

Dear WBAI Staff and Producers -

As you are all well aware, Pacifica Radio WBAI New York continues to be in financial difficulty. Our membership is down, and listener ratings are low. After careful analysis of the data detailing both listener behavior and considering our fundraising shortfalls, it has become clear to us that changes need to be made to our programming grid to revitalize our broadcast presence in the community. Regrettably, changes to the grid will impact some of our programs and hosts directly. The loss of a few shows and the schedule change of others will be required to create the space on the grid to allow for some new ideas that have the potential to increase our audience.

It must be said that the level of dedication and commitment by our WBAI programmers to create radio according to the Pacifica Mission in spite of the periods of institutional instability ***is nothing less than commendable***. Your hard work and contributions are of great value and are sincerely appreciated. For this reason the changes are proposed with an eye toward keeping the “community” in community radio, meaning that most of our local producers will remain on these airwaves but will be strategically placed into strips which we expect will hold and build audience together.

One of the ways radio can serve its listening audience is by

having a consistent daily presence that reflects the listening habits of its community. We propose to strengthen WBAI and build audience by creating consistent programming strips that correspond to the listening habits of New Yorkers, while fulfilling the Pacifica Mission. Starting November 15, we would like to reintroduce music programming to the mornings that we expect will attract more diverse and younger listeners while reflecting the values of Pacifica and the New York metropolitan community. We propose to return Gary Null to the noon hour in the hopes that he will deliver his old audience and cultivate new listeners. The 5 p.m. program is *5 O'clock Shadow* and will be hosted by Robert Knight, it's a national and international news program, which we expect will not only retain the *Talkback* audience, but build its own listenership.

These changes are proposed with the best interest of WBAI in mind. We believe that they will increase listenership across the WBAI grid, build audience for all WBAI producers and increase listener donations overall, thereby raising the profile of Pacifica and the Pacifica Mission in the New York area. While implementation has been scheduled for Monday, November 15, 2010, we look forward to your feedback and constructive support of this process.

Sincerely,

