

Gary Null's Fundraising History at WBAI and Pacifica

A Report to the Finance Subcommittee
of the WBAI Local Station Board

Commissioned July 6, 2004

[Updated with new information and documents July 7, 2016]

Questions Addressed in This Report

- How many years has Gary Null's Natural Living program been running on WBAI?
- How large is his percentage of WBAI's total listening audience?
- How large is his percentage of WBAI's total membership?
- How many WBAI fund drives did Gary Null participate in since 1976?
- How much money did Null raise during those fund drives?
- Why did Null fail to participate in five recent WBAI fund drives?
- Was Null's absence from those fund drives his choice, or was he deliberately excluded by station management?
- If Null was excluded by station management, what was the reason?
- Was Null's absence from those drives the cause of their failure?
- If so, how much did the failure of those drives contribute to the subsequent financial problems of WBAI and the Pacifica network?

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Reasons for this Report

For the record, this report was specifically commissioned by the Finance Subcommittee of the WBAI Local Station Board, at the conclusion of its public meeting held at 6:30 PM, July 6, 2004, in the offices of WBAI, at 120 Wall Street, New York, NY 10005. *[It was updated with new information and documents on June 7, 2016-SB.]*

The report was prompted by questions from subcommittee members as to whether Gary Null's lack of participation in the last five WBAI fund drives *[in 2004-SB]* was a significant factor in the failure of those drives; and, if so, what effect his failure to participate has had on overall station finances, and the need to terminate a significant number of station employees due to lack of sufficient funds.

Additional questions were raised about *why* Mr. Null did not participate in those last five fund drives, which this report will also attempt to answer.

Please note that the conclusions in this report apply solely to Gary Null's *fundraising* efforts. They do not constitute an endorsement or condemnation of either Null or his radio programs.

As an additional disclaimer, I feel compelled to point out that for most of the three years prior to the preparation of this report, Gary Null and I were, pointedly, not speaking to one another (at least not cordially), and that during this time he had been using his radio shows to attack me personally – by name and at considerable length – while his executive producer, Paul De Rienzo, was similarly attacking me personally on the list-servs, including NewPacifica and the Goodlight Board. (However, those attacks have ceased.)

Nevertheless, notwithstanding the adversarial “history” between Mr Null and myself, I hope – and believe – I have succeeded in keeping this report free from personal bias or resentment.

The conclusions in this report are based on (1) internal files and records of WBAI; (2) internal files and records of Gary Null & Associates; and (3) reports, letters and memos written by station managers, program directors, development directors and other management personnel of WBAI, WPFW, KPFFK, and various PBS television stations with specific reference to Null and his fundraising efforts during the 25 years from 1976 to 2004. *[Additional records and documentation update this report to 2014-SB.]* All written or printed documents referred to or excerpted in this report are appended in full at its end.

In addition to the written or printed documentation, I have also included oral statements that I solicited specifically for this report from Gary Null as well as from WBAI staff members, producers, volunteers, and other personnel, including members of WBAI management whose work history with the station stretches back to at least 1978.

Respectfully submitted,

Stephen M Brown
Member, WBAI Local Station Board

Basic Historical Context

1. FOR THE LAST 26 YEARS (or from at least 1978), WBAI has traditionally conducted three fundraising pledge drives per year, usually one at the end of September (or beginning of October), one in January, and one in May.

2. DURING THOSE 26 YEARS (or from at least 1978), Gary Null has continually broadcast his radio show over WBAI from 12 noon to 1 pm, Monday through Friday. His 26th broadcasting anniversary with WBAI will fall in April of 2005.

3. ACCORDING TO GARY NULL'S RECOLLECTION, and the recollection of station management and staff in place during the year 1978 and thereafter (I have no sources prior to 1978), for 26 years Null participated “fully and enthusiastically in every one of these drives” [*per Doc-7, appended*] until either January or May of 2003, after which – abruptly and without explanation – his participation in WBAI’s fund drives suddenly became conspicuous by its almost total absence.

4. THE NATURE OF NULL'S PARTICIPATION during those 26 years of pledge drives was always as follows: He would pitch every day, from Monday through Friday, during his regular one hour show, and then pitch for an additional 2 hours after that – usually until 3 pm – with either one or two additional 6-hour “non-stop specials” (as the staff called them) being inserted towards the end of the drive.

5. NULL'S CURRENT STATUS IN WBAI FUNDRAISING. For the last five fund drives (and continuing) Gary Null, in a break with an unbroken 26-year record of participation, was prevented by the Program Director, Bernard White, and/or the General Manager, Don Rojas, from participating in the station’s fund drives or any other on-air fundraising activities for the station. According to recent actions and public statements from both the Program Director and the General Manager, Null will continue to be barred from participating in WBAI fund drives.

In order to determine how much Null traditionally raised for WBAI during the past 26 years; how and why he has been barred from participation in our current fund drives; and what effect, if any, his exclusion has had – and will continue to have – on the station, I initiated conversations with current and former members of staff and management who worked at the station at various times over the past 26 years.

After each conversation (some face-to-face, some by phone), I followed up with each person by means of an email in which I summarized (using “leading” questions) what I thought to be the substance of the information they had given me verbally, and asked them to verify that same information by answering those questions in writing. Only one of those I spoke with, Mike Feder [assistant manager of WBAI for two years in the late 1970's], consented to confirm his oral statements in writing (And to be identified by name). The following excerpts are from Feder’s statement. [His complete statement is appended as Doc-7.]

FEDER: “I remember that, in the summer of 1979, Gary was already understood to [be] among our largest fund-raisers, along with Steve Post and Larry Josephson. By 1981, when Steve [Post] was still manager, I remember talking with him and the person who helped us with subscriptions and keeping track of money raised, that Gary was raising as much as 15% of the stations [*sic*] money each year.”

“In several conversation *[sic]* with Samori [Marksman] and Valerie [Van Isler] in the late eighties and the nineties (mid-nineties), it was clear from them that Gary was raising somewhere between 20 and 25% of the money raised each year by WBAI. [T]his was on-air fundraising-- but at that time, on-air fundraising was at least 90% of what was raised.”

Another source of information about Null’s fundraising (dollars and percentages) will be found in the following excerpts, taken from various letters and memos between Null or his staff and the management of WBAI, WPFW, KPDK, and numerous PBS stations. [The excerpts are referred to by “Doc” reference numbers, and the source documents are appended in full at the end of this report.]

– **January 28, 1993.** WBAI Press Release from Program Director Andrew Phillips. [Complete document appended as Doc-22.]

“In 15 days [of its pledge drive] WBAI raised \$350,000 ... In one day, Gary Null ... raised more than \$57,000 *[That is, 16% of the drive total in one day. How much of the total when multiplied by the 15 days Null pitched in that drive? No figure available-SB]* ...Null ... has consistently broken audience response figures at WBAI.”

– **November 12, 1992.** Letter from WBAI manager Valerie Van Isler to Gary Null. [Complete document appended as Doc-23.]

“According to our records for the September drive, [you] raised ... a total of \$101,625 ... the audience response was very positive for your programming throughout this fund-raising campaign.”

– **February 3, 1992.** Letter from WBAI Development Director D. Kashian to Null. [Complete document appended as Doc-24.]

“... Friday, January 31st was a milestone for WBAI and for your program [which] raised a total of \$31,675, yielding the highest one show program... and as you may know, your time slot [according to Arbitron] has the second highest audience at WBAI. This is remarkable, in light of the unusual time slot.

– **January 12, 1990.** Memo on WBAI letterhead from Stuart Hutchinson to Rosemarie Reed. [Complete document appended as Doc-25.]

“... I am sincerely astounded by Gary’s enormous success pitching his premiums ... and we need to acknowledge the tremendously high income he’s generated for the station...As of the end of his show today ... [he] has in the space of only ... the first three days of the thon raised about \$52,000, or about fifty-three per-cent of the total amount raised. This is phenomenal.”

– **August 17, 1988.** Memo from WBAI Program Dir. John Scalgiotti to Null. [Complete document appended as Doc-26.]

“In the spring Arbitron Ratings of 1986, the Natural Living Program had an average quarter hour of 13,100. In the short period of two years (spring 1968 book), that average quarter hour has grown by an amazing 80% to 23,700 with a weekly cum of 45,700. The size of your audience and the percentage of your share is simply unheard of in non-commercial radio. Your figures are even more amazing considering non-commercial stations have no advertising or publicity budgets. This clearly shows

your program to be one of the two most popular shows in non-commercial radio in the United States!

“As WBAI is a public radio station dependent on subscribers, this large increase in listenership has also corresponded with a large increase in listener support, we have gone from \$45,000/year to \$135,000/year in listener dollars during the Natural Living fundraising breaks.

“This increase in income has allowed WBAI to improve its facilities and programming throughout its regular schedule. On behalf of WBAI and its many new listeners, I want to thank you for your continued fine work in presenting Natural Living every weekday at noon.”

– **January 1998.** Arbitron Report Sheet. [Complete document appended as Doc-27, p.3.]

“Raised \$316,173 during Jan. 1998 fund raising at WBAI ... raised \$92,000 during one program”

– **March 2001.** Arbitron Report Sheet. [Complete document appended as Doc-27, p.4.]

“Raised \$205,100 during March 2001 fund raising at WBAI ... raised \$92,000 during one program.”

– **November 13, 1995 to Feb. 26, 2003.**

Letters from management and producers at KPFK and WPFW attesting to specific and unusually large amounts raised by Null during their pledge drives. [Complete documents appended as Docs-28 to 39.]

– **December 17, 1998 to July 15, 2003.**

Letters from various PBS stations attesting to specific and unusually large amounts raised by Null during their pledge drives. [Complete documents appended as Docs-40 to 49.]

– **November 1, 1997.** Letter from WBAI station manager Valerie Van Isler to Gary Null. [Complete document appended as Doc-20.]

“We just finished our October 1997 Membership Drive and I want to let you know that you set a new record ... during this two week campaign... we can now report that *Natural Living with Gary Null* raised \$255,381...the highest amount during a drive in your nearly 20-year history with us at WBAI-Pacific Radio. You were also the leading program in overall fundraising.”

– **November 1, 1995.** Letter from WBAI station manager Valerie Van Isler to Gary Null. [Complete document appended as Doc-21.]

“We’ve just completed the biggest Fall Membership drive in WBAI’s 35 year history. This September, 1995 campaign raised over \$600,000 in pledged listener support...Very importantly, our records indicate that your program ...brought in an unprecedented \$200,000 in membership pledges [30% of total drive-SB] during our 16 day drive. This stunning achievement ... may also have set a benchmark as one of the highest totals for a single program during a pledge drive in the community radio network of stations across the country.”

– **November 12, 2001.** Letter to Gary Null from WBAI station manager, with added information in

memo from Andre Turan. [Complete documents appended as Doc-15 and 15A.]

“Congratulations on setting a new all-time fundraising high of \$40,000 during a single 1-hour broadcast with your *Baby Boomer’s Anti-Aging System* kit. This is an unprecedented amount in the history of WBAI. You also held the previous record, four years ago, of \$34,000 with the premium offering of another Anti-Aging package.”

– **June 9, 2004.** Letter to Gary Null from Development Director of WPFW. [Complete document appended as Doc-19.]

“On behalf of WPFW I would like to thank you for your outstanding work during our spring pledge drive ... That accounts for 18% of the total gifts requested for the drive... Moreover you accomplished this even though you were broadcasting from 3-4 p.m., a generally slow time slot.”

– **July 2, 2004.** Letter on KOCE stationary from Asst Station Mgr. [Complete document appended as Doc-17.]

“During this past month, KOCE aired [Gary Null’s] “Power Aging” and raised \$197,595....KOCE’s entire drive earned \$895,254 ... [22% of the entire drive].”

– **July 6, 2004.** Letter to Gary Null from Membership Director of KBDI. [Complete document appended as Doc-18.]

“...the June pledge results for Art of Health and How to Live Forever ... contributed 13% of the total pledge revenue for June... Art of Health still manages to squeak out pledges in often-difficult fringe times.”

– **May 21, 2003.** Letter from Null to Bernard White (via Null staff Member David Slater). [Complete document appended as Doc-3.]

“... last week [*i.e., week of 5/12/2003 to 5/16/2003–SB*] Gary used the same premiums he offered on WBAI to sell 122 premiums at \$150 each, for a total of \$18,300 raised in only 28 minutes of pitching on WPFW, with less than half the audience of WBAI ...” [*i.e., \$39,214 per hour–SB*]

– **April 2, 2004.** Letter from Gary Null to Bernard White (via Null staff Member David Slater). [Complete document appended as Doc-6.]

“Would you have demanded of me not to promote WBAI or any of its programs during my other radio shows on other stations such as WWRL, WWOR, WMCA, or WABC? I promoted WBAI and all of its many programs every single week for 25 years. That is how WBAI developed its large audience, and it was virtually the only major free publicity that the station received over these many years. My activities on other stations brought a large, diverse, and crossover audience to the station, which became the foundation for the entire afternoon programming. You may wish to refer to the Arbitron ratings over the past 25 years to verify these facts.”

June 23, 2003. Letter to Don Rojas from Null executive producer. [Complete document appended as Doc-10.]

“Although decisions to limit Gary’s input into the [May 2003] fund drive reduced the monies that he eventually raised [for WBAI], [Gary raised] \$49,250 or 11% of the total raised in the WPFW ‘thon ... and ... raised \$101,685, [even] after midnight, [for] more than 10% of KPFK’s revenue. At WBAI Gary raised only \$20,000 during the last fundraiser after repeatedly being frustrated in his attempts to fundraise by Mr. White. During the previous drive Gary raised more than \$70,000 while facing similar obstacles from some in WBAI’s management circle. Usually he raises no less than \$100,000 for WBAI, and often Gary has been responsible [for] as much as one-third of all the subscriber donations at WBAI.”

May 28, 2003. Letter from Null staff member David Slater to Bernard White. [Complete document appended at Doc-11.]

“This is the second E-mail that I’ve received from you that, while providing some kind of response, borders on the insulting My most recent letter to you was very positive in tone and offered concrete suggestions on how to raise more money for the station. The intent was to assist the fund drive ... It is one thing for you to disagree with my suggestion, which is certainly your right and prerogative. It is quite another for you to characterize my correspondence as ‘annoying’, ‘unnecessary’, ‘ridiculous’, and ‘childish.’ These disparaging labels appear to go beyond the pale of civilized discourse. Additionally, this is the second time you have threatened to cut back Gary’s show additional days.

“... I have spoken with Gary and his staff regarding his success at prior WBAI fund drives, and we stand by our numbers. The fact is that prior to the cancellation of his show, Gary would often raise \$10,000 in an hour of fundraising at WBAI, and, on occasion, raise one-third of the total amount raised during an entire Fund drive. This is not so hard to believe considering that Gary is currently delivering those numbers to WPFW in Washington, D.C ... The fact that Gary raises that kind of money for [WPFW], yet is only on two days a week, is an argument for expanding the show to more [fundraising] days, not contracting it.

“Gary...has raised the money for you in the past and continues to do so. ... And, again, when considering all of the administrative and distribution costs in producing the premiums, Gary does not make any profit on them. You were the ones that wrote to us and asked us if we could offer a Gary Null premium. Now, again, it seems we are punished for cooperating by responding to your request for a premium.”

[More recent letters – below – from Pacifica management figures indicate that Null’s fundraising efforts still account for as much as half of WBAI’s income today, and, until approximately 2-1/2 years ago, that of KPFK and WPFW as well.]

- March 8, 2011. Letter from Berthold Reimers re Winter 2011 Fund Drive [Appended as Doc-52]

Dear Gary,

I wanted to personally thank you for your contribution to the past three WBAI fund drives, and in particular, the Winter 2011 drive, in which you raised \$306,416 of our total \$829,475 or 36.94% of the total pledges ... [and or] also helping us increase our listenership and membership.

– April 4, 2012. Letter from Berthold Reimers re Winter 2012 Fund Drive [Appended as Doc-53]

Dear Gary,

I wanted to personally thank you for your contribution to the WBAI Winter Fund Drive in which you raise over twenty percent of our revenue. I would also like to thank for your donation of 255 high quality documentary DVDs that also helped us in our Fund Drive.

– **Nov. 29, 2012.** Letter from Berthold Reimers re \$40,000 in 26 minutes [Appended as Doc-54]

Last week, on November 15, 2012, during your 26 minutes of pitching you raised nearly \$40,000 for WBAI. I thought you'd like to know that you set two records in raising the most amounts for WBAI for a single program and secondly, the largest amount raised for any program in the history of WBAI. What makes this even more interesting is that 4 weeks ago, you raised \$37,500 in a similar amount of time for

June 1, 2014. Letter from Berthold Reimers re May 2014 Fund Drive [Appended as Doc-55]

Oct. 24, 2014. Letter from KPFK re Winter Fund Drive. [Complete document appended as Docs-50, 51]

In live broadcasts and rebroadcasts, Gary's audience pledged about 1/3 of of our higher daily total 10 times, about 40% on 7 occasions and about 2/3 of the daily total twice. Of the station total phone pledges of \$855,496, Gary's audiences pledged about 1/3 with \$270,285 in pledges and 9 of the top ten hours of the entire fund drive with single hours totaling up to \$12,475. Gary's impact would have been much greater, but the 'survival pkg' which was the most sought after premium wasn't introduced until the 3rd week of the pledge drive.

