



# Fall Membership Drive 2021

Wednesday, October 27th -  
Tuesday, November 2nd



**Farmers Market  
Saturday  
October 2nd**

Fostering Community Dialogue and Participation

# CRITICAL TIMES

VOLUME 19 ISSUE 1

SARASOTA FL, OCTOBER-DECEMBER 2021

FREE

## Chaos at Local School Board

ANALYSIS BY CAROL LERNER

On August 9th, the local chapter of Sarasota Moms for Liberty met to go over last-minute details for their plan to challenge the universal mask mandate on the first day of its enforcement in Sarasota schools. About 65 people attended the virtual meeting, which was recorded and later shared on Facebook. Early in the meeting, the leaders of the local Sarasota chapter of Moms for Liberty, Alexis Spiegelman and Melissa Bakondy, stated that their protests weren't really about masks. "This is not about masks, this is not about whether we agree about Dr. Fauci, this is about our freedom," said Spiegelman. Throughout the meeting, the two leaders put their planned actions in the context of "liberty, freedom, choice and parental rights."

The plan was to have students enter school wearing masks, but then take off their masks at 10am and film the subsequent results. Children would be given instructions to say "I have a right to an education, you are taking my right to an education away. I have a right to breathe fresh air...you are discriminating against me because I refuse to wear a mask. Why are you segregating me? My parents have told me not to wear a mask."

Participants were told to document everything and file incident reports. Apparently, there was



Members of Moms for Liberty protest outside the Sarasota County School Board

overwhelm the system," was her answer. At an earlier point, she said the campaign will "create chaos" in the schools.

The Sarasota Moms for Liberty group and their allies have definitely been doing that - creating mayhem at recent school board meetings. They refuse to accept the Board's rules on public participation which excludes personal attacks. If

Moms for Liberty was incorporated in Florida last December by two former and one current school board member. Two of the three founding members, Tina Descovitch from Brevard County and Bridget Ziegler from Sarasota County, were founding members and former presidents of the Coalition of School Board Members, an organization established in 2014 to push for



