

WBAI Treasurer's Report
May 14, 2014

The National Finance Committee (NFC) has not met since March 11. I have seen a notice that the Directors have finally been elected to the NFC, but at this time it is not known when the NFC will be convened for 2014.

The WBAI local Finance Committee met on May 7, 2014. At that time I was surprised to hear that the General Manager would not be at the meeting that night.

In late April the General Manager had cc'd me with the following spreadsheet:

WBAI Finances from now until July 1, 2014

Description	Amount	Payment	Method
Angel loan	\$30,000	\$(26,000)	Annuity
Rent - City College 3/2014	\$5,000	\$(5,000)	Church Grant
Rent - City College 4/2014	\$5,000	\$(5,000)	Church Grant
Sub-Total		\$(36,000)	Other
Health Benefits 4/2014	\$8,000	\$(8,000)	Drive Week 1
Empire State 3/2014	\$50,000	\$(50,000)	Drive Week 1
Rent - Commons 3/2014	\$5,300	\$(5,300)	Drive Week 1
Rent - Commons 4/2014	\$5,300	\$(5,300)	Drive Week 1
Gary Null - Premium	\$2,000	\$(2,000)	Drive Week 1
KPFA	\$6,000	\$(6,000)	Drive Week 1
Payroll 4/30/14	\$18,000	\$(18,000)	Drive Week 1
Premiums	\$7,000	\$(7,000)	Drive Week 1
Sub-Total	\$101,600	\$(101,600)	Drive Week 1 Total
Empire State 4/2014	\$50,000	\$(50,000)	Drive Week 2
Monique - Premium	\$15,000	\$(15,000)	Drive week 2
Rent - City College 5/2014	\$5,000	\$(5,000)	Drive week 2
Rent - Commons 5/2014	\$5,300	\$(5,300)	Drive Week 2
Payroll 4/30/14	\$18,000	\$(18,000)	Drive Week 2
Others	\$8,000	\$(8,000)	Drive week 2
Sub-Total	\$101,300	\$(101,300)	Drive Week 2 Total
Empire State 5/2014	\$50,000	\$(50,000)	Drive week 3
Premiums	\$30,000	\$(30,000)	Drive week 3
Phone bills	\$5,000	\$(5,000)	Drive week 3

Payroll 5/15/14	\$18,000	\$(18,000)	Drive week 3
Sub-Total	\$103,000	\$(103,000)	Drive Week 3 Total
Health Benefits 3/2014	\$30,000	\$(30,000)	Drive Week 4
Empire State 6/2014	\$50,000	\$(50,000)	Drive Week 4
Rent - City College 6/2014	\$5,000	\$(5,000)	Drive Week 4
Rent - Commons 6/2014	\$5,300	\$(5,300)	Drive Week 4
Payroll 5/31/14	\$18,000	\$(18,000)	Drive Week 4
Health Benefits 4/2014	\$8,000	\$(8,000)	Drive Week 4
Sub-Total	\$116,300	\$(116,300)	Drive Week 3 Total
Payroll 6/15/14	\$17,000	\$(17,000)	BAI Buddy May 2014
PRA	\$17,000	\$(17,000)	BAI Buddy Jun 2014
Sub-Total	\$34,000	\$(34,000)	Drive Week 3 Total
Drive Daily goal	\$18,820		
Weekly	\$131,740		
Fulfillment 78%	\$102,757.20		

I think that the second cell that says “Drive Week 3 Total” should probably read “Drive Week 4 Total,” and the third cell that says “Drive Week 3 Total” should probably read “BAI Buddy Total.”

Below is a spreadsheet I’ve made from the published daily results of the current ‘thon.

WBAI Spring 2014 ‘Thon Tallies May 5-10, 2014

Day	Date	Tally	Total to date	Budgeted	Difference	Total Difference
Monday	2014-05-05	\$13,685	\$13,685	\$18,820	(\$5,135)	(\$5,135)
Tuesday	2014-05-06	\$9,700	\$23,385	\$18,820	(\$9,120)	(\$14,255)
Wednesday	2014-05-07	\$15,475	\$38,860	\$18,820	(\$3,345)	(\$17,600)
Thursday	2014-05-08	\$15,765	\$54,625	\$18,820	(\$3,055)	(\$20,655)
Friday	2014-05-09	\$8,575	\$63,200	\$18,820	(\$10,245)	(\$30,900)
Saturday	2014-05-10	\$8,765	\$71,965	\$18,820	(\$10,055)	(\$40,955)

Looking at these spreadsheets I see that the \$26,000 bequest that WBAI has received is listed as being used to partially repay an “angel loan.” The \$10,000 grant which WBAI has received from the Unitarian Church is being used to immediately pay the two months of rent WBAI is in arrears on at CCNY.

The rest of the expenses, including becoming current with the Empire State Building rent, are projected to be paid by revenues from the Spring ‘thon and from the BAI Buddy revenue for May and June. The Spring

'thon revenue is projected as averaging \$102,757 a week.

From the above spreadsheet showing the totals for the first six days of the current 'thon we see a daily tally of just under \$12,000, which I certainly hope improves. I do not think it is realistic to expect to see a steady, weekly revenue of \$102,757 from this 'thon.

The General Manager's projections are based on achieving the budgeted daily tally of \$18,820. The last 35 days of the Winter 'thon showed an average daily tally of \$17,441. This was about 7% short of the budgeted daily goal.

If, in the end, this Spring 'thon performs as the previous 'thon did, then, at a 78% fulfillment rate, we should really be looking at a weekly revenue of about \$95,228.

Assuming that the Spring 'thon really only goes on for four weeks this could leave WBAI about \$30,117 short by July 1. A higher fulfillment rate would help, but the tally must be high enough in the first place in order for a higher fulfillment rate to matter.

While that situation may not be as bad as things have been at times in the past it means that at the start of the Summer there would still be about \$30,000 of expenses unpaid, and the Summer months are usually a time when revenues slack off. And the expenses won't stop with July 1. WBAI will still end up needing to cover the usual operating expenses which are about \$150,000 a month. There will be a July "mini-thon," and last year's July "mini-thon" raised \$244,703 but I recall that it's duration stretched the definition of a "mini-thon."

In short, the cash flow problem we've been seeing for a long time is still going to be with us.

On the plus side, the work of the CAB volunteers is making a difference in all of this, so it's possible that the fulfillment rate will increase, which could possibly put WBAI in a position to break even with its expenses in the near future. That hasn't happened in a long time.

The bottom line is that we have to pitch a lot over the next few months. We have to hope that the tallies and fulfillment rates are large enough to sustain the station. We also have to hope that all of this pitching does not alienate so many of the regular listeners that we're pitching to less than a critical mass of potential contributors.

All of this is about bare, short term survival. Long term survival is going to require some long term planning, and, IMO, the arrival of a real Program Director at WBAI.

And of course we have to hope that the internal politics of Pacifica do not wreck everything.

At its meeting on May 7, local Finance Committee voted to bring two motions to the LSB.

The next local Finance Committee meeting will be on Wednesday, June 4, 2014, at 7:00 PM at WBAI's offices at 388 Atlantic Ave. 3rd floor.

R. Paul Martin
WBAI LSB Treasurer