.pdf>

<http://www.nea.gov/research/2008-SPPA-ArtsLearning.pdf>

<http://www.nea.gov/research/new-media-report/New-Media-Report.pdf>

<http://www.nea.gov/research/ToRead.pdf>

<http://www.nea.gov/research/reports/NEA-Research-Report-35.pdf>

<http://www.nea.gov/research/reports/NEA-Research-Report-33.pdf>

<http://www.nea.gov/research/reports/NEA-Research-Report-32.pdf>

<http://www.nea.gov/research/reports/NEA-Research-Report-31.pdf>

<http://www.nea.gov/research/reports/NEA-Research-Report-25.pdf>

<http://www.nea.gov/research/reports/NEA-Research-Report-23.pdf>

<http://www.nea.gov/research/reports/NEA-Research-Report-9.pdf>

<http://www.nea.gov/research/reports/NEA-Research-Report-4.pdf>

## Classical music

<http://www.nea.gov/research/Notes/92.pdf>

<http://www.nea.gov/research/Audience-Impact-Study-Literature-Review.pdf>

<http://audaud.com/2006/03/why-is-classical-music-undervalued-by-younger-generations/>

[http://www.musicweb-international.com/classrev/2004/July04/Classical\\_Music.htm](http://www.musicweb-international.com/classrev/2004/July04/Classical_Music.htm)

[http://www.polyphonic.org/wp-content/uploads/2012/04/2002\\_Classical\\_Music\\_Consumer\\_Report.pdf](http://www.polyphonic.org/wp-content/uploads/2012/04/2002_Classical_Music_Consumer_Report.pdf)

<https://musiced.nafme.org/interest-areas/general-music-education/i-heard-that-listening-to-classical-music-a-video-resource/>

<http://www.artsjournal.com/artswatch/aw-deathofclassical.htm>

<http://oyc.yale.edu/music/musi-112>

<http://harvardmagazine.com/2012/01/the-future-of-theater>

<http://harvardmagazine.com/2008/01/theatrical-software.html>

Surveys of the state of the media

<http://stateofthedia.org>

<http://stateofthedia.org/2013/audio-digital-drives-listener-experience/>

Humanities

[http://www.humanitiescommission.org/\\_pdf/hss\\_report.pdf](http://www.humanitiescommission.org/_pdf/hss_report.pdf)

<http://artsandhumanities.fas.harvard.edu/humanities-project>

Here is the Justice and Unity Plan

### **Ten Point Plan to Save WBAI**

1. Safeguard the historic local autonomy of WBAI's transmitter & programming.
2. Hire multi-skilled, broadcast-savvy, community-minded managers;

- protect all producers' self-expression; reinstate removed dissenters.
3. Pursue a capital campaign to purchase a WBAI facility; develop vigorous off-air fundraising programs.
  4. Actively build listenership among a new generation of activists.
  5. Reforge connections with grassroots groups and community media; expand outreach events.
  6. Protect locally based programming for peace with justice.
  7. Restrict campaign spending for local board elections.
  8. Hold a national convention to improve Pacifica bylaws, including mandating diversity.
  9. Honor the labor contracts with the unpaid and paid staff unions.
  10. Demand transparency for local & national board meetings; expand public participation; return to open membership on local board committees.

### **WBAI: Financial Stability and Growth are Possible**

With help from the Local Station Board, staff, WBAI members and listeners, together we can:

- \* Mount a capital campaign and pursue city building grants/loans to buy our own studio, thus reducing huge rent bills.
- \* Resume search for compatible tenants to sublet part of WBAI's studios.
- \* Build a dedicated team to address the problem of ordering and shipping premiums.
- \* Hire a full-time development director to lead robust off-air fundraising—awards dinners, concerts, planned giving, and more.
- \* Through revitalized committee work, recruit listeners of all ages and ethnicities via grassroots multi-media—Internet, Facebook, Twitter, "Town Hall" events, WBAI palm-cards, and more.
- \* Expand online distribution and archiving of WBAI programs.
- \* Create long-term, multi-channel expansion of WBAI programming via sideband, hybrid-digital radio, and cable TV.
- \* Create a Pacifica record label to raise money, and showcase the work of progressive cultural workers.