The amazing listener response is entirely unprecedented in our pledge drive history for a single individual's contribution to the station. Because of Gary's tremendous success, we shall be able to carry on without severe financial restrictions as we cover the important events in November.

6. DID GARY NULL REFUSE TO PARTICIPATE FULLY in the last five fund drives, or did management prevent him from doing so?

According to statements by Null, which seem to be borne out by the following correspondence, Null wanted to cooperate with the station in every way, including fundraising, and pleaded to do so often – by phone and in writing to Bernard White, Kathy Davis, and Don Rojas. But despite being promised full participation in the drives, Null was generally sidelined, and his show repeatedly preempted. But station staff and listening audience were encouraged to think that Null was uncooperative and did not want to participate in fundraising [see Doc-4 for some examples].

Although it was his desire to pitch in the same manner as he had done for 25 years, Null claims he was consistently prevented from doing so. The following may serve to corroborate Null's claims.

– **September 24, 2002.** Letter from Gary Null to Bernard White. [Complete document appended as Doc-16.]

“Dear Bernard, ... I would be more than happy to participate in the October fundraiser. I have completed the production of new and exciting packages... and I hope we can raise some serious

money to support BAI and Pacifica...I hope that my efforts in this drive will create a new sense of cooperation..."

–**May 4, 5, or 6 of 2004.** Email From Gary Null via staff member David Slater. [Complete document appended as Doc-1.]

“We have also prepared at substantial cost special premiums and have made ourselves available for whatever time you will be providing us to raise funds for the station.”

– **May 7, 2003.** Letter from Manette Loudon, detailing Null’s eagerness to participate in fund drive, but being prevented from doing so. [See Doc-13.]

April 29, 2003. Letter from Manette Loudon detailing Null’s eagerness to participate in fund drive. [See Doc-14.]

–**May 21, 2003.** Letter from Null staff member David Slater to Bernard White. [Complete document appended as Doc 3.]

“In the past Gary’s listeners have generated over \$10 million for the station. They can do so again....It is really up to you, Mr. White, and whether you genuinely want to raise the money.”

–**May 27, 2003.** Email to Don Rojas from Null executive producer. [Complete document appended as Doc-2.]

“Gary asked me to convey his opinion concerning his preemptions ... during this fund drive. He feels that the Program Director is either making a serious error or stooping to petty harassment tactics ... If we are facing a difficult fund drive then now is the time to pull out all the stops and not the time to bench a star player, especially for petty reasons of control and power. Gary is more than willing to use the full force of his name and reputation to raise the maximum amount for WBAI at this time, hopefully we can reach an accommodation that will allow him the opportunity to help.”

–**May 21, 2003.** Letter from Null staff member David Slater for Null to Bernard White. [Complete document appended as Doc-3.]

“Gary has supported the WBAI pledge effort even though he has received many letters and E-mails questioning him for doing so. These letters come from listeners who are angry at WBAI for refusing to listen to their repeated requests to restore Gary’s [Wednesday show]. ... Some have even asked whether Gary is supporting WBAI under duress.”

– **May 9, 2003.** Letter from Null staff member Manette Loudon to Bernard White. [Complete document appended as Doc-12.]

“We have contacted one of our publishers, I Books, and they are willing to allow *7 Steps to Overcoming Depression and Anxiety* to be immediately promoted as a premium on WBAI. This is prior to our publisher’s national promotion. Gary hopes that you can appreciate the special efforts he is making with his publisher in order to assist WBAI in its fund drive. As always, Gary is committed to supporting WBAI.

“We are also readying some other audio products that should be ready in a few days. We will let you know about them as soon as we are sure that you can offer them in time for the May fund drive. Some of these premiums are the same that we will be offering later on PBS. However, in an effort to support WBAI, Gary will see if he can rush to make them available first for WBAI.”

– **May 29, 2003.** Letter from Null staff member David Slater to Don Rojas regarding repeated preemption of Null’s program during the fund drive. [Complete document appended as Doc-8.]

“Dear Don: – I want to thank you again for speaking with Gary and me, and seeing what you could do to resolve our conflicts with Bernard White. I just wanted to bring to your attention that Gary, Paul, and our radio production staff were upset that Bernard pre-empted Gary’s show today [during fund drive] with some jazz music.

“My understanding is that earlier in the week, Kathy Davis told both Paul DeRienzo and Sharon Pryde at our office that Gary was scheduled to do his show on Thursday. Gary and his staff arranged for guests, and scheduled everyone’s time to do the show. It was not until Sharon called Cathy 10 minutes before the show was ready to air, that she was told that Bernard decided to pre-empt Gary’s show with the jazz music. ...Gary’s show has been repeatedly pre-empted both during the fund drive and during regular programming with no prior notice whatsoever. *[This is an explicit violation of the station’s legal agreement with the Unpaid Staff Organizing Committee (USOC)-SB.]* It is not until Gary is at his broadcasting facility with his guests lined up that he often finds out that his show has been pre-empted. As I am sure you can appreciate, this is rude not only to Gary, but to his guests and production staff, as well as to the WBAI listeners who make time to listen to Gary’s show.

“[So far] Gary has not broadcast his show for practically the entire week [of the fund drive] (Monday, Tuesday, Wednesday, and now Thursday). I understand that Sharon spoke with Cathy Davis and she advised Sharon that Bernard has scheduled Gary to broadcast tomorrow (Friday). But, as I’m sure you can understand, if we are pre-empted again tomorrow, after all the work involved, we would view this as unacceptable conduct.

“These repeated preemptions of Gary’s show are also surprising to us, as it prevents Gary from doing pitching for the station. It does not make sense to us that Bernard is preventing Gary from doing fundraising for the station. We think it is a mistake for WBAI not to recognize that Gary, if he had been given the chance, could have really assisted you in raising funds during this drive. That Bernard would pre-empt him every day of this week so far, does not make sense from a financial point of view. Especially since Bernard put so much pressure on Gary to participate in the fund drive.”

– **November 21, 2003.** Letter from Gary Null (via Null staff member David Slater) to Don Rojas. [Complete document appended as Doc-9.]

“Dear Don: I wanted you to know that we fully support your efforts to bring the station into a position of honoring its audience and its mandate. ... I know that my audience wants to see you succeed in these efforts. If I can be of any assistance, please do not hesitate to contact me.”

– **April 8, 2004.** Email from Gary Null to Bernard White. [Complete document appended as Doc-5.]

“I would hope that after four consecutive disastrous fundraisers and the alienation of my audience, the negative energy can now be withdrawn and that peaceful, positive and professional coexistence can take its place. One does not have to be a clairvoyant to see what will happen during the next two fund drives if the station continues on a path of negativity and losing audience support.

“I would also hope that in the same gesture of forgiveness and healing that I be allowed the full opportunity to support the station and its mission in upcoming drives. I believe it would show a great strength of character and commitment to common ideals to make this gesture.”

7. HOW BIG, AND HOW DIVERSIFIED, IS GARY NULL’S AUDIENCE?

A former WBAI management person wrote me that: “I know, from long experience in paying attention to who listens to Gary and who subscribes during his shows – and gets his premiums – that Gary, after Amy and DN, has the largest audience at WBAI [*Note: Doc-27, passim, shows that Null’s audience is, and always has been, much larger than Amy Goodman’s and Democracy Now!’s-SB*] ... And that Gary’s show cuts more widely than most programs at WBAI across all color, ethnic and class lines.” [See Doc-7.]

It is also claimed that Null’s audience may comprise as much as 50% or more of WBAI’s total listenership. To help determine whether this is true, a number of Arbitron charts examining WBAI’s listening audience, especially comparing Null’s Noon to 1 PM slot with the rest of the WBAI’s broadcast day, have been appended [*as Doc-27, q.v.*]

Tentative Conclusions

Null participated for the complete duration of every single WBAI fund drive over the past 25 years, except for the last five drives, in which he participated either minimally or not at all. For the first of those last five drives, he himself refused to pitch, as part of a one-week “personal protest” [Null’s words] at having his Wednesday program “abruptly and discourteously terminated after 25 years, with no discussion, and no notice.” [Null] After that one-week “personal protest,” Null volunteered to pitch willingly and eagerly for that drive and all drives thereafter.

However, it appears from the documents that he was prevented from doing so by the program director and/or other management personnel. In spite of seeming invitations from management to participate significantly in each of the last five drives, and Null’s expressed eagerness to do so, the documents indicate that he was nevertheless either preempted continually, or put on for relatively short periods, without notice, during hours at which his regular audience could not know he was broadcasting.

Although management may have had very good reasons for discouraging or preventing Null from doing any significant fundraising during the last five fund drives (though management has not, to my knowledge, offered to share those reasons with Null, the station staff, the LSB, or the listening audience), those reasons were not apparent in any of the documents I was able to assemble – and must therefore be a matter for speculation, or for direct questioning of management.

As to how much money Null traditionally raised for WBAI, this is quite clear from the documents.

For the last 25 years, right up to the present, Null has traditionally raised approximately 15% to 30% – and occasionally as much as 50% – of the total amounts of every WBAI fund drive. Often he raised more than \$30,000 or \$40,000 per hour, and hardly ever fell below \$10,000 per hour. In dollars raised per hour, he exceeded every other programmer, including Amy Goodman and *Democracy Now!*, sometimes raising six times as much as *Democracy Now!*

The documents show similar fundraising power by Null in WPFW and KPFK fund drives (as well as in the fund drives of numerous PBS stations across the country). The written testimony of station managers and development directors for the last 25 years shows that it was almost a *certainty* that Null would raise somewhere between \$150,000 to \$300,000 per drive. (And when collection percentages were tracked by program, which is no longer done, the collection rate for Null pledges often exceeded 95%, whereas the average for the rest of the station was only 68-70%.)

Using the documented figures above, it is possible to calculate how many WBAI members comprise Null's audience, and how many of the station's total listening audience are also part of Null's audience. We know that annual WBAI revenue is about \$3 million, and that the station has 18,000 members [*in year 2004-SB*]. Therefore, dividing annual revenue by membership gives us an average "member value" of \$167. If Null raises \$1.2 million per year, then dividing that number by \$167 gives us 7,200 as the number of members in Null's audience (or 40% of the station membership).

To calculate the size of Null's total listening audience, we can use the industry average for non-profit radio stations, which is approximately 13 times the number of its paid members or subscribers. This would make Null's total WBAI audience $7,200 \times 13 = 93,600$.

As the above calculations indicate, excluding Null from significant participation in the last five fund drives cost WBAI at least \$750,000 and possibly as much as \$1,500,000 in fund-drive revenue. Although management could see the this loss almost immediately as results in the first fund drive without Gary Null dropped precipitously, the general manager and program director nevertheless persisted in sidelining Null, for whatever reasons they may have had, regardless of the crushing effect on WBAI's finances and future viability.

Would the estimated \$750,000-\$1,500,000 that WBAI's management elected to lose, by deliberately excluding Null, have saved the 15 or more staff members that WBAI was subsequently forced to terminate for lack of funds? Would it have permitted the station to purchase better equipment? Or pay off its debts? Or develop a capital fund to purchase its own building? Or (most embarrassing) made it unnecessary to drain monies from Pacifica's sister stations in order to make up our chronic shortfalls? Answers to those questions are beyond the scope of this report – and beyond my capability to determine.

What *can* be determined, however, is that management was fully aware of Null's prior record of fundraising success, and could easily have estimated how much money WBAI would have earned by allowing him to fully participate in our fund drives. Instead, what management did – specifically General Manager Don Rojas and Program Director Bernard White – was to make false public and private statements about Null. What they did was tell staff, and listeners – and the Local Station Board – that it was Null's decision not to participate in the fund drives, and that during the years that he did participate, he had never raised much money for the station anyway. [*For one such deceptive statement, see the program director's statements in Doc-4*].

It is now up to the WBAI Finance Subcommittee and the Local Station Board (and perhaps the Pacifica National Board) to determine what to do with the information in this Report – whether to ignore it, or whether to use it as the basis for further inquiry into management’s questionable fundraising decisions, and what appears to be its desire to pursue a (so far unexplained) personal vendetta against Null regardless of its demonstrably destructive effect on the station.

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[Update and Epilogue, June 7, 2016]

When Gary Null first came to WBAI in 1976 (by invitation), he was nationally famous. He was a *New York Times* best-selling author; a regular guest on *The Johnny Carson Show*, *The Merv Griffen Show*, *Good Morning America*, *The Mike Douglas Show*, *The Phil Donahue Show*, *The Steve Allen Show*, *60 Minutes*, and many others. He also hosted nationally syndicated radio shows on WWRL, WWOR, WMCA, WABC, WNEW and WEVD, whose audiences numbered in the millions, and were in fact the largest radio audiences of their kind in America.

On the other hand, WBAI was virtually unknown. Its audience was tiny, its members few (between 2,500-3,000), and its bank account non-existent. What Gary did to change that was to immediately start promoting WBAI to his millions of listeners on commercial radio stations, doubling and then tripling its listenership and membership within a year.

As Null himself said in the course of a letter to then-Program Director Bernard White, in 2004 [*Appended as Doc-6*]:

“I promoted WBAI and all of its many programs every single week for 25 years [on my radio shows on WWRL, WWOR, WMCA, WABC, WNEW and WEVD]. That is how WBAI developed its large audience, and it was virtually the only major free publicity that the station received over these many years. My activities on other stations brought a large, diverse, and crossover audience to the station, which became the foundation for the entire afternoon programming. You may wish to refer to the Arbitron ratings over the past 25 years to verify these facts.”

Today Gary Null still appears to be the only significant source of outside publicity for WBAI. As a result, his listeners still comprise approximately one half of WBAI’s total audience, and contribute 30-50% of its income. No one believes that this is healthy. A radio station should not be so heavily dependant – both for its audience and its funding – on a single program and a single personality. But this is hardly Gary Null’s fault. In fact, he has been the severest critic of management for failing to develop new programs that can attract audiences willing to support the station.

Even if we did not have the WBAI documents, appended to this report, confirming that Gary Null’s listeners comprise half of WBAI’s audience and provide up to half of its revenue, we have another way to confirm those numbers. I refer to what happened to WBAI when, in December of 2004, then-Program Director Bernard White abruptly fired Gary Null. The program director had reportedly confided to another staff member, “We can find a Black person to do Null’s show” – and then replaced Null with his own personal doctor. Unfortunately for WBAI, the program director’s doctor could not retain Null’s audience, or attract one of his own.

According to Arbitron (which the station use to subscribe to, but no longer does), listenership in Null's former time slot dropped by as much as 80%. In a ripple effect, every other time-slot at the station was similarly affected, and experienced audience drops of 35-75%. This was matched by a crippling drop in fund drive revenue – no surprise, since the approximately \$300,000 per drive (\$1.2 million a year) that Gary Null had been generating year after year ... suddenly vanished.

History repeats itself

Sadly, WBAI's General Manager, Berthold Reimers, seems to be repeating history. For unexplained reasons, he recently excluded Null from participating in WBAI's May-June 2016 fund drive. This cost the station hundreds of thousands of dollars in lost revenue, since the programs that replaced Null – instead of raising \$10,000 or \$18,000, or even \$40,000 per day, as Null had been doing – brought in as little as \$160(!) a day.

The general manager's behavior is puzzling, because when I consulted my records, they showed that barely a few months earlier, during WBAI's December fund drive, Gary Null had raised \$90,000 for the station with just three offers – tickets to his lecture, tickets to his movie premiere, and a week's "retreat" at his Texas health facility. Although Null wrote to Reimers expressing his willingness to repeat those fundraising offers in the May-June fund drive, he was told that "his services would not be needed."

How much – overall – has Gary Null done for WBAI and Pacifica?

Overall, Gary Null has raised more than \$42 million for Pacifica during his 40 years with the network, as well as contributing hundreds of thousands of dollars in free premiums to its members. But curiously, while preparing this report, I discovered, another kind of "contribution" that Gary Null made to WBAI – a rather unorthodox one, about which, to my knowledge, he has never spoken publicly.

I am referring to Null's WBAI salary – or, rather, "salary," since he never collected it. For when Null was invited to join WBAI as a full-time producer in 1976, he was supposed to be paid the same \$38,000 a year standard producer's salary that other WBAI producers were getting. But the general manager confided to Null that, because WBAI was so short of money, if it paid his salary, it would have to stop paying the salary of some other producer. So Null was asked if he could "wait a bit" to be paid. And he said yes. But that "bit" turned into 40 years. Because Null never did get his salary, nor has he ever asked for it, although I believe it is still owed to him. That back salary would now amount to more than \$1.5 million, which along with equivalent back-salary from WPFW (also never paid), represents an unacknowledged \$3 million cash contribution to WBAI and Pacifica from Gary Null.

I also discovered another "unorthodox" contribution that Null made to WBAI, which he also has never spoken of publicly. For example, over the years there have been several times when electricity at the station was about to be shut off – within 24 hours – because its Con Ed bill was so far in arrears. This would have forced WBAI off the air and put its FCC license at risk. So in response to a panicky plea from the station manager, Gary Null (more than once) wrote personal checks for over \$10,000 or more to take care of WBAI's delinquent Con Ed bills. He also wrote

checks to avert a similar shut-down of WBAI's phone service by AT&T. But WBAI has never reimbursed him, nor has he ever asked for the money.

