

## From the General Manager



Berthold Reimers

I am pleased to announce that I have accepted the position of General Manager at WBAI. During the past 5 months as Interim General Manager I have had the opportunity to identify key areas that the station will be focussing on during 2011:

- the establishment of daily operations processes and procedures
- a reduction of on air fund drives while keeping WBAI solvent
- an increase in the quality of the intellectual content of programs that reflects diverse opinions
- maintenance of a safe and equitable working environment for producers, paid + unpaid staff
- placing WBAI in the forefront of breaking news, re-establishing WBAI as a top media source
- promotion of lesser known cutting edge artists, educators, musicians, poets, and writers
- improvement of the technical quality of air sound

- Wishing you all a happy and safe holiday season -

## Upcoming Events

- Dec. 11, 2-8pm **WBAI Health Initiative** w/Dr. Majid Ali - at Ethical Cultural Society 2 W64th St at Central Park West, 973.586.4111, fundraising event \$15.
- Dec. 6-10 + 13-17, 11am -7pm **WBAI Book Fair** - a bonanza of books \$1-\$5 a stack!
- Dec. 13-17, Noon-6pm **WBAI Holiday Mini Fund Drive**
- Dec. 13-19 **WBAI Host Fest** - online auction to dine with your favorite Wbai host, begins: 12/13 9am, ends: 12/19 10pm, go to **Wbaiauction.org**.
- Dec. 17, 6-11pm **WBAI Holiday Party** (producers, staff, and volunteers)
- Dec. 18, 7pm-12am **HipHop Takeover**- Ife Dancy spins with friends
- Jan 17, 12am-11:55pm **Martin Luther King Birthday Mini Fund Drive**

## Programming Notes from Tony Bates, Interim Program Director

### WBAI LAUNCHES LISTENER FRIENDLY LINE-UP

Starting Monday November 15th, a revamped schedule was implemented – the first significant refinement in nearly a decade – that is part of a long-term plan to boost ratings, diversify the audience, attract a new generation of listeners, and ease the fundraising burden for the listener-sponsored station's long-term constituents. Unlike National Public Radio –whose income is primarily from corporate underwriting, grants and federal endowments – the five Pacifica Foundation stations get approximately 85 percent of their funding directly from their listeners.

The past decade saw a decline in listenership for WBAI, and other public radio stations, resulting in lengthier on-air fund drives. A management change late last year helped turn that trend around, with some of WBAI's most successful "marathons" in years. But longer-term progress remains an essential goal.

It is imperative that we begin to draw in and build new audiences immediately -- or the station will continue to have its head under water. If we don't make space for some younger voices, for some different kinds of programming, for some new voices, WBAI will continue to stagnate **and lose listenership**.

Station Manager Berthold Reimers sees the changes as both a "renaissance," and a return to Pacifica's founding principles – intended to maintain an independent funding base by serving existing audiences and engaging new ones. WBAI will continue to serve both constituencies. "But we're also looking to the future. We need an influx of new listeners, to take some of the pressure off of our long-time listeners and supporters."

Among the changes is a return to WBAI's historic tradition of morning music during the weekdays, anchored on Thursdays and Fridays by **Delphine Blue**, the popular host of "Shocking Blue" – along with enhanced blocks of salsa, hip-hop, reggae, and other contemporary music forms hosted by **Kimberly Massengil** on Tuesdays with the program "Thump and Growl" and **Elvira Liceaga** on Mondays with the program "Malavida".

One highly-anticipated triumph is the long-awaited return of the highly popular health expert **Gary Null** – whose "Gary Null Show" returns to a noontime slot.

New on deck is "Five O'Clock Shadow", a cutting-edge afternoon program dedicated to investigative coverage of national and international affairs, hosted by Polk Award-winning journalist **Robert Knight**. The "Shadow" will follow **Hugh Hamilton's** popular "Talkback", and lead into the WBAI Evening News.

Also returning to the WBAI airwaves are Friday morning editions of "Wake Up Call" with veteran journalist and former Young Lord **Felipe Luciano** – himself a former WBAI program director during the late 1970s.

These, and other changes, are part of creating a more consistent listening experience for the Wbai audience so that not just the subject matter, but the host remains intact, and people know what they are going to hear when they tune in. In the previous configuration, there was a different topic each day which is not the optimal method for building a large drive-time listenership according to most radio guidelines. These changes will ultimately build a bigger audience.

The majority of the station's producers will continue to contribute under the new configuration. According to Reimers, "We did our best to accommodate our producers. We gave them a lot of consideration. That's why it took six months to work this painful process through, where we balanced the interests of WBAI, and the situations of the producers. But yes, at the end of the day – we needed to make these changes."

The streamlining and focusing of the schedule is by no means a reduction, but an enhancement of WBAI and Pacifica's traditional broadcast service for social justice, the underprivileged, and communities traditionally neglected by commercial, mainstream, and even public radio.