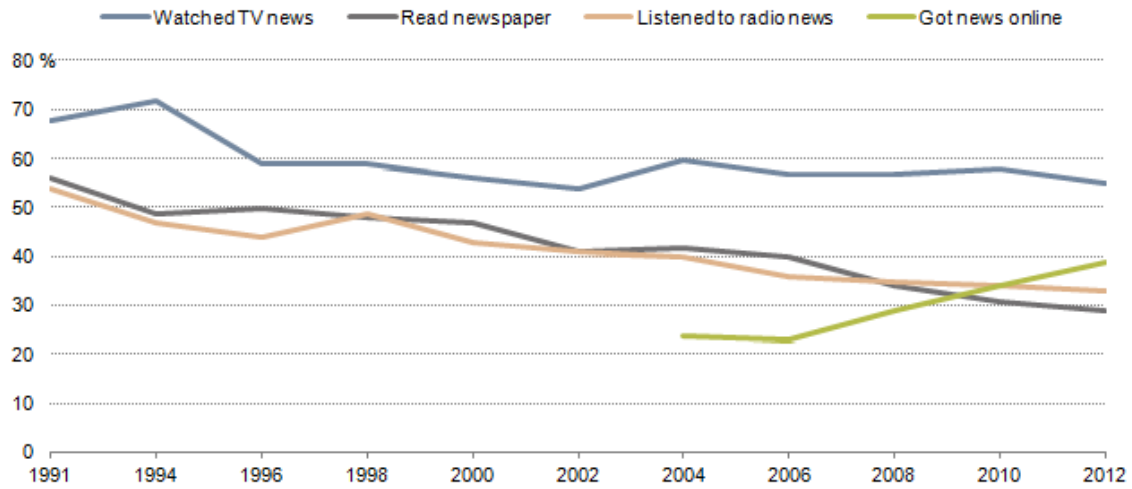


THESE ARE USEFUL GRAPHS TO THINK ABOUT AS WE MOVE FORWARD.

This area is where Pacifica is way behind. We need to adopt policies that have all shows create a Facebook page, blog and a twitter account and do that ASAP  
We can approach major graduate and undergraduate journalism programs in the city and ask them to help. They should be offered shows or brought into the creation process. We should also ally with the Personal Democracy Forum <http://personaldemocracy.com> and start working with them. Broadcast their events from end to end on WBAI when they happen each year

## Digital News Surpasses Newspapers, Radio

Percent of Adults



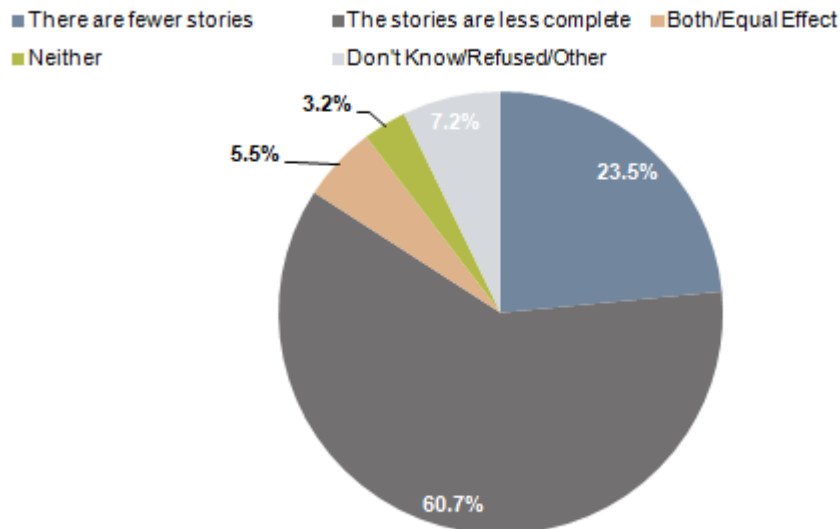
Source: Biennial Media Consumption Survey, Pew Research Center