**Those are some of the things Gary Null has done for WBAI and Pacifica.
What has Gary Null received in return?**

One often hears assertions that "Gary Null became rich and famous as a result of his Pacifica programs." Or that "he makes money selling his premiums to Pacifica for its fund drives." Or that "he uses Pacifica's air-time to promote his books, videos, and supplements for personal profit."

I have tried to track down verification of those claims, but could find none. They seem to be like "urban myths" – believed by many, but with no basis in fact. For example, did Pacifica really make Gary Null "rich and famous"? Clearly not, for as noted above, Gary Null was already famous when he came to WBAI (although I do not know how "rich" he might have been).

The truth – or as nearly as I could determine it – is that, far from making Gary Null famous, it was Gary Null that made WBAI famous, or at least put it on the map. He did this by promoting WBAI to his millions of listeners on commercial radio stations like WWRL, WWOR, WMCA, WABC, WNEW and WEVD. This doubled and tripled WBAI listenership (and membership) in under a year, and was responsible for the huge increase in fund drive revenue that helped keep the station alive. In fact, it is not far-fetched to say that, without the money raised for WBAI and Pacifica by Gary Null and his audience – more than \$42 million since 1976 – WBAI and Pacifica might not exist today.

Today Gary Null still promotes WBAI and Pacifica to his outside audiences. And those audiences continue to be quite large. Null's daily radio program on PRN (the Progressive Radio Network) reaches 2 million unique listeners per month, which is 33 times more than the entire audience of all 5 Pacifica stations combined. In addition, Null reaches 40 million viewers with his PBS-TV Health Specials; sells three million books a year on health and nutrition; and has produced 47 full-length documentaries on current affairs that have earned silver and gold medals at film festivals throughout the world from Tribeca to Sundance to Cannes.

What about the claim that Null makes a profit when Pacifica uses his books, videos and supplements as premiums? Actually, the reverse appears to be true. Gary Null loses money when Pacifica uses his products as premiums. For example, when his books are used as premiums, Null tells his publisher *not to pay him royalties*, but instead to credit his royalties to Pacifica's account, so that it can get the lowest possible price. No other author whose books are used as fund drive premiums forgoes his or her royalties on behalf of Pacifica. On the contrary, they collect their full \$2 or \$3 of royalties on every copy of every book used in our fund drives. The irony, it seems, is that just about everyone makes a profit on Pacifica's premiums – *except* Gary Null. [See letter from Gary Null's publisher about his royalties, appended as DOC-55.]

Why have I decided to update my original 2004 investigation of Gary Null?

My original investigation of Gary Null was undertaken at the request of WBAI's Local Station Board, and completed in July of 2004. Its purpose was to determine whether the program

director, Bernard White, had been truthful when he testified to the board that (1) Gary Null had refused to participate in station fund drives; and that (2) it didn't really matter, because Null had never raised much money for the station anyway.

The report revealed that the program director had deceived the board – that he himself had excluded Gary Null from the fund drives for personal reasons of his own [see DOCS 1-3, 5, 8-11, 13, 14, 16] – and that, contrary to his assertion, Gary Null had been the station's most successful fundraiser for (at that time) more than 25 years.

Angry listeners and staff members attempted to have the program director fired for excluding Null from the fund drives (and then lying about it). But his friends on the Local and National Board prevented him from being fired. He not only continued as program director, but 6 months later, in December of 2004, fired Null altogether. This pushed WBAI to the brink of bankruptcy, because Null's listeners abandoned the station in protest, and took their financial support with them.

So for 5 years thereafter, WBAI struggled with lack of funds and forced staff layoffs, until a new station manager finally fired the program director, in 2009, and Null was invited back. Slowly he rebuilt his audience, and once again began raising as much as \$20,000, \$30,000, even \$40,000 in a single day of the fund drive. [See Doc-54.]

But now, suddenly, as Yogi Berra might say -- "it's deja vu all over again." Once again Gary Null has been deliberately excluded from WBAI's fund drives, this time by the general manager, Berthold Reimers (for personal reasons that are beyond the scope of this report, but do not have anything to do with the station's welfare). Reimers also took away Gary's Friday show last month, again for reasons that do not seem to have anything to do with station welfare.

As a station fiduciary – as a member of the Pacifica National Board – I don't have the power to interfere directly in station affairs by ordering that Gary Null be put back in our fund drives. But I do have a responsibility to report management's dangerous behavior in keeping Null out of the fund drives. That is why I have updated this report.

I hope it does some good.

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Doe - 1

David Slater

From: David Slater
Sent: Thursday, May 06, 2004 4:54 PM
To: 'drojas@wbai.org'
Subject: E-mail from Gary Null

Hi Don:
Gary asked me to send you the E-mail below.
David

Dear Don:

I would like to offer my thanks to you and the Department Heads at WBAI for agreeing to meet with me. Following Bernard White and your suggestion, I asked Paul DeRienzo and Luanne Pennesi to remove their letters from the Gary Null website, and they did so the same evening. They felt it was a form of censorship and an unfair request, as Bernard had specifically attacked Luanne on air and had asked people not to vote for her or Paul, but rather to vote for Erroll Maitland's attorney in direct violation of the election bylaws. I suggested to Paul and Luanne that we must look at the larger good. By pursuing forgiveness and going forward in a more open and conciliatory relationship that this would serve the greater needs of the audience. We have also prepared at substantial cost special premiums and have made ourselves available for whatever time you will be providing us to raise funds for the station.

I would hope that you would address the issue of the return of my Wednesday program and also that I be paid equal to any other paid producer on WBAI. We have extended an open and positive commitment. I'm hopeful it will not be one-sided. Please address these two issues at your earliest convenience.

Sincerely,

Gary Null

David Slater

Doc-2

From: Paul DeRienzo
Sent: Tuesday, May 27, 2003 12:14 PM
To: 'drojas@wba1.org'
Subject: Gary Null's pre emption

Dear Mr. Rojas,

Gary asked me to convey his opinion concerning his pre emptions this week and during this fund drive. He feels that the Program Director is either making a serious error or stooping to petty harrassment tactics. It's my understanding that a program about Vietnam is being aired in place of Natural Living, however despite the interest that I or other political radicals might have in such a program can we really believe that it will make a significant contribution to the fundraiser? The Vietnam war ended about 30 years ago and its lessons maybe a little lost on those listeners who weren't born yet. But Gary's show appeals to health and lifestyle issues that are as important to people now as they were three decades ago. If we are facing a difficult fund drive then now is the time to pull out all the stops and not the time to bench a star player, especially for petty reasons of control and power. Gary is more than willing to use the full force of his name and reputation to raise the maximum amount for WBA1 at this time, hopefully we can reach an accomadation that will allow him the opportunity to help.

Paul DeRienzo
Producer
Natural Living
646-505-4660 extension 165

-----Original Message-----

From: David Slater [mailto:dslater@garynull.com]

Sent: Wednesday, May 21, 2003 2:53 PM

To: bwhite@wbai.org

Cc: Andre Turan; Manette Loudon; Paul DeRienzo; drojas@wbai.org; kdavis@wbai.org; mfinch@wbai.org; danc@igc.org; leslicagan@pacifica.org; carolspooner@pacifica.org; jabarizakiya@pacifica.org; teresaallen@pacifica.org; georgebarnstone@pacifica.org; petebramson@pacifica.org; janicekbryant@pacifica.org; jamesferguson@pacifica.org; davidfertig@pacifica.org; dickgregory@pacifica.org; raylaforest@pacifica.org; robrobinson@pacifica.org; charlessmith@pacifica.org

Subject: WBAI Pledge Drive - Gary Null

May 21, 2003

BY E-MAIL & FIRST CLASS MAIL

Bernard White, Program Director
WBAI/FM Radio

120 Wall Street, 10th floor
New York NY 10005

Re: WBAI Pledge Drive

Dear Mr. White:

We were advised that Gary raised approximately \$5,000 yesterday during the three hours that Gary was assisting the pledge drive. While this is significant in comparison to all the other shows presently at WBAI, it is below the normal \$10,000 per hour that Gary usually raises for WBAI during fundraisers. For instance, last week Gary used the same premiums he offered on WBAI to assist WPFW in Washington, D.C., and was able to sell 122 premiums at \$150 each, for a total of \$18,300 raised in only 28 minutes of pitching on WPFW. Thus, Gary was able to raise three times as much money for WPFW, with less than half the audience of WBAI, and in a much quicker period of time.

As demonstrated by Gary's participation in the fund drive, Gary has tried his best to raise money for WBAI. Yet, his listeners have not responded as well as in the past. Thus, despite Gary's genuine efforts on behalf of WBAI, his audience still feels alienated because of the cancellation of his Wednesday show and the threats to cancel his show on other days. This is not to criticize WBAI's decision to cut the Wednesday show as much as to point out that it has had a real effect on WBAI's bottom line.

Gary has supported the WBAI pledge effort even though he has received many letters and E-mails questioning him for doing so. These letters come from listeners who are angry at WBAI for refusing to listen to their repeated requests to restore Gary's show to its 25-year unbroken chain of broadcasting five days a week. These listeners feel let down by Gary because he is supporting the station even though the station refused to respond to thousands of listener requests to

Doc 3 p 2/2

restore Gary's Wednesday show. Some have even asked us whether Gary is supporting WBAI under duress. Although Gary is providing a real effort at trying to raise money for WBAI, we are at a loss of how to respond to these inquiries. What would you suggest?

Behind every cloud there is a silver lining. We believe that this could be used as a real opportunity to raise tremendous amounts of money for WBAI. If only the Wednesday show could be restored, this could start a tremendous amount of giving by WBAI's listeners. We are confident that if WBAI's management decided to come forward and say that they heard the demands of its listeners and are responding to restore Gary's show, this would be a great impetus for unprecedented giving. While Gary is still motivated to assist WBAI in raising money, a new initiative like this could drive Gary and WBAI's listeners to break all records for WBAI. There would be no more impediment for listeners to refrain from freely giving to the station. In the past, Gary's listeners have generated over \$10 million for the station. They can do so again. We offer this as a very real and concrete way to raise the largest amounts of money in WBAI's history. It is really up to you, Mr. White, and whether you genuinely want to raise the money.

In the meantime, Gary will continue to support the station and assist in fund drives. The rest is up to you.

Very truly yours,

David Slater
General Counsel

cc: Gary Null
Manette Loudon
Paul DeRienzo
Don Rojas
Leslie Kagan
Matthew Finch

From: Bernard White [bwhite@wbai.org]

Sent: Tuesday, May 27, 2003 5:50 PM

To: David Slater

Cc: drojas@wbai.org; kdavis@wbai.org; mfinch@wbai.org; danc@igc.org; leslicagan@pacifica.org; carolspooner@pacifica.org; jabarizakiya@pacifica.org; teresaallen@pacifica.org; georgebarnstone@pacifica.org; petebramson@pacifica.org; janicekbryant@pacifica.org; jamesferguson@pacifica.org; davidfertig@pacifica.org; dickgregory@pacifica.org; raylaforest@pacifica.org; robrobinson@pacifica.org; charlessmith@pacifica.org; Andre Turan; Manette Loudon; pdirengo@wbai.com

Subject: RE: WBAI Pledge Drive - Gary Null

Doc-4 p1/2

Dear M. Slater:

I am sorry that I didn't get back to you sooner but as you know we are in the midst of our fund drive and all of our efforts have been directed toward organizing the strongest possible lineup in pursuit of our monetary and listenership goals. It seems that you have developed a rhythm that has you sending me letters every two or three weeks. I find them quite annoying and totally unnecessary. My guess is that you must justify your existence, so therefore you have to send out these missives on a fairly regular basis even if they don't make sense. It is obvious that the true intent of this letter is twofold. Firstly, you are attempting to drag the national board into the local decision making process. Secondly, you are obviously attempting to cast me in a negative light before the national board.

The following items address the major areas of your memo that represent the greatest departures from the truth:

1. **"...10,000 per hour that Gary usually raises for WBAI during fundraisers."**

I have heard, coming from those close to Mr. Null, a consistent mis-representation of the monetary contribution that Gary's listeners make during the fund drives. You are continuing with that pattern of gross exaggeration. Although historically Natural Living has done well in the fund drives, Gary does not "normally raise \$10,000 per hour" during WBAI drives. You made simply that up.

2. **"...was able to sell 122 premiums at \$1.50 each"**

This is where you have the greatest amount of confusion. WBAI is not in the premium selling business. We offer gifts to our listeners as incentives to become subscribers. Is Gary in the business of selling premiums to WBAI?

3. **"...Gary has supported the WBAI pledge effort even though he has received many letters and E-mails questioning him for doing so."**

A prerequisite for all of the producers who have a program on WBAI is that they must make themselves available to raise funds for the station that gives them the privilege of being on the air. Neither I nor Gary's department head has raised questions about Gary's participation in the fund drives. Perhaps you are receiving e-mails because you, Mr. DeRienzo and Gary Null have been requesting them from those who visit Gary's website (www.garynull.com) as well as with those who attend Gary's support group network. At the

Doc 4/12/2

New York meetings you have told listeners that they should not support WBAI. Perhaps local listener response is reflective of the presentations that Gary has made at a variety of local venues in an escalating attempt to organize a campaign to regain an additional hour of programming.

It is unfortunate that you have been so utterly misinformed. The degree to which your letter illustrates your confusion surrounding WBAI's history is quite vast. One day when we're not so busy you and I should sit down, if you're truly interested in learning about the history of WBAI, Pacifica and the producer/station relationship.

The foundation of your memo is based on your perception of the significance of Gary's fund raising success at WPFW. You obviously feel that the garnering of more monetary support at WPFW than at WBAI for the same premium is significant. Gary raised more money for WPFW for a variety of reasons none of which you addressed in your letter. Maybe it is because Gary is only on two or three days a week in DC. Perhaps we should duplicate that schedule in New York.

You have chosen to send your email to the national board and the national office. Therefore, I must send them a copy of my response. I should also send copies of the hours of tapes and CD's that I have where Gary is talking, negatively and un-factually about Pacifica and its managers.

You're getting paid for this I am not. Therefore, I will not waste any further time addressing these ridiculous, childish, pressure tactics.

Sincerely,

Bernard White

Doc-5

David Slater

From: David Slater
Sent: Thursday, April 08, 2004 4:41 PM
To: 'Bernard White'
Cc: 'sbrown13@nyc.rr.com'; 'drojas@wba1.org'; 'kdavis@wba1.org'; 'mfinch@wba1.org'; 'danc@igo.org'; 'lesliecagan@pacificafica.org'; 'carolspooner@pacificafica.org'; 'jabarizakiya@pacificafica.org'; 'teresaallen@pacificafica.org'; 'georgebarnstone@pacificafica.org'; 'petebramson@pacificafica.org'; 'janicekbryant@pacificafica.org'; 'jamesferguson@pacificafica.org'; 'davidfertig@pacificafica.org'; 'dickgregory@pacificafica.org'; 'raylaforest@pacificafica.org'; 'robrobson@pacificafica.org'; 'charlessmith@pacificafica.org'; Manette Loudon; 'whnn@aol.com'; 'owner-announce@stevebrownonboard.org'; 'lydiabrazon@pacificafica.org'; 'aciebyrd@pacificafica.org'

Subject: WBAI

From Gary Null:

Dear Bernard:

A new study came out today that showed forgiveness enhances well being. In the spirit of enhancing the well being of the station, its audience, and its management, I would like to suggest that you return my Wednesday show to its usual noon slot and find an appropriate place for Dr. Kokai. What will this do? First, it will allow the tens of thousands of angry and aggrieved members of my audience who felt betrayed, who wrote letters that were not individually answered, to forgive you and WBAI, and to once again provide you with their input, their energy and support. Long ago I forgave you and those who treated me with contempt and disdain. I hold no grudges, no hard feelings. Let bygones be bygones. Forgiveness transcends ego, vindictiveness, and ideological differences. The station now desperately requires unity. We have seen the effects of the unnecessary divisiveness. I would hope that after four consecutive disastrous fundraisers and the alienation of my audience, the negative energy can now be withdrawn and that peaceful, positive and professional coexistence can take its place. One does not have to be a clairvoyant to see what will happen during the next two fund drives if the station continues on a path of negativity and losing audience support.

I would also hope that in the same gesture of forgiveness and healing that I be allowed the full opportunity to support the station and its mission in upcoming fund drives. I believe it would show a great strength of character and commitment to common ideals to make this gesture.

In conclusion, it's a new day. Let us put the past behind us. Let us truly work together in the best interests of the audience, the station, and its mission. Returning my Wednesday show would make a measurable step towards achieving those goals.

I look forward to your response.

