



LOCAL

GLOBAL

11
INFORMED.
12
ENGAGED.
21
CONNECTED.

BELFAST COMMUNITY RADIO

WBFY 100.9 FM
BELFASTCOMMUNITYRADIO.ORG





LOCAL

A1 HUMAN.

A2 INSPIRED.

A3 INFORMED.

GLOBAL



B1
CONNECTED.

B2
ENGAGED.

B3
INFORMED.

BELFAST COMMUNITY RADIO

LISTEN. TALK. BE INSPIRED.

FUNDERS

We wish to thank our underwriters & and those who made donations of cash and equipment, with special gratitude for those who stuffed money into glass jars at our events for whom we cannot thank publicly because we don't have your names:

ACUPUNCTURE CLINIC OF RHONDA FEIMAN / LEFT BANK BOOKS / ALDER & VINE FARM / M. ELAINE KIEF / ANGELA HILL / MARY JEAN CROWE / ANONYMOUS / MARY MORTIER / BANGOR SAVINGS BANK / MINNOWS CHILDHOOD GOODS / BARBARA C. BELL / NATALIE CHARLES / BELFAST AREA ADULT EDUCATION / NED LIGHTNER / BELFAST CO-OP / OLD PROFESSOR'S BOOK SHOP / BELFAST CREATIVE COALITION / OUR TOWN BELFAST / BELFAST ROTARY CLUB / PATRICK WALSH & LISA KUSHNER / BELFAST TRANSITION / PETE & CYNDI DALTON / BRYANT RICHARDSON / PETE ZUCK / CARYN CONVERSE / PETRA HALL / CASEY DOWDELL & NANCY HINCKLEY / REVISION ENERGY / COLONIAL THEATRE / REYN RITCHIE STATE FARM / COYOTE MOON / RICK WHIPPLE & HARRIET HARWORTH / DAILY SOUP / ROLLIE'S BAR & GRILL / DARBY'S RESTAURANT / SARAH BALDWIN / DON FOSHAY'S DISCOUNT TIRE & ALIGNMENT / SAM MITCHELL AT WORTH REAL ESTATE / DR. MICHELLE MORROW / SMALL WORLD BIRTH & FAMILY SERVICES / DUTCH CHEVROLET BUICK / THE DODGE FAMILY / EAT MORE CHEESE / THE GOOD TABLE / ERIK KLAUSMEYER / THE GREEN STORE / ERIK PERKINS / TIMOTHY J. WEBSTER / ERNIE COOPER / TRILLIUM CATERERS / FIDDLEHEAD ARTISAN SUPPLY / UNITED WAY OF EASTERN MAINE / GEOFF GILCHRIST / UU CHURCH OF BELFAST / GREEN WITH ENVY SALON & SPA / VIC TREDWELL / JAMIE SCHNETZER / WALDO COUNTY GENERAL HOSPITAL / JENNIFER HILL & MARSHALL ROLERSON / YO MAMMA'S / JOHN & JANET ARRISON / WYLIE FOWLER / ZAFRA WHITCOMB

THE LAUNCH

In September of 2016, a newspaper headline cried out: Make or Break Time for Belfast's FM Radio Station. Time was short, as the 2-year FCC application period was set to expire in January of 2017. The City had procured a basement room at Waterfall Arts (formerly the Anderson Elementary School) as a studio. Skeptics watched as a process that had begun in Belfast City Hall three years earlier culminated in just a few months with the founding of Belfast Community Radio.

Many thanks to the City of Belfast staff **Manda Cushman, Joe Slocum, Nora McGrath, Theresa Butler** and **Councilor Neal Harkness** for their vision and dedication in making the station a reality. We dedicate this first annual report to them, to the volunteers, and to those who donated money and equipment to this exciting new venture.

VOLUNTEERS

The evening of September 19, Belfast City Hall was filled with excited people wanting to get the station running. After that meeting, a couple of guys who would go on to become major players in getting the station up and running, **Erik Klausmeyer** and **Vic Tredwell**, set up a meeting to begin fundraising. **Vic's** uncle **Geoff Gilchrist** allowed the group to use his place as a kind of headquarters, a structure originally built to be a church (stained glass and all).

The group that met at that subsequent meeting became the station's Fundraising Committee. Erik and Vic were joined by **Karen Nelson, Patrick Walsh, Petra Hall, Zafra Whitcomb, Bryant Richardson, Pete Dalton, and Jennifer Hill**.

By early October **Jennifer** had signed on as Launch Coordinator, serving in that role until late November at which time **Erik** took over leadership. **Karen** developed our initial website and **Erik** and **Vic** organized and kept up to date a lively Facebook presence. **Bryant** and **Zafra** developed googledocs for the group to keep up with fundraising activities and contacts. The executive team came together as leaders of four committees:

- Publicity – **Erik**
- Tech – **Vic & Pete**
- Programming – **Karen**
- Governance – **Zafra**

By mid-November, the All-Volunteer meeting, by then held in the conference room of the Belfast Creative Coalition, was packed with enthusiastic volunteers.

