

CAB minutes 1/26/14 1-5:30 about 22 attending

Facilitator: Melissa Ennen

Minutes: Jack Shalom

Stack: Jim Sagurton

Agenda:

- 1) Discussion with Ken Freedman
- 2) PNB Meeting in Washington

1) Ken Freedman introduced himself gave some background about himself:

Manager of WFMU, 54 years old, in non-profit radio 38 years, current WBAI member, former WBAI volunteer, red diaper baby.

Submitted a proposal for the PSOA but wants WBAI to be self-sustaining. His preference is for WBAI to remain a radical non-profit, that can survive, but he has put in a PSOA to cover eventualities. He says he is willing to help WBAI even without the PSOA as a consultant for a given number of hours for free and then he would charge. He states he has no hidden agenda.

A lengthy question and answer period ensued. Here are the major points that were brought out:

- The PSOA is to Oracle communications, not to Ken personally.
- Ken foresees replacing basically all of WBAI programming and starting from scratch. He feels WBAI is trying to serve too many audiences to be self-sustaining and must concentrate only on four or five main core audiences. Several CAB members felt this was contrary to the mission of WBAI.
- it is possible that some former WBAI programs would be brought back-- maybe even in expanded time slots.
- The programming and staff for the leased WBAI would be entirely separate from the current WFMU.
- Ken was very successful at fundraising and building an audience at WFMU. They raise 70% of their funds online and only have two two-week drives a year to raise over two million dollars.
- Oracle would not take on the severance pay for WBAI or any other previous unpaid debts.
- With regard to digital expansion, WFMU currently has 5 Internet stations and one Broadcast outlet. Ken envisions a greatly expanded Internet

presence for WBAI. Possibly laid off staff or present programmers would be moved to a digital platform.

--Ken sees the implementation of a content management system which also moderates audience input as an important step to establishing station viability. There is a movement of open source this software but presently in the hands of a WFMU programmer.

--Under the PSOA the National Board would dictate ten hours of content a week and have two full time staffers from Pacifica.

--research shows that people need to listen to a station 2-3 years before they become members, so building a station is a slow process.

--FCC rulings are opaque with regard to PSOAs so anything can happen, but the FCC seems to be wary of those leasing taking over licenses.

--Ken believes in the vital importance of volunteers, volunteer coordinators, and internships in making the station viable.

--Immediate things WBAI needs to do to boost income is email solicitation weekly, end the registration sign-up on the website to make a donation, and immediate follow up by phone on pledges.

--It's not enough to be running in the black, because of the unevenness of the cash flow through the year, it's necessary to have cash reserves.

--He has no idea of the what the chances are that the PNB will vote for a PSOA. The other choices seem to be nothing, a station swap, or selling the station. The PNB has passed a resolution that they will only consider a PSOA from a non-profit.

--Social media is important if the producer is involved and feels comfortable with it. There should be direct involvement with the on-air radio personality.

--No one other than Ken has gone on record as having submitted a PSOA, though there have probably been ten or so proposals.

--Kickstarter and the like won't expand your base, but will raise money if they are for specific projects.

--Surveys through Survey Monkey are about \$250/yr

--Ken can be reached at [ken@wfmua.org](mailto:ken@wfmua.org)

## 2) Discussion of how to approach the PNB meeting in DC on 2/9

It was felt that there needed to be presented a narrative of short term gains over the last year and what we needed to do to be sustainable in the next few months.

1. Spell out financial positives.

2. How to make premium driven model work in the interim.

3. Systemwide Gary Null fundraiser to retire severance pay debt.
4. Need for stability in the management team.
5. Focus on how to make the monthly nut.
6. we are enlisting expert help at no cost.
7. Immediately institute a weekly email campaign to our email list to retire the severance debt. **Jack**
8. Fix the website so that no registration is required to donate.
9. Install phones. **Najee**
10. Detail how far we have got in the past year with premiums. **Debbie**
11. Detail the work with follow up phone calls.
12. Demand access for Pacifica financial spreadsheets for WBAI.
- 13 Put Agenda PT-CAB Report to PNB Agenda **Alex**
14. Formally request schedule of the PNB meeting ASAP **Alex**
15. Demand report to the listener every two weeks.

Accomplishments:

1. Premiums
2. 38 strategic plans
3. Follow up phone calls
4. \$15000/ mo. BAI Buddy
5. CAB restarted Drama @ Pacifica
6. WBAI now volunteer friendly
7. CAB has helped offline events e.g. comedy evenings
8. CAB has reduced storage costs by 25%

Submitted by your humble servant,  
Jack