Very truly yours,

Gary Null

Doc-8
p1/2**David Slater**

From: David Slater
Sent: Thursday, May 29, 2003 1:24 PM
To: 'drojas@wbai.org'
Cc: Paul DeRienzo; Manette Loudon; 'bwhite@wbai.org'; 'kdavis@wbai.org'; 'nul@earthlink.net'
Subject: Pre-emption of Gary Null's Radio Program during Fund Drive

Dear Don:

I want to thank you again for speaking with Gary and me, and seeing what you could do to resolve our conflicts with Bernard White. I just wanted to bring to your attention that Gary, Paul, and our radio production staff were upset that Bernard pre-empted Gary's show today with some jazz music. My understanding is that earlier in the week, Kathy Davis told both Paul DeRienzo and Sharon Pryde at our office that Gary was scheduled to do his show on Thursday. Gary and his staff arranged for guests, and scheduled everyone's time to do the show. It was not until Sharon called Cathy 10 minutes before the show was ready to air, that she was told that Bernard decided to pre-empt Gary's show with the jazz music. If this were a one-time incident, I would not bring it to your attention. However, Gary's show has been repeatedly pre-empted both during the fund drive and during regular programming with no notice whatsoever. It is not until Gary is at his broadcasting facility with his guests lined up that he often finds out that his show has been pre-empted. As I am sure you can appreciate, this is rude not only to Gary, but to his guests and production staff, as well as to the WBAI listeners who make time to listen to Gary's show.

Sharon explained to me that the Monday and Tuesday schedules were also adjusted to cancel all regular programming. Accordingly, Gary has not broadcast his show for practically the entire week (Monday, Tuesday, Wednesday, and now Thursday). I understand that Sharon spoke with Cathy Davis and she advised Sharon that Bernard has scheduled Gary to broadcast tomorrow (Friday). But, as I'm sure you can understand, if we are pre-empted again tomorrow, after all the work involved, we would view this as unacceptable conduct.

These repeated pre-emptions of Gary's show are also surprising to us, as it prevents Gary from doing pitching for the station. It does not make sense to us that Bernard is preventing Gary from doing fundraising for the station. We think it is a mistake for WBAI not to recognize that Gary, if he had been given the chance, could have really assisted you in raising funds during this drive. That Bernard would pre-empt him every day of this week so far, does not make sense from a financial point of view. Especially since Bernard put so much pressure on Gary to participate in the fund drive.

We would like to respectfully renew our request that, in the future, someone from WBAI provide us with some kind of advance notice that Gary's show is being pre-empted. We believe such notice is reasonable, as it will avoid us having to waste time and expense in preparing for a show that is not aired.

Thank you for your time and attention to this important matter. Should you have any questions or comments, or if I can be of any further assistance, please do not hesitate to

Doc-8 p/p

contact me.

Very truly yours,

David Slater

David M. Slater
General Counsel
Gary Null & Associates, Inc.
2307 Broadway
New York NY 10107
o. (646) 505-4660
fax (212) 362-0216
E-mail: dslater@garynull.com

Doc-9

David Slater

From: David Slater
Sent: Friday, November 21, 2003 5:37 PM
To: 'drojas@wbai.org'
Cc: Gary Null; Manette Loudon; Paul DeRienzo
Subject: WBAI

Gary asked me to send you this letter:

Dear Don:

I wanted you to know that we fully support your recent efforts to bring the station into a position of honoring its audience and its mandate. I am hopeful that you will bring in professional programmers whose expertise on important and relevant topics will inspire a whole new listenership as well as rejuvenate WBAI's core audience. I know that my audience wants to see you succeed in these efforts. If I can be of any assistance, please do not hesitate to contact me.

Very truly yours,

Gary Null

Doc-10

David Slater

From: Paul DeRienzo
Sent: Monday, June 23, 2003 5:05 PM
To: David Slater
Subject: letter to rojas

Monday, June 23, 2003

TO: Don Rojas
FROM: Paul DeRienzo
RE: Natural Living

Dear Mr. Rojas,

Gary has asked me to contact you in regards to your statement some weeks ago that you would be addressing some of the arbitrary and nepotistic decision made by the Program Director in regards to Gary's program Natural Living. Although decisions to limit Gary's input into the fund drive reduced the monies that he eventually raised, the funds raised by Gary at WPFW (\$49,250 or 11% of the total raised in the WPFW 'thon) and at KPFK (Gary raised \$101,685, after midnight, during about 6% of the airtime he raised more than 10% of the KPFKs revenue). At WBAI Gary only raised \$20,000 during the last fundraiser after repeatedly being frustrated in his attempts fundraise by Mr. White. During the previous drive Gary raised more than \$70,000 while facing similar obstacles from some in WBAIs management circle. Usually he raises no less than \$100,000 for WBAI, and often Gary has been responsible as much as one-third of all of the subscriber donations at WBAI.

Given this arithmetic Gary would like to have some idea where the money he's been raising for WBAI gets spent. Is the money being spent on the salaries of people inimical to Natural Living and its audience? We think its fair to know what the management and non-management staffing levels at WBAI are and how much is paid to part-timers and temporary employees as well. What is the current size of WBAIs AFTRA bargaining unit and what is paid them and what is the range of salaries paid (what's the lowest and what's the highest salaries paid). Who makes up the management team and what are they paid? These are important facts that should be made available.

We would also like statistics on fundraising by other WBAI personalities and programmers who make a significant contribution to meeting WBAIs budget. How much do Armand, Hugh Hamilton, Democracy Now and other programmers bring in during the last marathon and the average marathon? Gary feels that it's unfair for a programmer to raise such significant sums and yet receive no pay and no input or knowledge of how those funds are used.

Gary has also asked me to remind you that some weeks ago at a telephone meeting with Gary you mentioned that you would have something specific to tell Gary about his role in the future of WBAI. We are eagerly waiting for your response. Please feel free to call us during the workday at 646-505-4660, my extension is 165.

Sincerely,

Paul DeRienzo
Executive Producer
The Gary Null Show

Doc-11 p1/3

David Slater

From: David Slater
Sent: Wednesday, May 28, 2003 5:50 PM
To: 'Bernard White'
Cc: 'drojas@wbai.org'; 'kdavis@wbai.org'; 'mfinch@wbai.org'; 'danc@igc.org'; 'lesliecagan@pacific.org'; 'carolspooner@pacific.org'; 'jabarizakiya@pacific.org'; 'teresaallen@pacific.org'; 'georgebarnstone@pacific.org'; 'petebramson@pacific.org'; 'janicekbryant@pacific.org'; 'jamesferguson@pacific.org'; 'davidfertig@pacific.org'; 'dickgregory@pacific.org'; 'raylaforest@pacific.org'; 'robrobinson@pacific.org'; 'charlessmith@pacific.org'; Andre Turan; Manette Loudon; 'pdirenzo@wbai.com'
Subject: RE: WBAI Pledge Drive - Gary Null

Dear Mr. White:

This is the second E-mail that I've received from you that, while providing some kind of response, borders on the insulting. My most recent letter to you was very positive in tone and offered concrete suggestions on how to raise more money for the station. The intent was to assist the fund drive and to make you aware that Gary's audience was not pledging in their normal large amounts because of your decision to cut his Wednesday show. My letter offered a constructive suggestion that if the show were restored to its usual schedule, as the listeners have repeatedly requested through letters and petitions, this could have a great impact on their contributions. It is one thing for you to disagree with my suggestion, which is certainly your right and prerogative. It is quite another for you to characterize my correspondence as "annoying", "unnecessary", "ridiculous", and "childish." These disparaging labels appear to go beyond the pale of civilized discourse. Additionally, this is the second time you have threatened to cut back Gary's show additional days, which can not in any way be construed as a statement made in the spirit of cooperation. On the other hand, you do seem to desire cooperation, as you've offered to meet with me at your office and explain to me the history of the Pacifica conflict. Your dual approach means that you are not an easy person to figure out, Mr. White.

While I do not want to engage in a protracted debate on the specific points that you raised, to not say anything is to leave the wrong impression that we do not dispute your points. I have spoken with Gary and his staff regarding his success at prior WBAI fund drives, and we stand by our numbers. The fact is that prior to the cancellation of his show, Gary would often raise \$10,000 in an hour of fundraising at WBAI, and, on occasion, raise one-third of the total amount raised during an entire fund drive. This is not so hard to believe considering that Gary is currently delivering those numbers to WPFW in Washington, D.C. And, contrary to your assertions, such superior fund raising at WPFW is not because he is only on two days a week. It is because his show is without peer in the industry, he is treated well by WPFW's management, and his listeners know it. The fact that Gary raises that kind of money for the station, yet is only on two days a week, is an argument for expanding the show to more days, not contracting it.

Gary contests your statement that WBAI is not in the "premium selling business." In the past, Gary attempted to raise money for the station without offering a premium. He appealed to listeners to support the station based purely on the important programming that they heard on the air, not that they could receive a premium. The results were dismal

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and virtually no funds were raised for the station. During the next fund drive, however, Gary offered a premium that he had produced on cancer. It turned out to be the largest selling premium in WBAI history, selling over \$125,000 in a single day, and raising over \$250,000 during a two week period. Unfortunately, WBAI's management unwisely projected similar phenomenal results in the future, and expanded the station's budget accordingly. This put unrealistic pressure on producers during future fund drives to repeat such results, a task that was designed to fail.

Gary also disagrees with your underlying premise that personality does not drive a show or the support of a station. Listeners tune in to WBAI to hear particular individuals, whether it be Gary Null, Armand Demille, Amy Goodman, you, or others. It is the host's talent and personality that attracts listeners and drives support for the station. These special individuals are not fungible as part of some bigger collective. Their talents are responsible for creating the exciting, dynamic programming that keeps listeners tuned and pledging. Simply put, a driving force like Gary Null, who has attracted so much to the station, can not ever be replaced. You can try to put someone in his slot. But the audience will always know that it is not Gary Null.

Whether you describe station support as buying premiums, or something more idealized, Gary has done it better for you than any of your other producers. He has raised the money for you in the past and continues to do so. It is his listeners that have supported the station like no other listener group. They are angry and feel betrayed that WBAI management doesn't care what they want. And, again, when considering all of the administrative and distribution costs in producing the premiums, Gary does not make any profit on them. You were the ones that wrote to us and asked us if we could offer a Gary Null premium. Now, again, it seems we are punished for cooperating by responding to your request for a premium.

Finally, without any specifics, you appear to accuse Gary of single-handedly manufacturing all of the listener responses to your decision to start cutting the show. We know that you received over a thousand separate listener requests to restore the Wednesday show, because we were sent copies of their correspondence to you. Gary did not force these people to sit down and write letters to you. He just pointed them in the right direction when they found out that his Wednesday show was cancelled. Many of these letters were articulate, passionate, and compelling. These people were giving you the real reasons, from their hearts, why they did not want Gary's show cancelled. To portray them as Gary Null foot soldiers that were just marching in lockstep, belittles and degrades their independence, eloquence, and concern. One would expect that a station's management would take such concerns pretty seriously. But at WBAI, such concerns were dismissed solely because they came from fans of Gary Null's show.

Gary is not sure what tapes and CD's you are talking about where he is allegedly speaking "negatively and un-factually" about Pacifica and its management. Gary would like to hear those tapes so he can see what you are referring to. Gary believes that all of his statements about Pacifica and its management were factually accurate, fair, and balanced, and that he has never personally attacked anyone at Pacifica. If you have evidence to the contrary, please provide us with copies of it, or at least an opportunity to hear it.

I do appreciate your offer to meet with me when time allows to explain the history of Pacifica. While just the two of us could meet, I would also suggest that Gary come to the

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meeting. I believe you and Gary really ought to meet and hash out your differences in a constructive, productive setting. Perhaps Don Rojas and I could both be at the meeting to try and keep everything on a positive footing.

Although we may disagree, I thank you for taking the time to express your viewpoint. I look forward to hearing from you in the near future.

Very truly yours,

David Slater

Gary Null's Fundraising History at WBAI and Pacifica

A Report to the Finance Subcommittee
of the WBAI Local Station Board

Commissioned July 6, 2004

[Updated with new information and documents July 7, 2016]

Questions Addressed in This Report

- How many years has Gary Null's Natural Living program been running on WBAI?
- How large is his percentage of WBAI's total listening audience?
- How large is his percentage of WBAI's total membership?
- How many WBAI fund drives did Gary Null participate in since 1976?
- How much money did Null raise during those fund drives?
- Why did Null fail to participate in five recent WBAI fund drives?
- Was Null's absence from those fund drives his choice, or was he deliberately excluded by station management?
- If Null was excluded by station management, what was the reason?
- Was Null's absence from those drives the cause of their failure?
- If so, how much did the failure of those drives contribute to the subsequent financial problems of WBAI and the Pacifica network?

Table of Contents

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	DOCUMENTS: Photocopies of all documents referred to and/or consulted for this Report. Pages 17-92

Reasons for this Report

For the record, this report was specifically commissioned by the Finance Subcommittee of the WBAI Local Station Board, at the conclusion of its public meeting held at 6:30 PM, July 6, 2004, in the offices of WBAI, at 120 Wall Street, New York, NY 10005. *[It was updated with new information and documents on June 7, 2016-SB.]*

The report was prompted by questions from subcommittee members as to whether Gary Null's lack of participation in the last five WBAI fund drives *[in 2004-SB]* was a significant factor in the failure of those drives; and, if so, what effect his failure to participate has had on overall station finances, and the need to terminate a significant number of station employees due to lack of sufficient funds.

Additional questions were raised about *why* Mr. Null did not participate in those last five fund drives, which this report will also attempt to answer.

Please note that the conclusions in this report apply solely to Gary Null's *fundraising* efforts. They do not constitute an endorsement or condemnation of either Null or his radio programs.

As an additional disclaimer, I feel compelled to point out that for most of the three years prior to the preparation of this report, Gary Null and I were, pointedly, not speaking to one another (at least not cordially), and that during this time he had been using his radio shows to attack me personally – by name and at considerable length – while his executive producer, Paul De Rienzo, was similarly attacking me personally on the list-servs, including NewPacifica and the Goodlight Board. (However, those attacks have ceased.)

Nevertheless, notwithstanding the adversarial “history” between Mr Null and myself, I hope – and believe – I have succeeded in keeping this report free from personal bias or resentment.

The conclusions in this report are based on (1) internal files and records of WBAI; (2) internal files and records of Gary Null & Associates; and (3) reports, letters and memos written by station managers, program directors, development directors and other management personnel of WBAI, WPFW, KPDK, and various PBS television stations with specific reference to Null and his fundraising efforts during the 25 years from 1976 to 2004. *[Additional records and documentation update this report to 2014-SB.]* All written or printed documents referred to or excerpted in this report are appended in full at its end.

In addition to the written or printed documentation, I have also included oral statements that I solicited specifically for this report from Gary Null as well as from WBAI staff members, producers, volunteers, and other personnel, including members of WBAI management whose work history with the station stretches back to at least 1978.

Respectfully submitted,

Stephen M Brown
Member, WBAI Local Station Board

Basic Historical Context

1. FOR THE LAST 26 YEARS (or from at least 1978), WBAI has traditionally conducted three fundraising pledge drives per year, usually one at the end of September (or beginning of October), one in January, and one in May.

2. DURING THOSE 26 YEARS (or from at least 1978), Gary Null has continually broadcast his radio show over WBAI from 12 noon to 1 pm, Monday through Friday. His 26th broadcasting anniversary with WBAI will fall in April of 2005.

3. ACCORDING TO GARY NULL'S RECOLLECTION, and the recollection of station management and staff in place during the year 1978 and thereafter (I have no sources prior to 1978), for 26 years Null participated “fully and enthusiastically in every one of these drives” [*per Doc-7, appended*] until either January or May of 2003, after which – abruptly and without explanation – his participation in WBAI’s fund drives suddenly became conspicuous by its almost total absence.

4. THE NATURE OF NULL'S PARTICIPATION during those 26 years of pledge drives was always as follows: He would pitch every day, from Monday through Friday, during his regular one hour show, and then pitch for an additional 2 hours after that – usually until 3 pm – with either one or two additional 6-hour “non-stop specials” (as the staff called them) being inserted towards the end of the drive.

5. NULL'S CURRENT STATUS IN WBAI FUNDRAISING. For the last five fund drives (and continuing) Gary Null, in a break with an unbroken 26-year record of participation, was prevented by the Program Director, Bernard White, and/or the General Manager, Don Rojas, from participating in the station’s fund drives or any other on-air fundraising activities for the station. According to recent actions and public statements from both the Program Director and the General Manager, Null will continue to be barred from participating in WBAI fund drives.

In order to determine how much Null traditionally raised for WBAI during the past 26 years; how and why he has been barred from participation in our current fund drives; and what effect, if any, his exclusion has had – and will continue to have – on the station, I initiated conversations with current and former members of staff and management who worked at the station at various times over the past 26 years.

After each conversation (some face-to-face, some by phone), I followed up with each person by means of an email in which I summarized (using “leading” questions) what I thought to be the substance of the information they had given me verbally, and asked them to verify that same information by answering those questions in writing. Only one of those I spoke with, Mike Feder [assistant manager of WBAI for two years in the late 1970's], consented to confirm his oral statements in writing (And to be identified by name). The following excerpts are from Feder’s statement. [His complete statement is appended as Doc-7.]

FEDER: “I remember that, in the summer of 1979, Gary was already understood to [be] among our largest fund-raisers, along with Steve Post and Larry Josephson. By 1981, when Steve [Post] was still manager, I remember talking with him and the person who helped us with subscriptions and keeping track of money raised, that Gary was raising as much as 15% of the stations [*sic*] money each year.”

“In several conversation *[sic]* with Samori [Marksman] and Valerie [Van Isler] in the late eighties and the nineties (mid-nineties), it was clear from them that Gary was raising somewhere between 20 and 25% of the money raised each year by WBAI. [T]his was on-air fundraising-- but at that time, on-air fundraising was at least 90% of what was raised.”