# Fogartyville

#SafeArtsSarasota

Sarasota arts organizations announce new indoor safety measures

*#SafeArtsSarasota protocols revised for indoor events*



Proof of negative  
COVID-19 test  
required

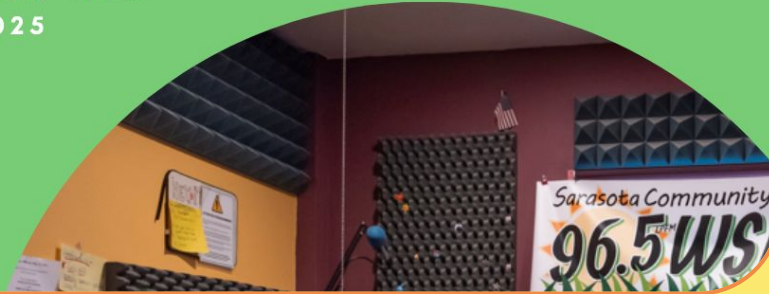
**OR...**

**VOLUNTARY**



# WSLR+ Fogartyville

STRATEGIC PLAN  
2022 -2025



**New Strategic Plan**

**On our Website**

**Presented at  
General Meeting,  
October 18th, 6pm**

**Thanks to all who  
worked on it!**

# Management Team

Dave Beaton



Arlene Sweeting



Annie Murphy



2018

## Management Team Members - Areas of Focus

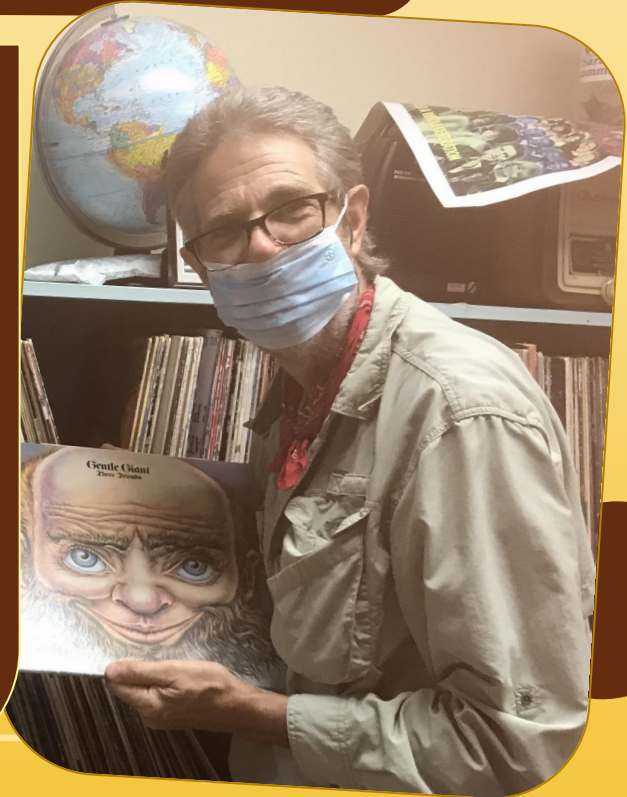
**Dave Beaton**

**Property Management**

**Concert Event Booking**

**Tech Maintenance**

**Fogartyville Sound, Video, Lights**



## Management Team Members - Areas of Focus



Monday & Thursday  
9am-1pm

### Arlene Sweeting

Community Programs (Activist Tuesdays, Art Exhibits, News)

Community Partnerships

Grant Writing & Admin

Marketing, Website, Social Media



## Management Team Members - Areas of Focus

Tuesday, Wednesday, Friday  
9am-1pm

### Annie Murphy

WSLR On Air Programming

Underwriting, Media & Event Sponsorships,  
In Kind Community Partnerships

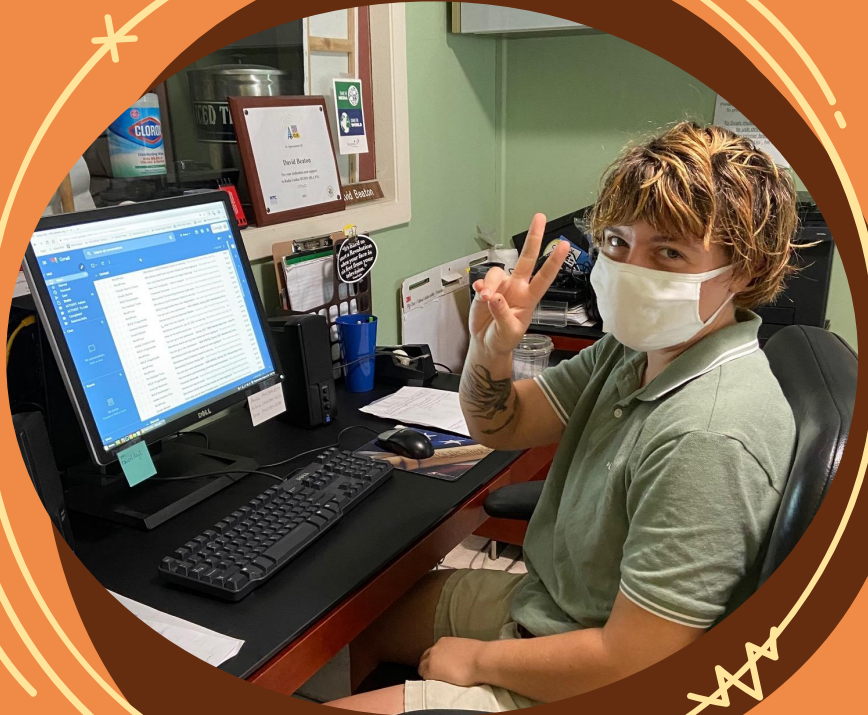
Fogartyville Staffing, Inventory, Ticketing

Training



# Office Manager Lev Siegel

Monday - Friday  
1 - 5pm  
[office@wslr.org](mailto:office@wslr.org)



**Monday,  
Wednesday,  
Friday afternoon**



**Lee Collings  
New College of  
Florida**

**Hair Color  
Changes! 😁**

**Legal ID Reminder...**

**WSLR-LP**

**96.5 FM**

**Sarasota**

**WBPV-LP**

**100.1 FM**

**Bradenton**





# Membership Drive!



Emailed to  
you

On the “For  
Programmer”  
website page

Sarasota's Own Community Radio

96.5<sup>LPFM</sup>  
WSLR

LOCAL • NEWS • MUSIC • EVENTS

+Fogartyville  
community media & arts center

## ADVOCATE KIT USE AND INSTRUCTIONS

### FALL MEMBERSHIP DRIVE

Wednesday, October 26- Tuesday, November 2

### MEMBERSHIP DRIVE TRAINING

Thursday, September 30, 6pm - VIRTUAL

### [ZOOM MEETING LINK HERE](#)

Meeting ID: 814 0678 7563

Passcode: 769750

One tap mobile

+16465588656,,81406787563#,,,\*769750# US

Training will be conducted virtually. Everyone should plan to attend. Try to join on your computer rather than your phone as we will have a power point presentation.

