

## WBAI Outreach and Fundraising Taskforce Meeting Sept 18, 2023 7PM

In attendance were:

Jonie DeLorenzo  
Bruce Greif  
Kay Williams  
Cerene Roberts  
Steven Blackwell  
Maat  
Martin Flynn  
Hazel Plnder  
JIm  
Rachel Barr  
Carolyn Birden  
James Sagurton  
Eleanor Elizabeth Forman

The previous minutes were approved by Bruce.

Maat had a point of order regarding agreeing about approving the previous minutes. Bruce and Hazel accepted the previous meeting minutes.

Bruce spoke about Bartering- He spoke with the Indy News and spoke with the PD about it with John Tarleton. John Tarleton suggested a free subscription for Independent News if listeners became BAI Buddies. Also spoke about Bklyn Public Library -the library stated that they do not function or deal like that. We could put up a flyer in libraries about WBAI and place ads in The Amsterdam News, and Our Time Press as we did back in the day.

The fundraising letter-Rachel had no new information.

Hazel will call the GM on 8/19 regarding several items.

Underwriting-go up and down Atlantic Antic to try to solicit this from local businesses-an example given was a pizza place offering discounts in exchange for ads.

Ask listeners to go in to stores to do bartering.

Martin Flynn stated that the GM has rejected the remote calls from home.

Use call center only for plastic It costs BAI .92 per minute to use.

Cerene talked about the call center and an operator answering with a warm, friendly voice and then the call being transferred to the call center.

Martin suggested that volunteers at home could say something like "ready for the next call" and then one could press "T" for processing.

Bruce asked Hazel if she would ask the GM for volunteers making calls.

Cerene suggested separating lists by year and then emailing first and then calling.

Bruce suggested using SMS text message.

Martin talked about the route to email-whichever way it wants to be set up can be set up that way. The Allegiance system is not so good and Martin asked if BAI is tracking this in Allegiance. Martin said that the Call Center enters data into Allegiance.

Bruce asked about the Great Plains license.

Rachel stated that all of the items that we need approval for have to do with the GM ..

Cerene stated that the GM has his hands full. We don't have a Bookkeeper and that the Book Keeping is done at Pacifica.

Rachel stated that both the GM and the PD need to reach out for assistance with everything to the listeners. That would bring back community and take some tasks off the hands of the GM and the PD.

Bruce asked how long it takes for Markisha (excuse me if I misspelled her name) to input items. Bruce said that we can get a volunteer to do some of this work.

Cerene stated that we are waiting for the license to take money from Atlantic Antic attendees to sell items from the Executive Director.

Bruce talked about the flyers to be given out at the Atlantic Antic and suggested 8 1/2 by 11 or 4 per page.

Jonie emailed the PD and asked about a banner for the Climate March. She received no response from the PD.

Maat mentioned the online auction.

Rachel stated that she is trying to find a space that will hold more than 100 listeners for community fundraising events that would not charge us much money for liability insurance. She is going to organize an online auction from late November through the Dec holidays.

A list of items we need for the Atlantic Antic:

- table
- banner-
- tablecloth
- flyers
- chairs

Maat stated that there is no business phone number at WBAI.

Cerene mentioned doing a LOFT Town Hall on a Sunday to increase membership and revenue from 3-5PM.

Bruce stated that the listeners should talk about what they want to talk about and meet producers.

The date of 9/24 was suggested and Bruce said we need to do a PSA.

Cerene talked about another Town Hall on Oct 15.

Cerene informed us about a Town Hall on zoom given by MTOPP and hosted by Living for the City's Jillian Jonas and Michael G Haskins, our beloved host of "Living for the City" on Tuesday Oct 3.

The meeting ended at approximately 8:30PM.

The next two meetings of the Outreach and Fundraising Taskforce will be held on Monday, Oct 2 at 7:00PM and on Monday, Oct 16th at 7:00PM.

Meeting notes respectfully submitted by Rachel Barr, Sept 28, 2023