Another source of information about Null’s fundraising (dollars and percentages) will be found in the following excerpts, taken from various letters and memos between Null or his staff and the management of WBAI, WPFW, KPDK, and numerous PBS stations. [The excerpts are referred to by “Doc” reference numbers, and the source documents are appended in full at the end of this report.]

– **January 28, 1993.** WBAI Press Release from Program Director Andrew Phillips. [Complete document appended as Doc-22.]

“In 15 days [of its pledge drive] WBAI raised \$350,000 ... In one day, Gary Null ... raised more than \$57,000 *[That is, 16% of the drive total in one day. How much of the total when multiplied by the 15 days Null pitched in that drive? No figure available-SB]* ...Null ... has consistently broken audience response figures at WBAI.”

– **November 12, 1992.** Letter from WBAI manager Valerie Van Isler to Gary Null. [Complete document appended as Doc-23.]

“According to our records for the September drive, [you] raised ... a total of \$101,625 ... the audience response was very positive for your programming throughout this fund-raising campaign.”

– **February 3, 1992.** Letter from WBAI Development Director D. Kashian to Null. [Complete document appended as Doc-24.]

“... Friday, January 31st was a milestone for WBAI and for your program [which] raised a total of \$31,675, yielding the highest one show program... and as you may know, your time slot [according to Arbitron] has the second highest audience at WBAI. This is remarkable, in light of the unusual time slot.

– **January 12, 1990.** Memo on WBAI letterhead from Stuart Hutchinson to Rosemarie Reed. [Complete document appended as Doc-25.]

“... I am sincerely astounded by Gary’s enormous success pitching his premiums ... and we need to acknowledge the tremendously high income he’s generated for the station...As of the end of his show today ... [he] has in the space of only ... the first three days of the thon raised about \$52,000, or about fifty-three per-cent of the total amount raised. This is phenomenal.”

– **August 17, 1988.** Memo from WBAI Program Dir. John Scalgiotti to Null. [Complete document appended as Doc-26.]

“In the spring Arbitron Ratings of 1986, the Natural Living Program had an average quarter hour of 13,100. In the short period of two years (spring 1968 book), that average quarter hour has grown by an amazing 80% to 23,700 with a weekly cum of 45,700. The size of your audience and the percentage of your share is simply unheard of in non-commercial radio. Your figures are even more amazing considering non-commercial stations have no advertising or publicity budgets. This clearly shows

your program to be one of the two most popular shows in non-commercial radio in the United States!

“As WBAI is a public radio station dependent on subscribers, this large increase in listenership has also corresponded with a large increase in listener support, we have gone from \$45,000/year to \$135,000/year in listener dollars during the Natural Living fundraising breaks.

“This increase in income has allowed WBAI to improve its facilities and programming throughout its regular schedule. On behalf of WBAI and its many new listeners, I want to thank you for your continued fine work in presenting Natural Living every weekday at noon.”

– **January 1998.** Arbitron Report Sheet. [Complete document appended as Doc-27, p.3.]

“Raised \$316,173 during Jan. 1998 fund raising at WBAI ... raised \$92,000 during one program”

– **March 2001.** Arbitron Report Sheet. [Complete document appended as Doc-27, p.4.]

“Raised \$205,100 during March 2001 fund raising at WBAI ... raised \$92,000 during one program.”

– **November 13, 1995 to Feb. 26, 2003.**

Letters from management and producers at KPFK and WPFW attesting to specific and unusually large amounts raised by Null during their pledge drives. [Complete documents appended as Docs-28 to 39.]

– **December 17, 1998 to July 15, 2003.**

Letters from various PBS stations attesting to specific and unusually large amounts raised by Null during their pledge drives. [Complete documents appended as Docs-40 to 49.]

– **November 1, 1997.** Letter from WBAI station manager Valerie Van Isler to Gary Null. [Complete document appended as Doc-20.]

“We just finished our October 1997 Membership Drive and I want to let you know that you set a new record ... during this two week campaign... we can now report that *Natural Living with Gary Null* raised \$255,381...the highest amount during a drive in your nearly 20-year history with us at WBAI-Pacific Radio. You were also the leading program in overall fundraising.”

– **November 1, 1995.** Letter from WBAI station manager Valerie Van Isler to Gary Null. [Complete document appended as Doc-21.]

“We’ve just completed the biggest Fall Membership drive in WBAI’s 35 year history. This September, 1995 campaign raised over \$600,000 in pledged listener support...Very importantly, our records indicate that your program ...brought in an unprecedented \$200,000 in membership pledges [*30% of total drive-SB*] during our 16 day drive. This stunning achievement ... may also have set a benchmark as one of the highest totals for a single program during a pledge drive in the community radio network of stations across the country.”

– **November 12, 2001.** Letter to Gary Null from WBAI station manager, with added information in

memo from Andre Turan. [Complete documents appended as Doc-15 and 15A.]

“Congratulations on setting a new all-time fundraising high of \$40,000 during a single 1-hour broadcast with your *Baby Boomer’s Anti-Aging System* kit. This is an unprecedented amount in the history of WBAI. You also held the previous record, four years ago, of \$34,000 with the premium offering of another Anti-Aging package.”

– **June 9, 2004.** Letter to Gary Null from Development Director of WPFW. [Complete document appended as Doc-19.]

“On behalf of WPFW I would like to thank you for your outstanding work during our spring pledge drive ... That accounts for 18% of the total gifts requested for the drive... Moreover you accomplished this even though you were broadcasting from 3-4 p.m., a generally slow time slot.”

– **July 2, 2004.** Letter on KOCE stationary from Asst Station Mgr. [Complete document appended as Doc-17.]

“During this past month, KOCE aired [Gary Null’s] “Power Aging” and raised \$197,595....KOCE’s entire drive earned \$895,254 ... [22% of the entire drive].”

– **July 6, 2004.** Letter to Gary Null from Membership Director of KBDI. [Complete document appended as Doc-18.]

“...the June pledge results for Art of Health and How to Live Forever ... contributed 13% of the total pledge revenue for June... Art of Health still manages to squeak out pledges in often-difficult fringe times.”

– **May 21, 2003.** Letter from Null to Bernard White (via Null staff Member David Slater). [Complete document appended as Doc-3.]

“... last week [*i.e., week of 5/12/2003 to 5/16/2003–SB*] Gary used the same premiums he offered on WBAI to sell 122 premiums at \$150 each, for a total of \$18,300 raised in only 28 minutes of pitching on WPFW, with less than half the audience of WBAI ...” [*i.e., \$39,214 per hour–SB*]

– **April 2, 2004.** Letter from Gary Null to Bernard White (via Null staff Member David Slater). [Complete document appended as Doc-6.]

“Would you have demanded of me not to promote WBAI or any of its programs during my other radio shows on other stations such as WWRL, WWOR, WMCA, or WABC? I promoted WBAI and all of its many programs every single week for 25 years. That is how WBAI developed its large audience, and it was virtually the only major free publicity that the station received over these many years. My activities on other stations brought a large, diverse, and crossover audience to the station, which became the foundation for the entire afternoon programming. You may wish to refer to the Arbitron ratings over the past 25 years to verify these facts.”

June 23, 2003. Letter to Don Rojas from Null executive producer. [Complete document appended as Doc-10.]

“Although decisions to limit Gary’s input into the [May 2003] fund drive reduced the monies that he eventually raised [for WBAI], [Gary raised] \$49,250 or 11% of the total raised in the WPFW ‘thon ... and ... raised \$101,685, [even] after midnight, [for] more than 10% of KPFK’s revenue. At WBAI Gary raised only \$20,000 during the last fundraiser after repeatedly being frustrated in his attempts to fundraise by Mr. White. During the previous drive Gary raised more than \$70,000 while facing similar obstacles from some in WBAI’s management circle. Usually he raises no less than \$100,000 for WBAI, and often Gary has been responsible [for] as much as one-third of all the subscriber donations at WBAI.”

May 28, 2003. Letter from Null staff member David Slater to Bernard White. [Complete document appended at Doc-11.]

“This is the second E-mail that I’ve received from you that, while providing some kind of response, borders on the insulting My most recent letter to you was very positive in tone and offered concrete suggestions on how to raise more money for the station. The intent was to assist the fund drive ... It is one thing for you to disagree with my suggestion, which is certainly your right and prerogative. It is quite another for you to characterize my correspondence as ‘annoying’, ‘unnecessary’, ‘ridiculous’, and ‘childish.’ These disparaging labels appear to go beyond the pale of civilized discourse. Additionally, this is the second time you have threatened to cut back Gary’s show additional days.

“... I have spoken with Gary and his staff regarding his success at prior WBAI fund drives, and we stand by our numbers. The fact is that prior to the cancellation of his show, Gary would often raise \$10,000 in an hour of fundraising at WBAI, and, on occasion, raise one-third of the total amount raised during an entire Fund drive. This is not so hard to believe considering that Gary is currently delivering those numbers to WPFW in Washington, D.C ... The fact that Gary raises that kind of money for [WPFW], yet is only on two days a week, is an argument for expanding the show to more [fundraising] days, not contracting it.

“Gary...has raised the money for you in the past and continues to do so. ... And, again, when considering all of the administrative and distribution costs in producing the premiums, Gary does not make any profit on them. You were the ones that wrote to us and asked us if we could offer a Gary Null premium. Now, again, it seems we are punished for cooperating by responding to your request for a premium.”

[More recent letters – below – from Pacifica management figures indicate that Null’s fundraising efforts still account for as much as half of WBAI’s income today, and, until approximately 2-1/2 years ago, that of KPFK and WPFW as well.]

- **March 8, 2011.** Letter from Berthold Reimers re Winter 2011 Fund Drive [Appended as Doc-52]

Dear Gary,

I wanted to personally thank you for your contribution to the past three WBAI fund drives, and in particular, the Winter 2011 drive, in which you raised \$306,416 of our total \$829,475 or 36.94% of the total pledges ... [and or] also helping us increase our listenership and membership.

- **April 4, 2012.** Letter from Berthold Reimers re Winter 2012 Fund Drive [Appended as Doc-53]

Dear Gary,

I wanted to personally thank you for your contribution to the WBAI Winter Fund Drive in which you raise over twenty percent of our revenue. I would also like to thank for your donation of 255 high quality documentary DVDs that also helped us in our Fund Drive.

– **Nov. 29, 2012.** Letter from Berthold Reimers re \$40,000 in 26 minutes [Appended as Doc-54]

Last week, on November 15, 2012, during your 26 minutes of pitching you raised nearly \$40,000 for WBAI. I thought you'd like to know that you set two records in raising the most amounts for WBAI for a single program and secondly, the largest amount raised for any program in the history of WBAI. What makes this even more interesting is that 4 weeks ago, you raised \$37,500 in a similar amount of time for

June 1, 2014. Letter from Berthold Reimers re May 2014 Fund Drive [Appended as Doc-55]

Oct. 24, 2014. Letter from KPFK re Winter Fund Drive. [Complete document appended as Docs-50, 51]

In live broadcasts and rebroadcasts, Gary's audience pledged about 1/3 of our higher daily total 10 times, about 40% on 7 occasions and about 2/3 of the daily total twice. Of the station total phone pledges of \$855,496, Gary's audiences pledged about 1/3 with \$270,285 in pledges and 9 of the top ten hours of the entire fund drive with single hours totaling up to \$12,475. Gary's impact would have been much greater, but the 'survival pkg' which was the most sought after premium wasn't introduced until the 3rd week of the pledge drive.

The amazing listener response is entirely unprecedented in our pledge drive history for a single individual's contribution to the station. Because of Gary's tremendous success, we shall be able to carry on without severe financial restrictions as we cover the important events in November.

6. DID GARY NULL REFUSE TO PARTICIPATE FULLY in the last five fund drives, or did management prevent him from doing so?

According to statements by Null, which seem to be borne out by the following correspondence, Null wanted to cooperate with the station in every way, including fundraising, and pleaded to do so often – by phone and in writing to Bernard White, Kathy Davis, and Don Rojas. But despite being promised full participation in the drives, Null was generally sidelined, and his show repeatedly preempted. But station staff and listening audience were encouraged to think that Null was uncooperative and did not want to participate in fundraising [see Doc-4 for some examples].

Although it was his desire to pitch in the same manner as he had done for 25 years, Null claims he was consistently prevented from doing so. The following may serve to corroborate Null's claims.

– **September 24, 2002.** Letter from Gary Null to Bernard White. [Complete document appended as Doc-16.]

“Dear Bernard, ... I would be more than happy to participate in the October fundraiser. I have completed the production of new and exciting packages... and I hope we can raise some serious

money to support BAI and Pacifica...I hope that my efforts in this drive will create a new sense of cooperation..."

–**May 4, 5, or 6 of 2004.** Email From Gary Null via staff member David Slater. [Complete document appended as Doc-1.]

“We have also prepared at substantial cost special premiums and have made ourselves available for whatever time you will be providing us to raise funds for the station.”

– **May 7, 2003.** Letter from Manette Loudon, detailing Null’s eagerness to participate in fund drive, but being prevented from doing so. [See Doc-13.]

April 29, 2003. Letter from Manette Loudon detailing Null’s eagerness to participate in fund drive. [See Doc-14.]

–**May 21, 2003.** Letter from Null staff member David Slater to Bernard White. [Complete document appended as Doc 3.]

“In the past Gary’s listeners have generated over \$10 million for the station. They can do so again....It is really up to you, Mr. White, and whether you genuinely want to raise the money.”

–**May 27, 2003.** Email to Don Rojas from Null executive producer. [Complete document appended as Doc-2.]

“Gary asked me to convey his opinion concerning his preemptions ... during this fund drive. He feels that the Program Director is either making a serious error or stooping to petty harassment tactics ... If we are facing a difficult fund drive then now is the time to pull out all the stops and not the time to bench a star player, especially for petty reasons of control and power. Gary is more than willing to use the full force of his name and reputation to raise the maximum amount for WBAI at this time, hopefully we can reach an accommodation that will allow him the opportunity to help.”

–**May 21, 2003.** Letter from Null staff member David Slater for Null to Bernard White. [Complete document appended as Doc-3.]

“Gary has supported the WBAI pledge effort even though he has received many letters and E-mails questioning him for doing so. These letters come from listeners who are angry at WBAI for refusing to listen to their repeated requests to restore Gary’s [Wednesday show]. ... Some have even asked whether Gary is supporting WBAI under duress.”

– **May 9, 2003.** Letter from Null staff member Manette Loudon to Bernard White. [Complete document appended as Doc-12.]

“We have contacted one of our publishers, I Books, and they are willing to allow *7 Steps to Overcoming Depression and Anxiety* to be immediately promoted as a premium on WBAI. This is prior to our publisher’s national promotion. Gary hopes that you can appreciate the special efforts he is making with his publisher in order to assist WBAI in its fund drive. As always, Gary is committed to supporting WBAI.

“We are also readying some other audio products that should be ready in a few days. We will let you know about them as soon as we are sure that you can offer them in time for the May fund drive. Some of these premiums are the same that we will be offering later on PBS. However, in an effort to support WBAI, Gary will see if he can rush to make them available first for WBAI.”

– **May 29, 2003.** Letter from Null staff member David Slater to Don Rojas regarding repeated preemption of Null’s program during the fund drive. [Complete document appended as Doc-8.]

“Dear Don: – I want to thank you again for speaking with Gary and me, and seeing what you could do to resolve our conflicts with Bernard White. I just wanted to bring to your attention that Gary, Paul, and our radio production staff were upset that Bernard pre-empted Gary’s show today [during fund drive] with some jazz music.

“My understanding is that earlier in the week, Kathy Davis told both Paul DeRienzo and Sharon Pryde at our office that Gary was scheduled to do his show on Thursday. Gary and his staff arranged for guests, and scheduled everyone’s time to do the show. It was not until Sharon called Cathy 10 minutes before the show was ready to air, that she was told that Bernard decided to pre-empt Gary’s show with the jazz music. ...Gary’s show has been repeatedly pre-empted both during the fund drive and during regular programming with no prior notice whatsoever. *[This is an explicit violation of the station’s legal agreement with the Unpaid Staff Organizing Committee (USOC)-SB.]* It is not until Gary is at his broadcasting facility with his guests lined up that he often finds out that his show has been pre-empted. As I am sure you can appreciate, this is rude not only to Gary, but to his guests and production staff, as well as to the WBAI listeners who make time to listen to Gary’s show.

“[So far] Gary has not broadcast his show for practically the entire week [of the fund drive] (Monday, Tuesday, Wednesday, and now Thursday). I understand that Sharon spoke with Cathy Davis and she advised Sharon that Bernard has scheduled Gary to broadcast tomorrow (Friday). But, as I’m sure you can understand, if we are pre-empted again tomorrow, after all the work involved, we would view this as unacceptable conduct.

“These repeated preemptions of Gary’s show are also surprising to us, as it prevents Gary from doing pitching for the station. It does not make sense to us that Bernard is preventing Gary from doing fundraising for the station. We think it is a mistake for WBAI not to recognize that Gary, if he had been given the chance, could have really assisted you in raising funds during this drive. That Bernard would pre-empt him every day of this week so far, does not make sense from a financial point of view. Especially since Bernard put so much pressure on Gary to participate in the fund drive.”