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## Quality Far Outweighs Quantity, Among Those Who Walked Away

Percentage of U.S. Adults Who Said They Have Stopped Turning to a News Outlet



N= 401

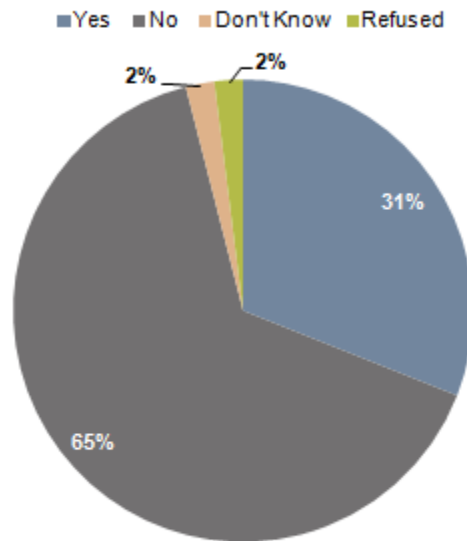
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This is a really important issue for WBAI. The question of quality and fact checking has basically dropped by the wayside. The reliance on quackery gimmicks for fundraising we are sure has worked negatively with trends like this. How many people know people who do not bother to listen to WBAI because they find it useless. That has got to change and quality of information becomes a priority

**Some Americans Are Abandoning News Outlets That No Longer Serve Their Needs**

Percentage of U.S. Adults



N=2009

Survey Question: Have you stopped turning to a particular news outlet because you felt they were no longer providing you with the news and information you were accustomed to getting?

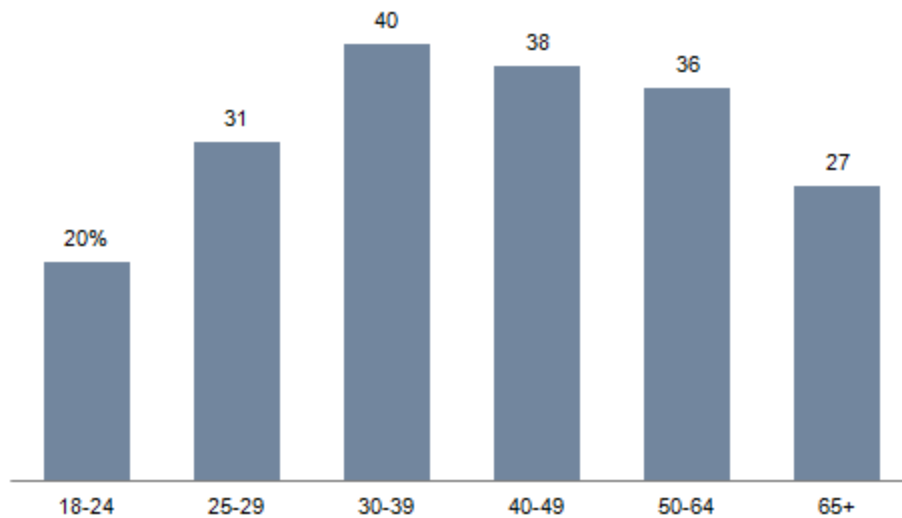
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This is especially true Pacifica in general and WBAI in particular. This partially explains our pathetic Arbitron stats. We no LONGER SERVE PEOPLES NEEDS.