We are not going to change the content or commitment of our programming or producers. They will continue to do the good work they have done, continue to present the community voices and causes we've brought to the WBAI listening audience over the years, and we will continue to support them in those efforts. They have these values already. Through them, their constituencies, and their experiences here in the city, WBAI will continue to speak in the voice of New York City. What we are doing is making adjustments that better serve our audience and better serve WBAI as a whole.

We expect WBAI to be very much on the cutting edge. It's what we do. It's part of our mission – as Pacificans.

### Al Jazeera English joins the Pacifica Family

In keeping with its promise to promote understanding and help reduce the causes of conflict between different peoples, Pacifica Radio Stations will carry news coverage from Al Jazeera English, the award-winning 24-hour international news and current affairs channel.

The decision, which brings Al Jazeera English to radio audiences in North America for the first time, reinforces Pacifica's commitment to airing diverse perspectives and to presenting accurate, objective, comprehensive news on the vital issues that the world faces today. Al Jazeera English broadcasts from Doha, Qatar; Washington, DC; London, England; and Kuala Lumpur, Malaysia. They have 65 bureaux around the world.

On WBAI, the news will air from 5am to 6am, Mondays to Fridays, and will be archived for 90 days at **archive.wbai.org**.

## New + Noteworthy

### Become a Bai-buddy

As a **Bai Buddy** you can provide regular monthly revenue that would provide 3.8 million dollars (if all 16,000 members participated at \$20 per month) that would totally eliminate the need for any on-air fundraising!

By signing up for Electronic Funds Transfer (EFT) your tax deductible contribution will be transferred automatically from your bank account on a monthly basis.

Sign up by going to: [http://wbai.org/pdf/WBAI%20Buddies\\_Sept2010.pdf](http://wbai.org/pdf/WBAI%20Buddies_Sept2010.pdf) or email: **buddy@wbai.org**

### -Now Listen to Wbai on the fly-

#### On your iPhone, iPod, iPad, Blackberry, or Smartphone:

On **iPhone + iPod**, you can listen to WBAI with:

- Fstream (free)
- TuneIn Mobile Radio
- Spark Radio. See it at iTunes and reviewed by Mac-world
- Wunder Radio runs on the iPhone, iPod Touch and iPad and costs \$7.
- The Public Radio Player (free): [publicradioplayer.org](http://publicradioplayer.org) and [tuner.publicbroadcasting.net](http://tuner.publicbroadcasting.net)

On an **iPad**, you can listen to WBAI using the included Safari web browser, which supports both of our mono MP3 streams without additional software.

- Listen to the 24K MP3 Mono stream. Low quality, less data
- Listen to the 64K MP3 Mono stream. Higher quality, more data

The 24k stream may be best when using a 3G or 4G cellular data network while the 64K stream, with higher bandwidth needs, is better suited for WiFi.

#### On a BLACKBERRY:

You can listen to WBAI with the free Nobex Companion. This is much easier to use and install than Yourmuze (below).

From the browser on your BlackBerry go to: [www.nobexc.com/download](http://www.nobexc.com/download) and it will download and install the software.

Wunder Radio is compatible with the Curve and the Bold and costs \$10. It is not yet supported on the Tour or the Storm.

Yourmuze also works on the Blackberry. You have to register with a user id, password, real name, birthdate, contact info, etc. It is probably not a good idea to give our your actual birthday. After registering, you select your favorite stations, then use the browser on the Blackberry to go to [m.yourmuze.fm](http://m.yourmuze.fm) and select one of your stations.

#### On an ANDROID phone:

You can listen to WBAI with the free Android Online Radio (AOR) from Leadapps.

RadioTime has a free ad supported app called TuneIn Radio, available from the Android Market. If you don't want ads, they also have a \$1.99 RadioTime app.

Wunder Radio is compatible with devices running Android 1.6 or newer.

#### SMARTPHONES:

Yourmuze.FM: According to the company, "almost every modern phone with internet and multimedia capabilities should be able to receive (through Yourmuze) FM." They technically: BlackBerry, Nokia, Sony Ericsson, Samsung, Motorola and Apple's (non-3GPP-compatible) iPhone. Technically, you need a phone that supports 3GPP/3GPP2-streaming and understands the aacPlus-codec. Older BlackBerries (before OS version 4.3) did not support streaming. Windows Mobile does not natively support 3GPP streaming. Yourmuze was previously Moodio. They have an iPhone app that supports background streaming (the link only works if iTunes is installed). This information comes from the company, our only verification so far (as of May 7, 2010) is on the BlackBerry.

**PLEASE NOTE:** Streaming any radio station involves downloading lots of data. If your plan is not flat fee or unlimited, this can be expensive.