### Contents of Advocate Kit:

- 1) Membership Drive Logistics and Talking Points
- 2) Sample Membership Drive On Air Promos
- 3) Programmer Timeline
- 4) Sample Before Drive Promo Scripts
- 5) Sample Email Scripts/Sample Social Media Posts
- 6) Donation Appeals Worksheet & Helpful hints
- 7) Membership Drive Target List





**Fall for  
WSLR+Fogartyville**

**\$50,000**

How have your  
listeners, local  
musicians, local  
businesses &  
nonprofits  
“fallen” for us?







Do you alternate weeks with another *local* show?

**BOTH** Shows need to be represented for the Drive Show

Ask yourself:

- x Why do **you** Support?
- x How can **you** make the drive special?
- x How does WSLR+Fogartyville benefit **your** community?
- x Make sure your Drive Show reflects it



Staying "COVID Cautious"





**New Offering!**

**Day Sponsorships**



**\$50**



**Day  
Sponsorships**

**Personalized message that's aired  
6 times on ONE DAY**

**Celebrates or Honors friends, family or colleagues**

**Examples include Birthdays, Anniversary, Years of  
Service**



## Examples

Programming on WSLR is made possible by...

John Smith, wishing his wife, Mary, a very happy birthday

Sarasota Animal Rescue League, honoring founder John Doe as he celebrates his 100th birthday and 36,500 revolutions around the sun

Chris Brown, wishing listeners a Happy Fall and thanking WSLR for their diverse music programming

- **Covered patio structure - in City Permitting**
- **Replacing pavement with paver bricks**
- **Estimated Winter Construction**
- **Bricks being ordered after Drive**