## One-Fifth of Young Adults Listen to Radio News

Percentage of U.S. Adults Who Listened to Radio News Yesterday in 2012



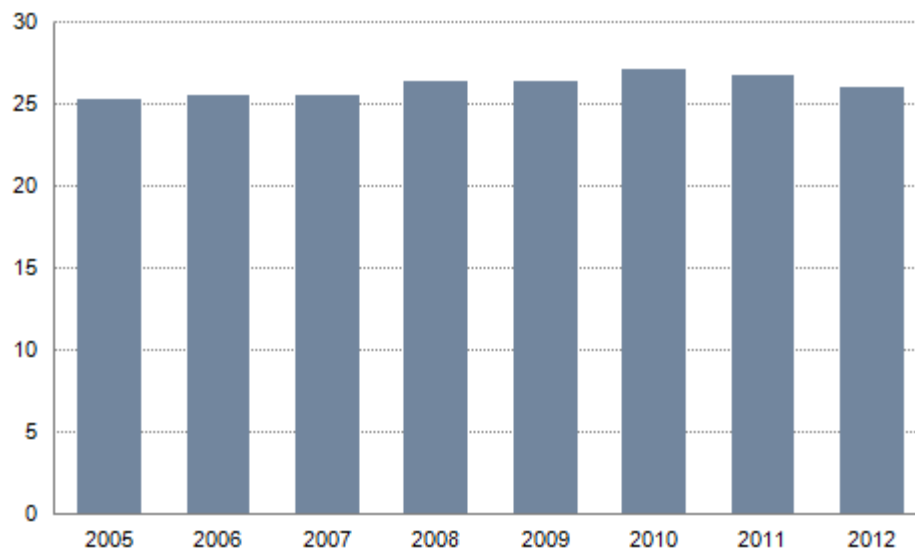
Source: Pew Research Center

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The young audience and getting them involved should be a priority. A small percentage of them listen to news on the radio..they go their mobile devices and the web.

## NPR Lost On-Air Listeners Again in 2012

Number of Listeners Each Month in Millions



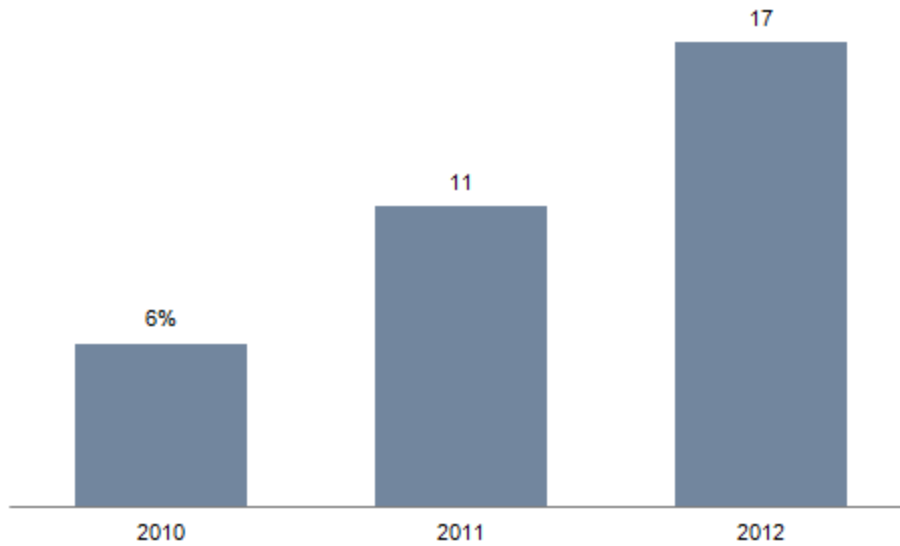
Source: NPR Internal Data and Pew Research Center Analysis

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These trends are general but for Pacifica they have been downward for ten years. That must change if the network is to survive

### Online Car Listening through Cellphones Is on the Rise

*Percentage of Cellphone Owners Who Have Ever Listened to Online Radio in a Car by Listening to the Stream from a Cellphone Connected to a Car Stereo*