3 EVENTS

Fundraising was the most active committee early on. Volunteers scheduled three events for the Launch Phase of the campaign.

There wasn't much time for planning the first, a fundraiser/potluck supper/live dance jam. It was a busy night for Belfast and the crowd was sparse. But

then **Casey Dowdell** walked in smiling, full of enthusiasm for ultra local radio. He did not become the station's angel by simply making a significant cash donation. He showed up at the next Fundraising Committee meeting offering equipment and soundproofing tiles, and then became part of the Tech Committee, too. It's difficult to assess the importance of someone walking through the door with that kind of belief in the cause.

Vic's idea for a Spooky Halloween Radio Show was the second event, which turned out to be a big hit with the Cedar Street trick-or-treaters and their companions. Kids of all ages got to play disc jockey in a tent set up with real microphones and recording capability. **Vic, Wylie Fowler, Jay Rosenberg, and Steve Chiasson** provided tech for the event. **Patrick, Petra, Jennifer, Erik, and Marshall** volunteered out front. **Tony Chiodo** took photographs.

The third and last event scheduled was another fundraiser. This time, Colonial Theatre showed "Radio Days." By then, the word was out and folks stopped by to make a donation even if they couldn't stay for the movie. **Judi, Jennifer, Patrick, Erik** and **Vic** were on hand to greet viewers, make speeches, and tend the raffle.

WORK PARTIES

"Tabling" at the Belfast Co-op Store (sitting in front of the store at a table with a large jar for contributions) was

a last minute affair, but the enthusiasm and cash generated made it worthwhile. New resident of Belfast, **Caryn Converse** signed up to lead off the day with a few hours of her time and others on the committee who were available joined her, including **Zafra, Patrick, Jennifer, Vic, and Petra**. A postcard seeking donations of \$20 was the first fundraising tool they used.

Erik, a veteran of radio fundraising campaigns, designed the following underwriting levels and committee members took to the streets and email in search of donations.

Front Street:

\$250 for 10 mentions a month

High Street:

\$500 for 15 mentions a month

Main Street:

\$750 for 20 mentions a month

By November 1, the Tech Committee was in full swing. A work party gathered in early November to soundproof the studio with **Casey's** donated tiles. **Derek, Marshall, Vic, and Jennifer** drilled, pounded, screwed and designed as they went.

On November 11, **Peter, Vic, Erik, and Jennifer** headed for Rockland and WRFR-LP, 93.3 FM to meet with founder **Joe Steinberger** and manager **Jo Lindsay**. They couldn't have been more welcoming; both stations shared their desire to work together in the future.

LAUNCH DAY & AFTER

Official Launch Day from the basement of Waterfall Arts was December 17 and partiers came out in numbers for the event despite the cold and snowy weather. Organized by **Vic** and **Judi Erickson**, local musicians played on the new station and before the crowd assembled at the Waterfall Arts Fallout Shelter.

The station's logo was unveiled shortly after the launch day festivities. **Patrick** had been circulating sketches that students at the Waldo County Technical Center had come up with for the station. The winning design is by **Connor Dodge**.



The final event of the year was coverage of New Year's By the Bay, again organized by **Vic** with help from **Jennifer**. DJs for the night included new volunteer **Christine Whitmore, Jennifer, Marshall, and Vic**, with volunteers in the community recording events including **Judi, Petra, Ned Lightner, and Rhonda Feiman**. **Wylie** served as the technical person for the event

FINANCES

We raised \$ 33,200.86

Underwriting revenue	\$ 9,710.00
Individual donations	\$ 3,490.86
Anonymous grant	\$ 20,000.00

We spent \$ 8,725.93

Equipment	\$ 8,077.80
Filing and licensing fees	\$ 444.00
Studio soundproofing	\$ 132.13
Hall rental for Founding Day	\$ 72.00

We borrowed \$ 3,578.00 from Belfast City for studio rental & security key deposit. And we received hundreds of dollars worth of in-kind donations.

VOLUNTEERS

To our hearty, beautiful volunteers for whom we owe everything, we send our heartfelt thanks.

Vic Tredwell, Jennifer Hill, Erik Klausmeyer, Peter Dalton, Neal Harkness, Zafra Whitcomb, Karen Nelson, Wylie Fowler, Petra Hall, Patrick Walsh, Caryn Converse, Bryant Richardson, Casey Dowdell, Marshall Rolerson, Derek DeJoy, Judi Erickson, Rhonda Feiman, Jay Rosenberg, Steve Chiasson, Cyndi Dalton

**BELFAST
COMMUNITY
RADIO**

WBFY 100.9 FM

BELFASTCOMMUNITYRADIO.ORG