– **November 21, 2003.** Letter from Gary Null (via Null staff member David Slater) to Don Rojas. [Complete document appended as Doc-9.]

“Dear Don: I wanted you to know that we fully support your efforts to bring the station into a position of honoring its audience and its mandate. ... I know that my audience wants to see you succeed in these efforts. If I can be of any assistance, please do not hesitate to contact me.”

– **April 8, 2004.** Email from Gary Null to Bernard White. [Complete document appended as Doc-5.]

“I would hope that after four consecutive disastrous fundraisers and the alienation of my audience, the negative energy can now be withdrawn and that peaceful, positive and professional coexistence can take its place. One does not have to be a clairvoyant to see what will happen during the next two fund drives if the station continues on a path of negativity and losing audience support.

“I would also hope that in the same gesture of forgiveness and healing that I be allowed the full opportunity to support the station and its mission in upcoming drives. I believe it would show a great strength of character and commitment to common ideals to make this gesture.”

7. HOW BIG, AND HOW DIVERSIFIED, IS GARY NULL’S AUDIENCE?

A former WBAI management person wrote me that: “I know, from long experience in paying attention to who listens to Gary and who subscribes during his shows – and gets his premiums – that Gary, after Amy and DN, has the largest audience at WBAI [*Note: Doc-27, passim, shows that Null’s audience is, and always has been, much larger than Amy Goodman’s and Democracy Now!’s-SB*] ... And that Gary’s show cuts more widely than most programs at WBAI across all color, ethnic and class lines.” [See Doc-7.]

It is also claimed that Null’s audience may comprise as much as 50% or more of WBAI’s total listenership. To help determine whether this is true, a number of Arbitron charts examining WBAI’s listening audience, especially comparing Null’s Noon to 1 PM slot with the rest of the WBAI’s broadcast day, have been appended [*as Doc-27, q.v.*]

Tentative Conclusions

Null participated for the complete duration of every single WBAI fund drive over the past 25 years, except for the last five drives, in which he participated either minimally or not at all. For the first of those last five drives, he himself refused to pitch, as part of a one-week “personal protest” [Null’s words] at having his Wednesday program “abruptly and discourteously terminated after 25 years, with no discussion, and no notice.” [Null] After that one-week “personal protest,” Null volunteered to pitch willingly and eagerly for that drive and all drives thereafter.

However, it appears from the documents that he was prevented from doing so by the program director and/or other management personnel. In spite of seeming invitations from management to participate significantly in each of the last five drives, and Null’s expressed eagerness to do so, the documents indicate that he was nevertheless either preempted continually, or put on for relatively short periods, without notice, during hours at which his regular audience could not know he was broadcasting.

Although management may have had very good reasons for discouraging or preventing Null from doing any significant fundraising during the last five fund drives (though management has not, to my knowledge, offered to share those reasons with Null, the station staff, the LSB, or the listening audience), those reasons were not apparent in any of the documents I was able to assemble – and must therefore be a matter for speculation, or for direct questioning of management.

As to how much money Null traditionally raised for WBAI, this is quite clear from the documents.

For the last 25 years, right up to the present, Null has traditionally raised approximately 15% to 30% – and occasionally as much as 50% – of the total amounts of every WBAI fund drive. Often he raised more than \$30,000 or \$40,000 per hour, and hardly ever fell below \$10,000 per hour. In dollars raised per hour, he exceeded every other programmer, including Amy Goodman and *Democracy Now!*, sometimes raising six times as much as *Democracy Now!*

The documents show similar fundraising power by Null in WPFW and KPFK fund drives (as well as in the fund drives of numerous PBS stations across the country). The written testimony of station managers and development directors for the last 25 years shows that it was almost a *certainty* that Null would raise somewhere between \$150,000 to \$300,000 per drive. (And when collection percentages were tracked by program, which is no longer done, the collection rate for Null pledges often exceeded 95%, whereas the average for the rest of the station was only 68-70%.)

Using the documented figures above, it is possible to calculate how many WBAI members comprise Null's audience, and how many of the station's total listening audience are also part of Null's audience. We know that annual WBAI revenue is about \$3 million, and that the station has 18,000 members [*in year 2004-SB*]. Therefore, dividing annual revenue by membership gives us an average "member value" of \$167. If Null raises \$1.2 million per year, then dividing that number by \$167 gives us 7,200 as the number of members in Null's audience (or 40% of the station membership).

To calculate the size of Null's total listening audience, we can use the industry average for non-profit radio stations, which is approximately 13 times the number of its paid members or subscribers. This would make Null's total WBAI audience $7,200 \times 13 = 93,600$.

As the above calculations indicate, excluding Null from significant participation in the last five fund drives cost WBAI at least \$750,000 and possibly as much as \$1,500,000 in fund-drive revenue. Although management could see the this loss almost immediately as results in the first fund drive without Gary Null dropped precipitously, the general manager and program director nevertheless persisted in sidelining Null, for whatever reasons they may have had, regardless of the crushing effect on WBAI's finances and future viability.

Would the estimated \$750,000-\$1,500,000 that WBAI's management elected to lose, by deliberately excluding Null, have saved the 15 or more staff members that WBAI was subsequently forced to terminate for lack of funds? Would it have permitted the station to purchase better equipment? Or pay off its debts? Or develop a capital fund to purchase its own building? Or (most embarrassing) made it unnecessary to drain monies from Pacifica's sister stations in order to make up our chronic shortfalls? Answers to those questions are beyond the scope of this report – and beyond my capability to determine.

What *can* be determined, however, is that management was fully aware of Null's prior record of fundraising success, and could easily have estimated how much money WBAI would have earned by allowing him to fully participate in our fund drives. Instead, what management did – specifically General Manager Don Rojas and Program Director Bernard White – was to make false public and private statements about Null. What they did was tell staff, and listeners – and the Local Station Board – that it was Null's decision not to participate in the fund drives, and that during the years that he did participate, he had never raised much money for the station anyway. [*For one such deceptive statement, see the program director's statements in Doc-4*].

It is now up to the WBAI Finance Subcommittee and the Local Station Board (and perhaps the Pacifica National Board) to determine what to do with the information in this Report – whether to ignore it, or whether to use it as the basis for further inquiry into management’s questionable fundraising decisions, and what appears to be its desire to pursue a (so far unexplained) personal vendetta against Null regardless of its demonstrably destructive effect on the station.

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[Update and Epilogue, June 7, 2016]

When Gary Null first came to WBAI in 1976 (by invitation), he was nationally famous. He was a *New York Times* best-selling author; a regular guest on *The Johnny Carson Show*, *The Merv Griffen Show*, *Good Morning America*, *The Mike Douglas Show*, *The Phil Donahue Show*, *The Steve Allen Show*, *60 Minutes*, and many others. He also hosted nationally syndicated radio shows on WWRL, WWOR, WMCA, WABC, WNEW and WEVD, whose audiences numbered in the millions, and were in fact the largest radio audiences of their kind in America.

On the other hand, WBAI was virtually unknown. Its audience was tiny, its members few (between 2,500-3,000), and its bank account non-existent. What Gary did to change that was to immediately start promoting WBAI to his millions of listeners on commercial radio stations, doubling and then tripling its listenership and membership within a year.

As Null himself said in the course of a letter to then-Program Director Bernard White, in 2004 [*Appended as Doc-6*]:

“I promoted WBAI and all of its many programs every single week for 25 years [on my radio shows on WWRL, WWOR, WMCA, WABC, WNEW and WEVD]. That is how WBAI developed its large audience, and it was virtually the only major free publicity that the station received over these many years. My activities on other stations brought a large, diverse, and crossover audience to the station, which became the foundation for the entire afternoon programming. You may wish to refer to the Arbitron ratings over the past 25 years to verify these facts.”

Today Gary Null still appears to be the only significant source of outside publicity for WBAI. As a result, his listeners still comprise approximately one half of WBAI’s total audience, and contribute 30-50% of its income. No one believes that this is healthy. A radio station should not be so heavily dependant – both for its audience and its funding – on a single program and a single personality. But this is hardly Gary Null’s fault. In fact, he has been the severest critic of management for failing to develop new programs that can attract audiences willing to support the station.

Even if we did not have the WBAI documents, appended to this report, confirming that Gary Null’s listeners comprise half of WBAI’s audience and provide up to half of its revenue, we have another way to confirm those numbers. I refer to what happened to WBAI when, in December of 2004, then-Program Director Bernard White abruptly fired Gary Null. The program director had reportedly confided to another staff member, “We can find a Black person to do Null’s show” – and then replaced Null with his own personal doctor. Unfortunately for WBAI, the program director’s doctor could not retain Null’s audience, or attract one of his own.

According to Arbitron (which the station use to subscribe to, but no longer does), listenership in Null's former time slot dropped by as much as 80%. In a ripple effect, every other time-slot at the station was similarly affected, and experienced audience drops of 35-75%. This was matched by a crippling drop in fund drive revenue – no surprise, since the approximately \$300,000 per drive (\$1.2 million a year) that Gary Null had been generating year after year ... suddenly vanished.

History repeats itself

Sadly, WBAI's General Manager, Berthold Reimers, seems to be repeating history. For unexplained reasons, he recently excluded Null from participating in WBAI's May-June 2016 fund drive. This cost the station hundreds of thousands of dollars in lost revenue, since the programs that replaced Null – instead of raising \$10,000 or \$18,000, or even \$40,000 per day, as Null had been doing – brought in as little as \$160(!) a day.

The general manager's behavior is puzzling, because when I consulted my records, they showed that barely a few months earlier, during WBAI's December fund drive, Gary Null had raised \$90,000 for the station with just three offers – tickets to his lecture, tickets to his movie premiere, and a week's "retreat" at his Texas health facility. Although Null wrote to Reimers expressing his willingness to repeat those fundraising offers in the May-June fund drive, he was told that "his services would not be needed."

How much – overall – has Gary Null done for WBAI and Pacifica?

Overall, Gary Null has raised more than \$42 million for Pacifica during his 40 years with the network, as well as contributing hundreds of thousands of dollars in free premiums to its members. But curiously, while preparing this report, I discovered, another kind of "contribution" that Gary Null made to WBAI – a rather unorthodox one, about which, to my knowledge, he has never spoken publicly.

I am referring to Null's WBAI salary – or, rather, "salary," since he never collected it. For when Null was invited to join WBAI as a full-time producer in 1976, he was supposed to be paid the same \$38,000 a year standard producer's salary that other WBAI producers were getting. But the general manager confided to Null that, because WBAI was so short of money, if it paid his salary, it would have to stop paying the salary of some other producer. So Null was asked if he could "wait a bit" to be paid. And he said yes. But that "bit" turned into 40 years. Because Null never did get his salary, nor has he ever asked for it, although I believe it is still owed to him. That back salary would now amount to more than \$1.5 million, which along with equivalent back-salary from WPFW (also never paid), represents an unacknowledged \$3 million cash contribution to WBAI and Pacifica from Gary Null.

I also discovered another "unorthodox" contribution that Null made to WBAI, which he also has never spoken of publicly. For example, over the years there have been several times when electricity at the station was about to be shut off – within 24 hours – because its Con Ed bill was so far in arrears. This would have forced WBAI off the air and put its FCC license at risk. So in response to a panicky plea from the station manager, Gary Null (more than once) wrote personal checks for over \$10,000 or more to take care of WBAI's delinquent Con Ed bills. He also wrote

checks to avert a similar shut-down of WBAI's phone service by AT&T. But WBAI has never reimbursed him, nor has he ever asked for the money.

**Those are some of the things Gary Null has done for WBAI and Pacifica.
What has Gary Null received in return?**

One often hears assertions that "Gary Null became rich and famous as a result of his Pacifica programs." Or that "he makes money selling his premiums to Pacifica for its fund drives." Or that "he uses Pacifica's air-time to promote his books, videos, and supplements for personal profit."

I have tried to track down verification of those claims, but could find none. They seem to be like "urban myths" – believed by many, but with no basis in fact. For example, did Pacifica really make Gary Null "rich and famous"? Clearly not, for as noted above, Gary Null was already famous when he came to WBAI (although I do not know how "rich" he might have been).

The truth – or as nearly as I could determine it – is that, far from making Gary Null famous, it was Gary Null that made WBAI famous, or at least put it on the map. He did this by promoting WBAI to his millions of listeners on commercial radio stations like WWRL, WWOR, WMCA, WABC, WNEW and WEVD. This doubled and tripled WBAI listenership (and membership) in under a year, and was responsible for the huge increase in fund drive revenue that helped keep the station alive. In fact, it is not far-fetched to say that, without the money raised for WBAI and Pacifica by Gary Null and his audience – more than \$42 million since 1976 – WBAI and Pacifica might not exist today.

Today Gary Null still promotes WBAI and Pacifica to his outside audiences. And those audiences continue to be quite large. Null's daily radio program on PRN (the Progressive Radio Network) reaches 2 million unique listeners per month, which is 33 times more than the entire audience of all 5 Pacifica stations combined. In addition, Null reaches 40 million viewers with his PBS-TV Health Specials; sells three million books a year on health and nutrition; and has produced 47 full-length documentaries on current affairs that have earned silver and gold medals at film festivals throughout the world from Tribeca to Sundance to Cannes.

What about the claim that Null makes a profit when Pacifica uses his books, videos and supplements as premiums? Actually, the reverse appears to be true. Gary Null loses money when Pacifica uses his products as premiums. For example, when his books are used as premiums, Null tells his publisher *not to pay him royalties*, but instead to credit his royalties to Pacifica's account, so that it can get the lowest possible price. No other author whose books are used as fund drive premiums forgoes his or her royalties on behalf of Pacifica. On the contrary, they collect their full \$2 or \$3 of royalties on every copy of every book used in our fund drives. The irony, it seems, is that just about everyone makes a profit on Pacifica's premiums – *except* Gary Null. [See letter from Gary Null's publisher about his royalties, appended as DOC-55.]

Why have I decided to update my original 2004 investigation of Gary Null?

My original investigation of Gary Null was undertaken at the request of WBAI's Local Station Board, and completed in July of 2004. Its purpose was to determine whether the program

director, Bernard White, had been truthful when he testified to the board that (1) Gary Null had refused to participate in station fund drives; and that (2) it didn't really matter, because Null had never raised much money for the station anyway.

The report revealed that the program director had deceived the board – that he himself had excluded Gary Null from the fund drives for personal reasons of his own [see DOCS 1-3, 5, 8-11, 13, 14, 16] – and that, contrary to his assertion, Gary Null had been the station's most successful fundraiser for (at that time) more than 25 years.

Angry listeners and staff members attempted to have the program director fired for excluding Null from the fund drives (and then lying about it). But his friends on the Local and National Board prevented him from being fired. He not only continued as program director, but 6 months later, in December of 2004, fired Null altogether. This pushed WBAI to the brink of bankruptcy, because Null's listeners abandoned the station in protest, and took their financial support with them.

So for 5 years thereafter, WBAI struggled with lack of funds and forced staff layoffs, until a new station manager finally fired the program director, in 2009, and Null was invited back. Slowly he rebuilt his audience, and once again began raising as much as \$20,000, \$30,000, even \$40,000 in a single day of the fund drive. [See Doc-54.]

But now, suddenly, as Yogi Berra might say -- "it's deja vu all over again." Once again Gary Null has been deliberately excluded from WBAI's fund drives, this time by the general manager, Berthold Reimers (for personal reasons that are beyond the scope of this report, but do not have anything to do with the station's welfare). Reimers also took away Gary's Friday show last month, again for reasons that do not seem to have anything to do with station welfare.

As a station fiduciary – as a member of the Pacifica National Board – I don't have the power to interfere directly in station affairs by ordering that Gary Null be put back in our fund drives. But I do have a responsibility to report management's dangerous behavior in keeping Null out of the fund drives. That is why I have updated this report.

I hope it does some good.

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Doc - 17

May 9, 2003

BY FAX, E MAIL & FIRST CLASS MAIL

Bernard White, Program Director
WBAI/FM Radio
120 Wall Street, 10th floor
New York NY 10005

Re: WBAI Pledge Drive - Premiums

Dear Bernard,

We have contacted one of our publishers, I Books, and they are willing to allow *7 Steps to Overcoming Depression and Anxiety* to be immediately promoted as a premium on WBAI. This is prior to our publisher's national promotion. You or your staff can deal directly with I Books if you are interested in having Gary offer this as a premium. Roger Cooper, our usual contact person at I Books can be reached at (212) 645-9870 x224. Gary hopes that you can appreciate the special efforts he is making with his publisher in order to assist WBAI in its fund drive. As always, Gary is committed to supporting WBAI.

We are also readying some other audio products that should be ready in a few days. We will let you know about them as soon as we are sure that you can offer them in time for the May fund drive. Some of these premiums are the same that we will be offering later on PBS. However, in an effort to support WBAI, Gary will see if he can rush to make them available first for WBAI.

Very truly yours,

Manette Loudon
Director of Operations

cc: Gary Null
Don Rojas
Leslie Cagan
Dan Coughlin
Cathy Davis
David Slater, Esq.