Source: Arbitron

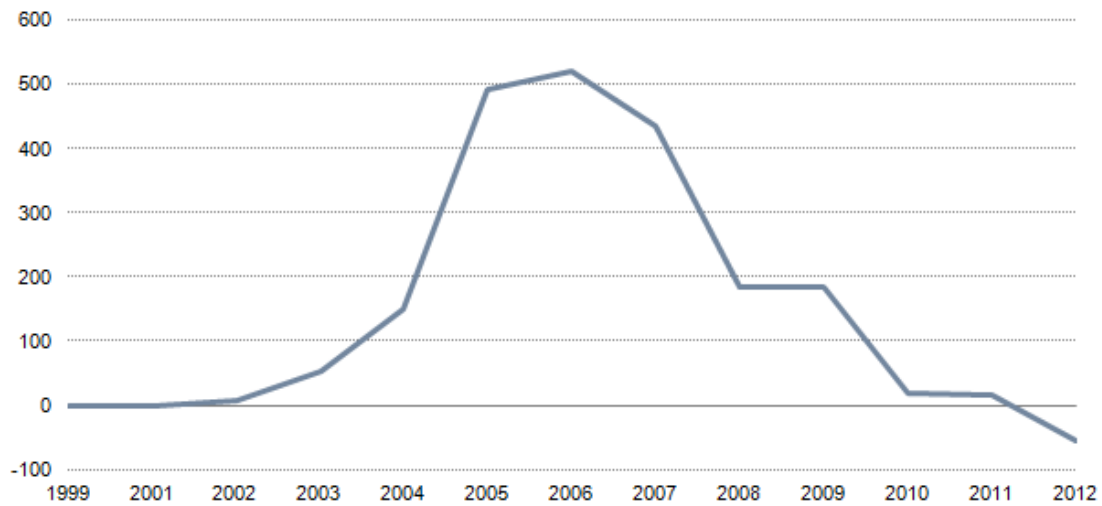
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We are completely out of this market and need to enter it. We are sure DN is doing this.

## Number of Stations Dropping HD Outnumber Those Adopting It in 2012

Number of Stations



Source: BIA Financial Network and Pew Research Center

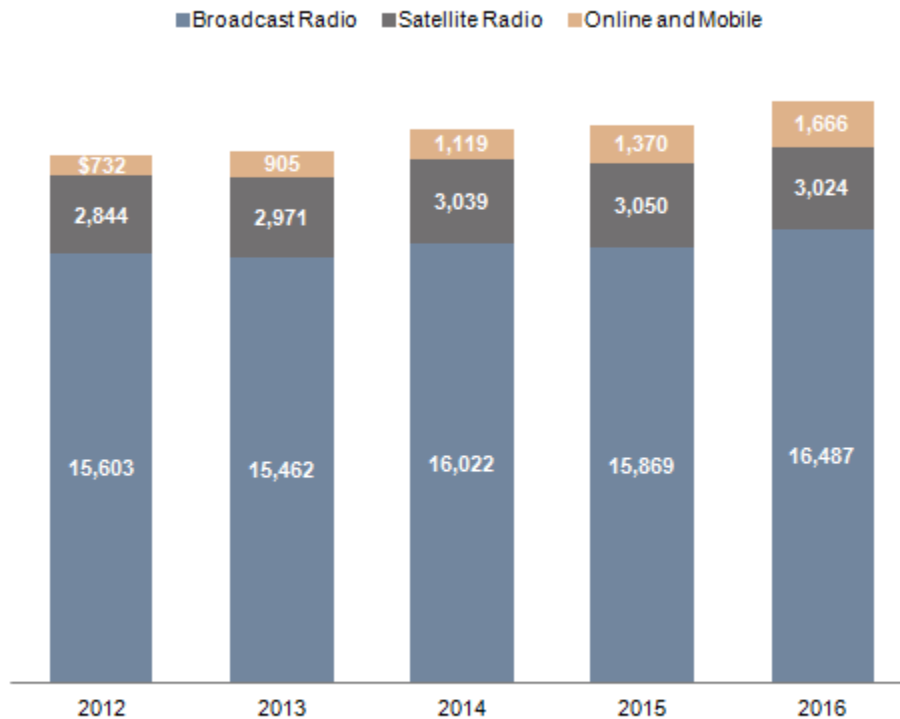
Note: Pew Research has updated figures from 2003 forward to reflect changes in the BIA system regarding what year stations went digital in the past.

