

Madison Mainstream Radio Meeting Minutes

626 Orchard Dr., Madison

November 1, 2017

2:00 pm

Present: Tom Kozlovsky, Robert Park, Barbara Park, Ken Skog, Nadine Wright, Patty Stockdale via phone through the treasurer's report.

Minutes of the July 24, 2017 were revised and approved.

Bob nominated Nadine Wright to be a member of the board and Tom seconded it. Passed unanimously.

Treasurer's report: We made \$126.00 at the garage sale including a donation of \$10 from a supporter of "Democracy Now". We finally received billing from ASCAP for \$282.00 which was paid. Now that we know what that amount is, the treasurer will write up an annual budget. Current total assets are \$832.21. The treasurer's report was approved.

Tom reported that he plans to leave the state on Dec 5th and return approximately March 14th.

Barb requested that the donate button be on the front page of the website. Bob said that the page needs to be updated and that Eric had been planning on doing that. Tom moved that we contact Eric and remind him to do the update and Bob seconded. Motion was approved. (Note: When redesigning the web page it needs to be "friendly" to mobile devices such as smart phones.)

Future fund raising strategies and ideas were discussed:

Bob talked to David Fox who used to do the program "Super Happy Fun Time." It has been long enough that we could replay recordings of the show on Sundays. David would be willing to redo the introduction and include an on-air sponsor plug. The name of the segment would be changed. Bob suggested "Musical Time Machine" as the new title and others thought that was a good idea.

Bob contacted WRRD in Milwaukee as they are not allowed to broadcast over their AM station at night. They were hoping to use an FM translator station at night but the ownership was changed before they could start broadcasting. Bob contacted them to offer to play their night time schedule until the problem is resolved, but they did not respond. He has also not received any response from The Progressive in regard to sponsorship. No one has responded to our listing of CDs on Craigslist.

Bob said we could set up a "Local Supporters" box on the Sponsor Page.

Ken suggested marketing on Nextdoor. People were not sure what we can do with that. If someone recommends a business on Nextdoor there is a link back somehow. The station is now listed as a business on Nextdoor and Carl Wacker recommended it. Nextdoor provides a search box. The station shows up when "broadcasting" is entered in that search box.

Future fund raising strategies and ideas:

Nadine suggested we could come up with small projects to raise funds.

We could pass the bucket at the next Make Music Madison. Local groups to sing at this event or other gatherings such as a house party could include The Raging Grannies, Madison Song Circle and County Highway PD. Nadine has contacts with these groups.

Contact WILPF for donation to be listed on the Sponsor Page. We could ask Mary Sanderson about this.

Bob wondered if we could call WIDE "The Raging Grannies Station," with that group's approval.

Could appeal to Prairie UU members or the board for support as the station broadcasts their Sunday morning services as well as the affiliated Humanist Union monthly programs.

Matching Fund. Ask a few Prairie members to donate seed money for such a fund, to match subsequent donations from other Prairie members.

Have an "open mic" event.

Bob is planning to go over to Westgate on Saturday to talk with volunteers for the Friends of Sequoya Library and find out who is “in charge” of their book sales since we have not been able to get that information. Then we would offer to announce the book sales on the air and hope to later get the group to become station sponsors.

Bob suggested we consider changing the name of the station owner to “Madison Progressive Radio” if that would help our fund raising. The name “Madison Mainstream Radio” dates back to when it included both the community and the Christian broadcasts.

See if the local businesses with ads in the Middle Heights newsletter might also sponsor the station.

Ken suggested broadcasting the summer concerts from Segoe Park. Bob explained that unless we got 3 additional licenses covering public performances of music under copyright we can only play original music with the permission of the composers. Others suggested that we could play music that is old enough so that it is no longer under copyright. That discussion led to suggesting a joint house concert with WMUU, broadcasting under their public performance licenses.

Another suggestion was hosting and broadcasting a Poetry Slam.

We need to explore grants from the Press Connection Foundation. Kathy Miner is on that board, but she is very busy at the moment with other concerns, so maybe this should wait a few months.

Interview leaders from non-profits on the radio and ask for a small donation.

Further work could be done on several of these ideas and they will be explored further by the Fund Raising Committee when it meets. The date for that meeting was set for Dec 13th at 2 pm at Bob and Barb’s house, 5610 Hammersley Rd.

The Meeting was adjourned at 4:00.