## Patio Renovations



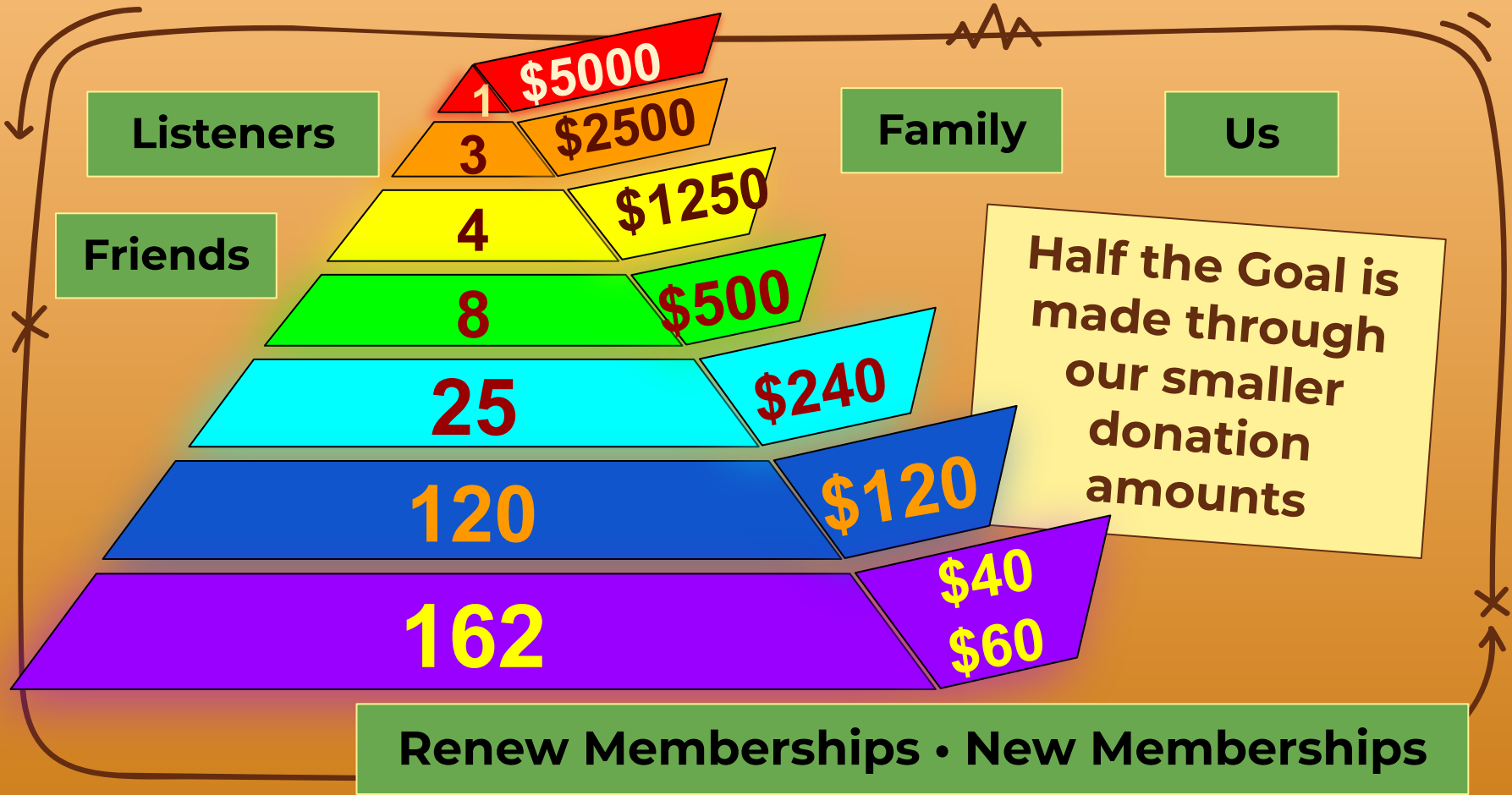
# Brick Campaign

- To help us cover the costs for the patio improvements
- If you don't have a brick on our People's Patio yet, now's your chance!

## How does it work?

- Listeners can "buy" a brick for the patio
- The brick will be engraved with the listener's choice of phrase and graphic design





# Your Drive Show Timeline

**NOW - Oct. 19th**

**Oct. 19th - 26th**

**Drive Week!**

Put **1 announcement per hour** into your show about the upcoming Drive!

Plan any **Special Content** or **Thank You Gifts** for your show

Identify your **Target Folks**

**Plan 4 announcements per hour** for your Drive Show!

**Ask** friends and family to tune in and support.

Invite friends to **LIKE** our **Facebook page**

**Prepare your appeals!**

**Finalize Your Appeals!!**

Send **email** to target folks

**Promote** on Social Media

**Present your Membership Drive Show**, live or pre-recorded.





- X Insert **one announcement per hour** into your show to let people know about the Spring Membership Drive
- X Identify **10 or more individuals** to ask for support.
- X Ask **one local business** about underwriting.
- X Plan any **Special Content** or **Thank You Gifts** for your show
- X Ask someone for a **Day Sponsorship**

**Now Now! NOW!!**

- X** Ask **friends and family** for support.
- X** Plan or Send an email a few days before your show!
- X** **Prepare** your Show and ***Prepare your Appeals***. Make them **Personal!**
- X** **Promote** the Membership Drive on your show & social media.
- X** If you are producing your show remotely, put **four announcements per hour** into your show to remind people that we are in our Membership Drive.

**Oct. 19th - 26th**



- ✘ Record a short **Facebook Live** video to promote your Membership Drive Show.
- ✘ Talk about **what listeners will hear** in the next hour if they tune in
- ✘ Talk about **your commitment** to community radio
- ✘ Why do **you** give your time?
- ✘ Why do **you** financially support?

**Smile and Have Fun  
during your show!**

**Promote! Promote! Promote!**

**Drive Week!**

# Logistics at the Station

- If a show is live, there will be a staff member receiving phone calls
- **941-894-6469**
- Direct people to **WSLR.org**, especially if your show is pre-recorded





# Programmer Talking Points

**Fall for  
WSLR+Fogartyville**



# Elements of an Effective Drive

- **Prepare**
- Connect to Listener
- Use **“YOU”**
- **Inform** listener **How to Donate**
- **Suggest an donation amount**
- Close each Break with a **Call to Action**



# Structuring Your Appeal

## Step 1: Opening

Open with the station's phone number and website link, and transition into your appeal.

941.894.6469

WSLR.org

## Step 2: Appeal

Present an appeal based on what **WSLR+Fogartyville** does for you and your community! Music, information, community space, and so much more.

WHY?????

## Step 3: Closing

Repeat the phone number and website link, and use a **call to action** to promote donations.

WSLR.org

941.894.6469



# Why Support WSLR + Fogartyville?

- We **create Community Connection** as we continue to move through this pandemic (**#SafeArtsSarasota**)
- We **amplify the voices** of marginalized communities
- We support **Local Artists**
- We support **Local Journalism**
- We involve **you** and give back to **you!**



**Music You Love with Personality!**

**We're Family!**

**Welcome New On Air Listeners!**

**& we're sticking together!**

**& we're on a Budget!**

**Welcome New Streaming Listeners!**

**Welcome Back Former Members!**

**Tribe! Monthly, Ongoing  
So Helpful!**

**Living Our Mission in the  
Community**

# Links to Resources

[WSLR.org/for-programmers](https://www.wslr.org/for-programmers)

Lots of links and helpful information

## Advocate Kit

- This PDF is **FULL of information you need** for the Fall Membership Drive.
- Day Sponsorship information is included.
- Link can be found on the
  - For Programmer website page,
  - was emailed to you, and
  - will be linked in the weekly programmer newsletter