Doc = 13
p1/x

May 7, 2003

BY FAX, E-MAIL & FIRST CLASS MAIL

Bernard White, Program Director
WBAI/FM Radio
120 Wall Street, 10th floor
New York NY 10005

Re: WBAI Pledge Drive

Dear Mr. White:

Thank you for your letter dated yesterday. Gary reviewed it in detail last night and we had a telephone conference about it today. Gary would generally respond directly himself, but he is presently working outside of New York, and he asked me to convey his response.

First, he appreciates your statement that no one in WBAI's management has ever attacked him for offering GN premiums "or for any other reason for that matter." While Gary does not necessarily believe that this has always been the case, he does not want to argue the point, and will take you at your word that WBAI's management currently has no desire to engage in personal and vindictive attacks against him.

Gary does not, however, accept your version of why Kathy Davis asked him if he was going to be involved in the upcoming fund drive. According to your letter, you make it seem as though Gary had been boycotting WBAI fund drives up to the present date. The truth, Gary says, is that he supported the last three fund drives, and only boycotted one fund drive in the entire history of WBAI. This was right after Pacifica and WBAI violated the Court ordered stipulation prohibiting them from major layoffs of existing producers and employees. When the Pacifica Foundation and WBAI terminated more than 50 producers and workers, many of whom were friends of Gary, he could not bring himself to support the station at that time. His compassion for these out-of-work friends was

GARY NULL & ASSOCIATES, INC.

Doc 13
8/4/4

Letter to Bernard White
May 7, 2003
Page 4

We trust that this responds to your requests. If there is any other matter that needs to be worked out as far as Gary's participation during the May fund drive, please feel free to contact me at your earliest convenience. Thank you.

Very truly yours,

Manette Loudon
Director of Operations

cc: Gary Null
David Slater, Esq.
Paul DeRienzo
Don Rojas
Leslie Kagan
Matthew Finch

Doc-14

April 29, 2003

BY E-MAIL & FIRST CLASS MAIL

Bernard White
WBAI
120 Wall Street
New York NY 10013

Re: WBAI Pledge Drive

Dear Bernard:

Kathy Davis, the Acting Public Affairs Director of WBAI, called our office and asked if Gary would be willing to participate in WBAI's May fund drive. As always, Gary is willing to participate in the fund drive and he supports your efforts and all of the other producers at WBAI.

Gary, however, was concerned about offering his own premiums on WBAI, as he has been unfairly attacked in the past by WBAI's management for allegedly profiteering from his premiums (in fact, Gary has always lost money on these premiums). Although Gary's premiums are often desired by his audience, Gary wanted to know if it would not be better for him to offer some other type of premium from WBAI, so that he would not be wrongly perceived as profiteering on his premiums. He said that he will go along with whatever you decide on this issue.

Please let me know at your earliest convenience how you want to proceed with the Gary Null premiums. If you have any questions, I can be reached at 646-505-4660, extension 161. Thank you.

Very truly yours,

Manette Loudon
Director of Operations

cc: Gary Null

Doc-15

Memo To: Bob Daughtry
From: Andre Turan
Date: November 12, 2001
Re: Letter to Gary Null
Fax: 212-785-6744

Dear Gary,

Congratulations on setting a new all-time fundraising high of \$40,000 during a single 1-hour broadcast with your *Baby boomer's Anti-Aging System* kit. This is an unprecedented amount in the history of WBAI. You also held the previous record, four years ago, of \$34,000 with the premium offering of another Anti-aging package.

These are amounts that most major PBS television stations would be satisfied with during a prime-time fundraiser. Considering that the program does not air during prime time, with no advertising budget, puts the magnitude of this fundraiser into a more comparative perspective.



Doc 15A

120 Wall Street, 10th Floor, New York, NY 10005 (212)209-2800 Fax (212)747-1698

November 13, 2001

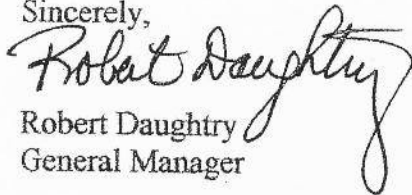
Gary Null, Ph.D.
Gary Null & Associates
139-140 Franklin Street
New York, NY 10013

Dear Gary:

Congratulations on setting one of the all-time fundraising highs of \$40,000 during a single show with your *Baby Boomer's Anti-Aging System* kit. You have also had many previous high watermarks here at WBAI and are among our all-time top fundraising producers. Our audience holds you in the highest esteem and we feel very fortunate to have your program on daily here at WBAI.

These are amounts that most major PBS television stations would be satisfied with during a prime-time fundraiser. Considering that the program does not air during prime-time, with no advertising budget, puts the magnitude of this fundraiser into a more comparative perspective.

Sincerely,

A handwritten signature in cursive script that reads "Robert Daughtry".

Robert Daughtry
General Manager

Doc-16



WBAI
120 Wall Street, 10th floor
NY, NY 10005
Mr. Bernard White

September 24, 2002

Dear Bernard,

First of all, I would be more than happy to participate in the October fundraiser. I have completed the production of new and exciting packages, specific to the interests of my listeners, and I hope that we can raise some serious money to support BAI and Pacifica.

We have other productions completed, but unfortunately a few Pacifica stations have not paid our vendors and so they will no longer do business with us unless the bills are paid. Nonetheless, I am willing to offer my productions even though I am affected by the lack of gratitude expressed for the many record-breaking fundraisers of the past that I have garnered. The fact that you would use my absence from one fund-drive as an excuse to immortalize a statement out of context, I can shrug off, forgive and forget. And I hope that my efforts in this drive will create a new sense of cooperation between the different factions.

Below I have listed the premium packages that we can choose from. Please contact Sharon in my office to arrange for the packages.

- Abuses in Psychiatry - \$12 to the station, 3 audiocassettes
- The Drugging of Our Children - \$12 to the station, 3 audiocassettes
- Fatal Fallout - \$12 to the station, 3 audiocassettes
- The Fluoride Fiasco - \$12 to the station, 3 audiocassettes
- Toxic Teeth - \$12 to the station, 3 audiocassettes
- Vaccines: A Second Opinion - \$15 to the station, 4 audiocassettes
- Electro Convulsive Therapy - \$12 to the station, 3 audiocassettes
- Sick, Twisted and Living the American Dream - \$15 to the station, 3 audiocassettes

*Exclusive to Pacifica my latest book: Germs, Biological Warfare and Vaccines: A Natural Antidote (this will be available to Pacifica 2 months before publication. - Seven Stories Press. Please call 212-226-8760.

Sincerely,

Gary Null

Cc: Valerie Van Isler, Matthew Finch

Doc-17



July 2, 2004

Mr. Richard Polonetsky
VP Business/Creative Development
Gary Null and Associates, Inc.
2307 Broadway - 2nd Floor
New York, NY 10024

Dear Mr. Polonetsky:

KOCE has continued to enjoy considerable success with our March airchecks featuring Gary Null on "Art of Health" and "Power Aging." These rebroadcasts, along with the "How To Live Forever" virtual have proven that his programs endure quite well in fundraising.

As you probably know, KOCE has access to the second largest television market in the nation, and our large audience certainly showed interest in Gary Null's programs.

During this past month, KOCE aired "Power Aging" and raised \$197,595, the number 2 show of our entire lineup. Please refer to the stats provided for all details on the 3 shows.

KOCE's entire drive earned \$895,254 from 4427 pledges.

On behalf of the entire staff and our volunteers, please accept our gratitude for helping us raise an impressive amount of money for KOCE.

Yours truly,

Ed Miskevich

Ed Miskevich
Assistant Station Manager
KOCE-TV

KOCE-TV, 15751 Gothard Street, PO Box 2476, Huntington Beach, CA 92647-0476

Doc-18



Mr. Gary Null
Gary Null & Associates
2307 Broadway
New York, NY 10024

July 6, 2004

Dear Gary,

As requested, here is a letter detailing the June pledge results for Art of Health and How To Live Forever.

Art of Health:
of airings: 8; \$\$ Pledged \$12,755; # of Pledges: 46; Average gift: \$277.28.

How To Live Forever:
of airings: 5; \$\$ Pledged \$1,830; # of Pledges: 9; Average Pledge: \$203.33.

These two programs combined, contributed about 13% of the total pledge revenue for June. While performance for both programs is now dipping, Art of Health still manages to squeak out pledges in often-difficult fringe times.

Hopefully we can look forward to a new program before the end of the year!

Best Wishes,
Shari Bernson

Shari Bernson
Membership Director
KBDI Public Television

06/11/2004 FRI 16:22 FAX

002/004

Doc-19

WPFW 89.3 FM
the messenger

June 9, 2004

Gary Null and Associates
Attention: Gary Null
2307 Broadway, 2nd fl.
New York, NY 10024

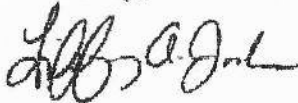
Dear Gary,

On behalf of WPFW I would like to thank you for your outstanding work during our spring pledge drive. You raised a total of \$30,326. There were 615 donors that requested Gary Null products out of 3288 gifts for the entire drive. That accounts for 18% of the total gifts requested for the drive.

During the 17 days of the fund drive, you were on only 1.7% of the total time, yet you raised 6.3% of the total funds. Moreover, you accomplished this even though you were broadcasting from 3-4 p.m., a generally slow time slot.

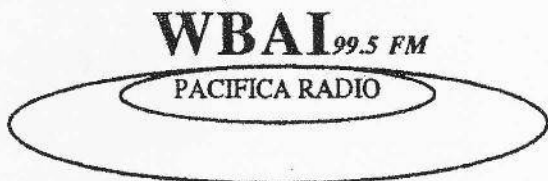
As always you did a superb job and our members are looking forward to the Natural Living seminar.

Sincerely,



Tiffany A. Jordan
Development Director

Doc - 20



505 EIGHTH AVENUE NEW YORK NY 10018 (212)279-0707 FAX (212)5645359

Gary Null & Associated
P.O. Box 918
Planetarium Station
New York, New York 10024

November 1, 1997

Dear Gary,

We just finished our October, 1997 Membership Drive and I want to let you know that you set a new record for your *Natural Living with Gary Null* program during this two week campaign. With all of the data now entered, we can report that *Natural Living with Gary Null* raised \$255,381 in pledged listener support - the highest amount during a drive in your nearly 20 year history with us at WBAI-Pacifica Radio. You were also the leading program in overall fundraising for this membership campaign. This too is a tribute to the excellence of the programs which you produced and broadcast live during the daily two hour time slot.

Congratulations to you on an extraordinary achievement. The daily programming throughout this drive was stronger than ever, with informed and knowledgeable guests who focused on the issues and delivered the information to our listeners. That audience interest and response was one of the best we have ever seen for *Natural Living with Gary Null* during a single campaign. We look forward to building on the advanced preparation and discussions which we had before the drive which proved to be so effective and mutually beneficial. Thank you again for your great work.

Sincerely,

Valerie van Isler
Valerie van Isler
WBAI General Manager



Doc - 21

505 Eighth Avenue, New York, NY 10018 (212) 279-0707 Fax (212) 564-5359

GARY NULL & ASSOCIATES
P.O. BOX 518
PLANETARIUM STATION
NEW YORK, NEW YORK 10024

November 1, 1995

Dear Gary,

We've just completed the biggest Fall Membership drive in WBAI's 35 year history. This September, 1995 campaign raised over \$ 600,000 in pledged listener support for this community station. Very importantly, our records indicate that your program - *NATURAL LIVING with GARY NULL* - brought in an unprecedented \$ 200,000 in membership pledges during our 16 day drive. This stunning achievement broke all records for your program in its 18 year history on our airwaves. I believe this may also have set a benchmark as one of the highest totals for a single program during a pledge drive in the community radio network of stations across the country.

A great part of this success for WBAI was your outstanding work as producer and host of The *NATURAL LIVING* program which featured an excellent selection of topics on health and nutrition and highly informed guests who were specialists in their fields and brought a wealth of information and perspectives to our audience. And our listeners responded more powerfully than ever to your program during this 35th anniversary year for our station. Despite the unrelenting pressures, the threats and the realities of congressional cutbacks for all public and community broadcasting, this has been a banner year for WBAI. For the first time, we raised over \$ 1.5 million dollars in member support during the 1995 Fiscal Year and your overall contribution throughout the entire year was an essential part of our success. Once again, our appreciation and thanks for the extraordinary work and achievement of the *NATURAL LIVING with GARY NULL* program as you approach the 20 year mark on our station. We look forward to many more great years of broadcasting with you on WBAI-Pacifica Radio in New York.

Very Sincerely,

Valerie van Isler
Valerie van Isler
WBAI General Manager

PACIFICA RADIO

WBAI-FM 99.5, 505 Eighth Avenue, 19th Floor, New York, New York 10018 212/279-0707

Doc-22

PRESS RELEASE

January 28, 1993

Contact: Andrew Phillips, Program Director WBAI

Phone: w: 212 279 0707 x139 h: 718. 398 2174

WBAI- Listener Supported radio, breaks fundraising records

At a time when many not-for-profit institutions are struggling, New York's listener supported community radio, WBAI is breaking fundraising records.

"Not since the Gulf War have we seen a response like this," says WBAI program director, Andrew Phillips. "In one day, Gary Null's "Natural Living" program, a daily show dealing with everything from alternative life style and the politics of AIDS research, to hidden agendas behind the assassination of JFK, raised more than \$57,000 in on-air pledges from listeners.

For 16 years, investigative journalist, Gary Null, has broadcast his daily program, "Natural Living," to a large and devoted New York audience. Null's hard hitting ground-breaking series has consistently broken audience response records at WBAI. He is America's most prolific writer on health and nutrition issues.

In 15 days, WBAI's largely volunteer staff, raised more than \$350,000. Unlike most public radio stations, WBAI takes no corporate underwriting. It relies almost entirely on direct listener support solicited over the air in three major new membership drives yearly.

According to program director, Andrew Phillips, the success of programs like "Natural Living" shows the hunger people have for alternative information, particularly in health related fields.

Gary Null's "Natural Living" can be heard weekdays at noon on WBAI-99.5fm. ends...

PACIFICA RADIO

WBAI-FM 99.50, 505 Eighth Avenue, 19th Floor, New York, New York 10018 212/279-0707

Doc 23

Gary Null Associates
344 West 84th Street
New York, New York 10023

November 12, 1992

Dear Gary,

I have enclosed another copy of the letter which I sent to you on October 19, 1992 in appreciation of your efforts and special programming during the September 1992 membership drive. It was given to you personally and also sent to your office.

According to our records for the September drive, the Natural Living series raised \$ 90,320 in pledges and the Special Report on Health Care figure was \$ 11,305 for a total of \$ 101,625 in pledged donations to this non-profit, community institution. The general fulfillment rate for WBAI from membership pledges is about 70 - 73% payment retrieval rate and it takes months to generate this amount.

As you know, the audience response was very positive for your programming throughout this fund-raising campaign. It takes the station many months of sending bills and follow-up letters before we receive these donations. That's the nature of community radio which is listener-supported. This year was particularly difficult for the station as we had a deficit built-into our budget due to the recession and the fall-off in membership support. Although we made great efforts to reduce it, we ended the year with a debt which we have to repay this year. That's another challenge which we will have to meet and works out ways to do it. As a media organization, the best way is always the best programming that we can get on the air.

We are very appreciative of the excellent programming which you have consistently done and the support which you have helped generate for WBAI-Pacifica radio.

Sincerely,

Valerie van Isler
Valerie van Isler
General Manager & WBAI Staff

Doc-24

PACIFICA RADIO

WBAI-FM 99.5, 505 Eighth Avenue, 19th Floor, New York, New York 10018 212/279-0707

Doc 24

February 3, 1992

Mr. Gary Null
P. O. Box 918
Planetarium Station
New York, New York 10024

Dear Gary:

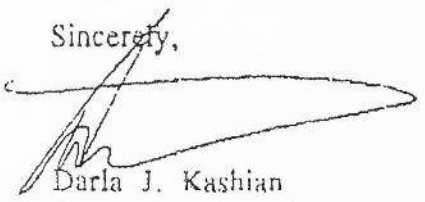
Thank you for taking time to discuss the outstanding January Membership drive this afternoon. As I indicated on the telephone, we raised \$320,000, and exceeded our new membership goal of 2,000 by 17%. Especially in light of the current economic conditions, this was an incredible response by WBAI listeners.

In reviewing the 17 day membership drive, we found a new record set at WBAI. On Thursday, January 30, and Friday, January 31, we had two of the best one day totals in the history of the station. In fact, Friday, January 31st was a milestone for WBAI and for your program, Gary Null's Natural Living. With the special, we raised a total of \$31,675, yielding the highest one show program.

As I indicated on the phone, the listening audience has grown at WBAI from 171,000 to 205,000 over the past quarter. The attached Arbitrons demonstrate this audience, and as you may know, your time slot has the second highest audience at WBAI. This is remarkable, in light of the unusual time slot.

Again, thank you for your teamwork during this membership drive. I look forward to the opportunity to meet with you, and perhaps discuss additional fund raising strategies.

