

WIDE-LP outreach activities since Nov. 2022

University Park apartments:

In January I was invited to an event in the Community Room of the first apt. building to open, before tenants were allowed to start moving in. The property managers initially seemed enthusiastic about the idea of our station interviewing the first tenant to move in, but they never provided contact info for any tenant.

I contacted Epic Systems to ask if their vacant building, adjacent to the University Park development, could be used for a meeting of new tenants where we could provide info about both the MHCA and the radio station. They considered the request and sent the following response on Feb. 24: "This was discussed in our meeting. Unfortunately, we are unable to accommodate your request at this time. While we have allowed use of the building previously it has been specific to assisting health care providers."

On March 27 I sent the following email to the property managers: "WIDE-LP Radio is about to order updated copies of our trifold color brochure giving our current talk show and music schedules. If you will agree to use these brochures in your move-in packets for future University Park tenants this year, we will increase our order to cover the 156 apartments of the 601 building and any vacancies you expect to still have in the first two buildings as of mid April. These brochures are part of our community radio outreach to the Midvale Heights neighborhood funded in part by a grant from the City of Madison Neighborhood Grant Program." There was no response.

We updated our trifold brochure as of April 18, 2023, and had 200 copies printed. These have been made available on the shelf to the left of the entrance to Sequoia Library from the parking lot and in the holder on the post of the little library at Skog home (the station transmitter site). Copies have also been placed in a number of little libraries on Madison's west side.

In early May the property manager for the 601 building responded to email saying she could use 30 station brochures for their moving-in packets for the month of May and I took them over. She said they would also duplicate as needed for the packets a sheet with two Midvale Messenger stories about the station. On May 31 I asked how many brochures she could use for June and got no response.

A Friends of WIDE-LP Radio web page was created in May with a list of volunteer opportunities. The blurb about the station included in the MHCA Membership Messenger provided a link to that page. The distribution (aided by Carl and Paula) resulted in one volunteer and 6 contributions in addition to one from Carl.

We were again a venue on Make Music Madison Day (June 21), with photos of the event subsequently posted on the station website at <http://madisonwi.us/WIDE-LP/photos/MakeMusicMadison/index.htm>.

We participated in the Sept. 1-2 neighborhood garage sale event and talked to a number of neighbors about the radio station, distributing a few brochures and door hangers containing the station blurb.

Our station's Nov. 1 annual meeting, held at the Skog home, was announced on our website home page, where we said "Our meetings are open to the public. To see the meeting agenda, email us at radio -at- widelp -dot- org."

Station board member and treasurer Barbara Park talked about the station at a gathering of friends on Orchard Drive, and later included a station announcement during her participation in the Meadowood Life Story reading event at Sequoya Library on Nov. 9th. Brochures and door hangers were made available at that event. (WIDE-LP has been recording these original short story readings for broadcast since 2013.)

From time to time the station receives email requests to see the broadcast log for a particular day. Our responses say thanks for listening and frequently include a request for a reception report giving location and stating whether the station was heard indoors or in a car. Helpful responses have come from Midvale Heights residents Don Kliese and Nancy Gettys, for example.

The most recent individual to join Friends of WIDE-LP Radio was asked to consider joining the MMR board, to be voted in at our annual fall meeting in 2024 for a 2 year term starting Jan. 1, 2025. (At that time the only board member who has been involved with the station since before it began broadcasting in 2008 will be leaving the board.)

2024 plans

We would like to start doing *Know Your Neighbor* interviews for broadcast. Carousel Bayrd has been emailed asking if we can interview her and if she has other Midvale Heights residents to suggest.

At our Nov. 1 annual meeting we decided to plan a spring open house. We intend to send personal invitations to Midvale Heights residents who have contributed to the station or contacted us and to others in the neighborhood to whom we have talked to about the station. The event may include an interview of Tom Kozlovsky about station history. (He is the only member of the station board who was involved when the initial application for the station was filed with the FCC.

We intend to once again be a venue for Make Music Madison day and participate in the garage sales pm Labor Day weekend. We plan to publish an invitation to our annual fall meeting in Midvale Messenger.

Bob Park