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## Online and Mobile Radio Projected to See Steadiest Growth

In Millions of Dollars



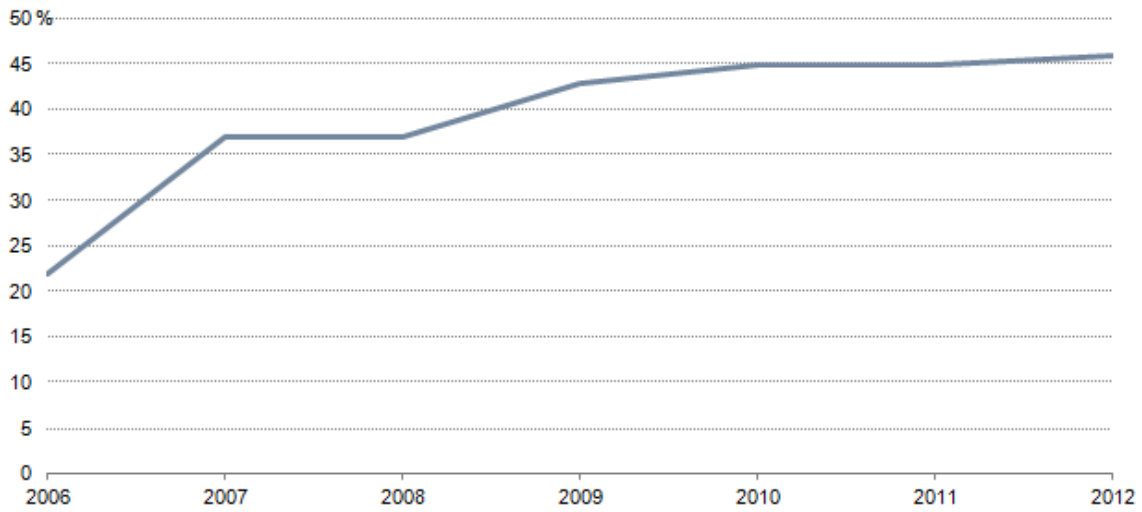
Source: Veronis Suhler Stevenson Communication Industry Forecast 26th Edition, 2012-2016

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### Awareness of Podcasting Plateaus

Percentage of U.S. Population Age 12 or Older



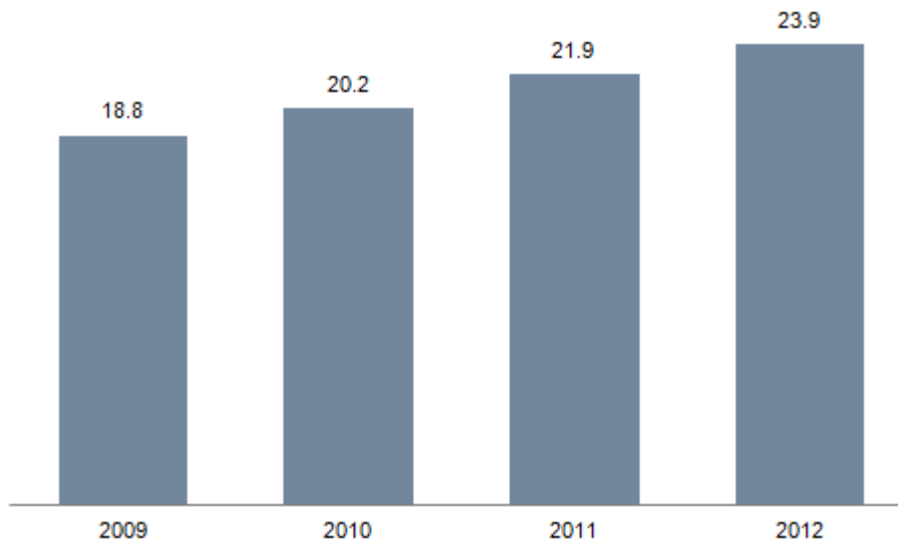
Source: Arbitron

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### On Brink of Change, SiriusXM Attracts Record Number of Subscribers

In Millions of Subscribers



Source: SiriusXM

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