Sincerely,



Darla J. Kashian
Director of Development

Attached: Arbitron Schedule
Video Project Notes

Doc-25

PACIFICA RADIO

WBAI-FM 99.5, 505 Eighth Avenue, 19th Floor, New York, New York 10018 212/279-0707

Memorandum

12 January 1990

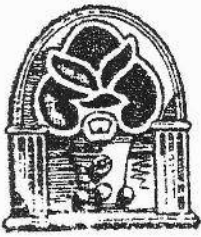
To: Rosemarie Reed
Gary Null
Andrew Phillips
Allen Markman

From: Stuart Hutchison

Re: Natural Living's Success and
Trying to Avoid Problems with
Premium Fulfillment

Along with everybody else, I am sincerely astounded by Gary's enormous success pitching his premiums. In terms of broadcasting, he's obviously doing something right, and we all of us need to acknowledge the tremendously high income he's generated for the station.

As of the end of his show today (Friday), Natural Living has in the space of only 290-minutes over the first three days of the thon raised about \$52,000, or about fifty-percent of the total amount raised. This is phenomenal.



W B A I
99.5 FM

PACIFICA RADIO
505 8th AVENUE
NEW YORK, NY 10018

8/17/88

Doc - 26

MEMO

To: Gary Null
From: John Scagliotti, Program Director

In the spring Arbitron Ratings of 1986, the Natural Living Program had an average quarter hour of 13,100. In the short period of two years (spring 1988 book), that average quarter hour has grown by an amazing 80% to 23,700 with a weekly cum of 45,700. The size of your audience and the percentage of your share is simply unheard of in non-commercial radio. Your figures are even more amazing considering non-commercial stations have no advertising or publicity budgets. This clearly shows your program to be one of the two most popular shows in non-commercial radio in the United States!

As WBAI is a public radio station dependent on subscribers, this large increase in listenership has also corresponded with a large increase in listener support, we have gone from \$45,000/year to \$135,000/year in listener dollars during the Natural Living fundraising breaks.

This increase in income has allowed WBAI to improve its facilities and programming throughout its regular schedule. On behalf of WBAI and its many new listeners, I want to thank you for your continued fine work in presenting Natural Living every weekday at noon.

John Scagliotti

#1 Health & Nutrition Show In America

Doc 27 (1588)

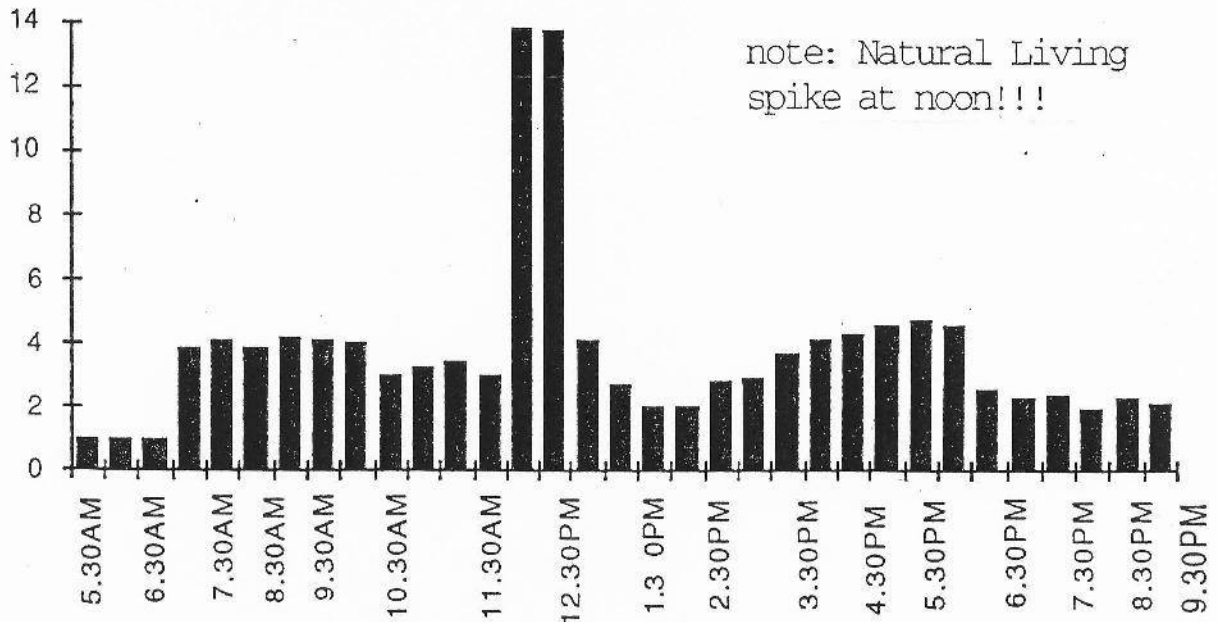
NEW YORK
ADULTS 35+ - SUN 9PM-11PM
METRO SURVEY AREA
SPRING 1988 ARBITRON

#	STATION	AVG PERS	AV RTG	AV SH	RCH PTL.	RCH PTL.	TLS (QH)
▶ 1	WABC	53,900	0.7%	9.4%	114,500	1.4%	3.8 QH ◀
2	WPAT-AF	36,100	0.4%	6.3%	173,300	2.1%	1.7 QH
3	WBLS-FM	34,000	0.4%	5.9%	54,700	0.7%	5.0 QH
4	WCBS	33,800	0.4%	5.9%	108,800	1.3%	2.5 QH
5	WFAN	28,300	0.3%	4.9%	77,100	0.9%	2.9 QH
6	WCBS-AM	25,900	0.3%	4.5%	165,400	2.0%	1.3 QH
7	WLTW-FM	23,600	0.3%	4.1%	74,500	0.9%	2.5 QH
8	WINS	22,700	0.3%	4.0%	122,500	1.5%	1.5 QH
9	WQXR-AF	21,800	0.3%	3.8%	51,900	0.6%	3.4 QH
10	WMCA	20,000	0.2%	3.5%	52,400	0.6%	3.1 QH
11	WWRL	19,600	0.2%	3.4%	34,300	0.4%	4.6 QH
12	WNEW-AM	16,300	0.2%	2.8%	52,000	0.6%	2.5 QH
13	WADO	16,200	0.2%	2.8%	45,800	0.6%	2.8 QH
14	WNSR-FM	16,100	0.2%	2.8%	61,600	0.7%	2.1 QH
15	WOR	15,400	0.2%	2.7%	88,000	1.1%	1.4 QH
16	WPIX-FM	15,100	0.2%	2.6%	30,600	0.4%	3.9 QH
17	WNCN-FM	13,500	0.2%	2.4%	40,000	0.5%	2.7 QH
18	WSKQ	12,800	0.2%	2.2%	28,200	0.3%	3.6 QH
19	WYNY-FM	10,700	0.1%	1.9%	52,500	0.6%	1.6 QH
20	WFME-FM	9,300	0.1%	1.6%	20,600	0.2%	3.6 QH
21	WNBC	8,600	0.1%	1.5%	27,400	0.3%	2.5 QH
22	WWPR-FM	8,400	0.1%	1.5%	34,100	0.4%	2.0 QH
23	WQHT-FM	8,400	0.1%	1.5%	23,100	0.3%	2.9 QH
24	WNEW-FM	7,200	0.1%	1.3%	32,800	0.4%	1.8 QH
25	WKDM	7,200	0.1%	1.3%	17,700	0.2%	3.3 QH
26	WNJR	6,700	0.1%	1.2%	20,400	0.2%	2.6 QH
27	WHTZ-FM	6,100	0.1%	1.1%	23,100	0.3%	2.1 QH
28	WHUD-FM	5,900	0.1%	1.0%	30,000	0.4%	1.6 QH
29	WRKS-FM	4,400	0.1%	0.8%	15,000	0.2%	2.3 QH
30	WALK-AF	4,300	0.1%	0.7%	21,400	0.3%	1.6 QH
31	WWDJ	3,100	0.0%	0.5%	8,900	0.1%	2.8 QH
32	WJAZ-FM	2,700	0.0%	0.5%	13,900	0.2%	1.6 QH
33	WEVD-FM	2,100	0.0%	0.4%	13,200	0.2%	1.3 QH
34	WEZN-FM	1,900	0.0%	0.3%	8,800	0.1%	1.7 QH
35	WDHA-FM	1,700	0.0%	0.3%	3,700	0.0%	3.7 QH
36	WCTO-FM	1,700	0.0%	0.3%	4,500	0.1%	3.0 QH
37	WXRK-FM	1,600	0.0%	0.3%	19,000	0.2%	0.7 QH
38	WBAB-FM	800	0.0%	0.1%	3,800	0.0%	1.7 QH
39	WKJY-FM	700	0.0%	0.1%	9,000	0.1%	0.6 QH
40	WBLI-FM	200	0.0%	0.0%	2,600	0.0%	0.6 QH

Take your health programming off the respirators with vital ratings like these from:

Doc 27
 2/15

"Natural Living with Gary Null"!!!



WBAI TOTAL AUDIENCE Mon-Fri, Spring 1993 Arbitron

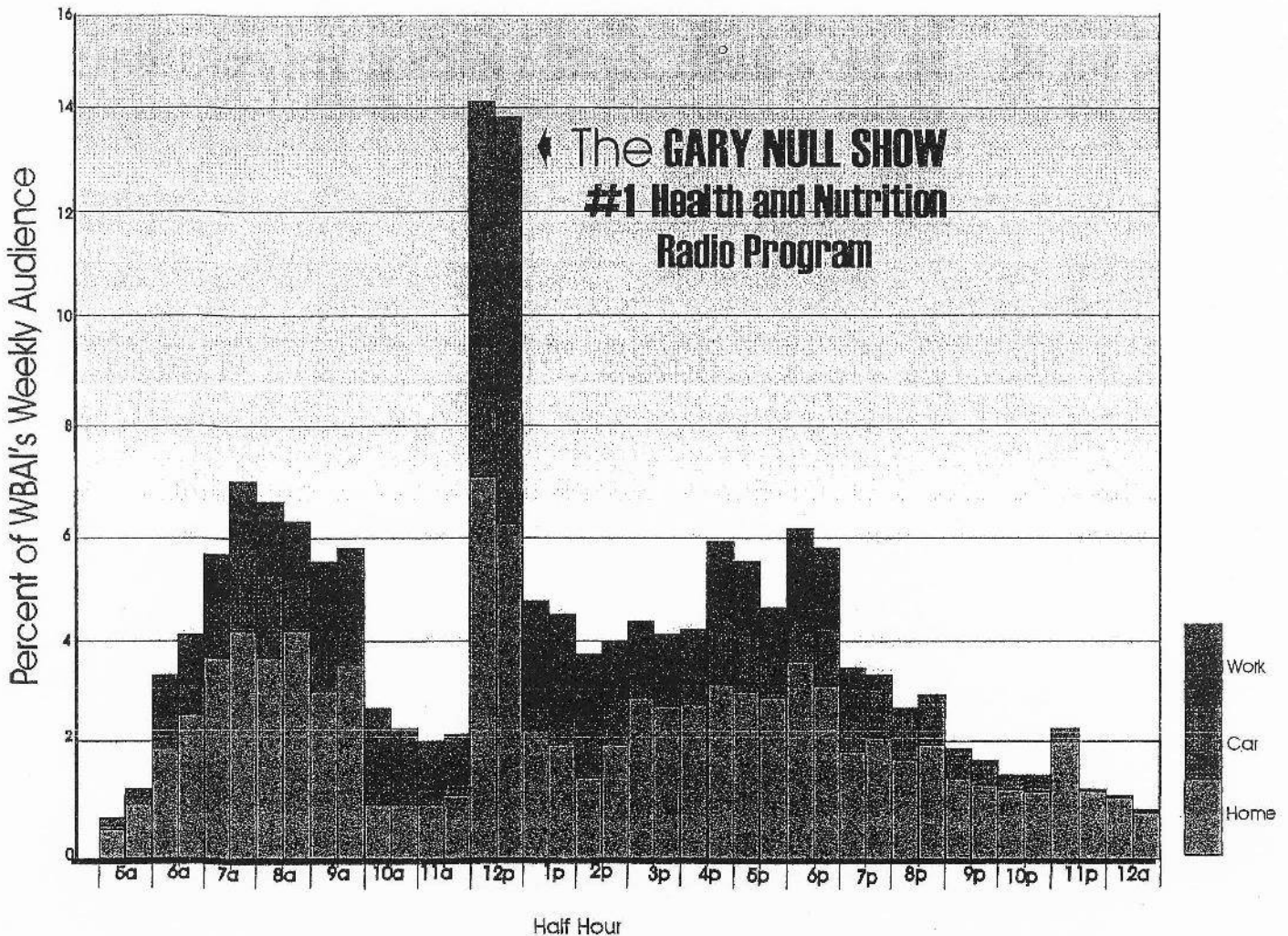
Available every Wednesday Noon EST
 channel 8, free
 Contact: **Virtual Radio Network**
 for exclusive contract:
 Voice 718-398-2174 Fax 718-636-8254
 Sterling Studios 321 Sterling Place
 Brooklyn, NY 11238
 Contact Andrew Phillips, Evelyn Tully Costa

The Gary Null Show

Doc 27
P3/12/15

- ▶ Longest Running Health Program in America
- ▶ Largest Audience of Any Daily Talk Program
 - 14 Share WBAI
- ▶ Multiple Award Winning Program
 - Raised \$316,173 during January 1998 fund raising at WBAI
 - Raised \$92,000 during one program

Listening To WBAI by WBAI's Total Audience Monday - Friday ♦ New York ♦ Fall 1997



The Gary Null Show

Longest Running Health Program in America
Largest Audience of Any Daily Talk Program

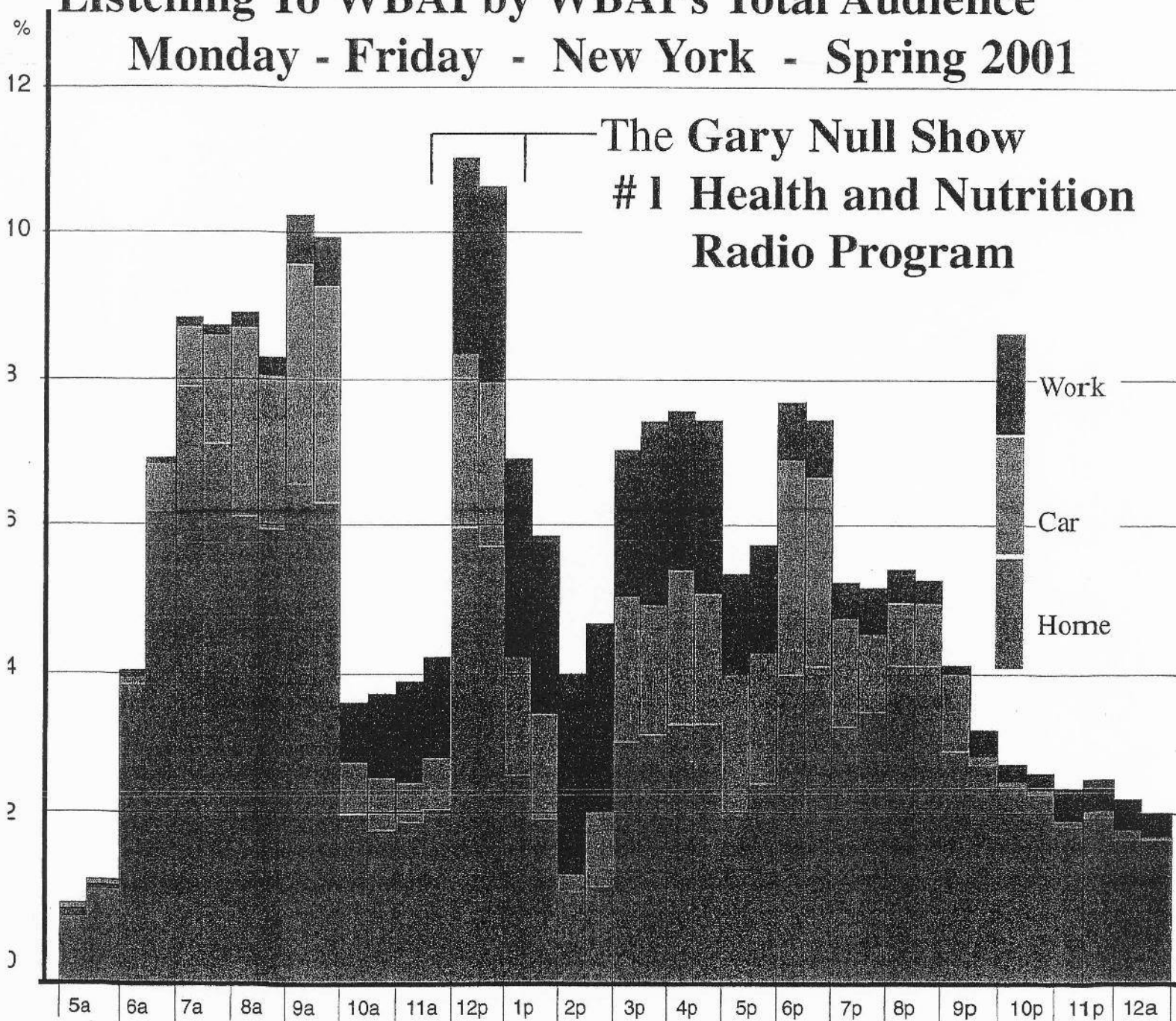
Doc 27
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11 Share WBAI

Multiple Award Winning Program

- Raised \$ 205,100 during March 2001 fund raising at WBAI
- Raised \$ 92,000 during one program

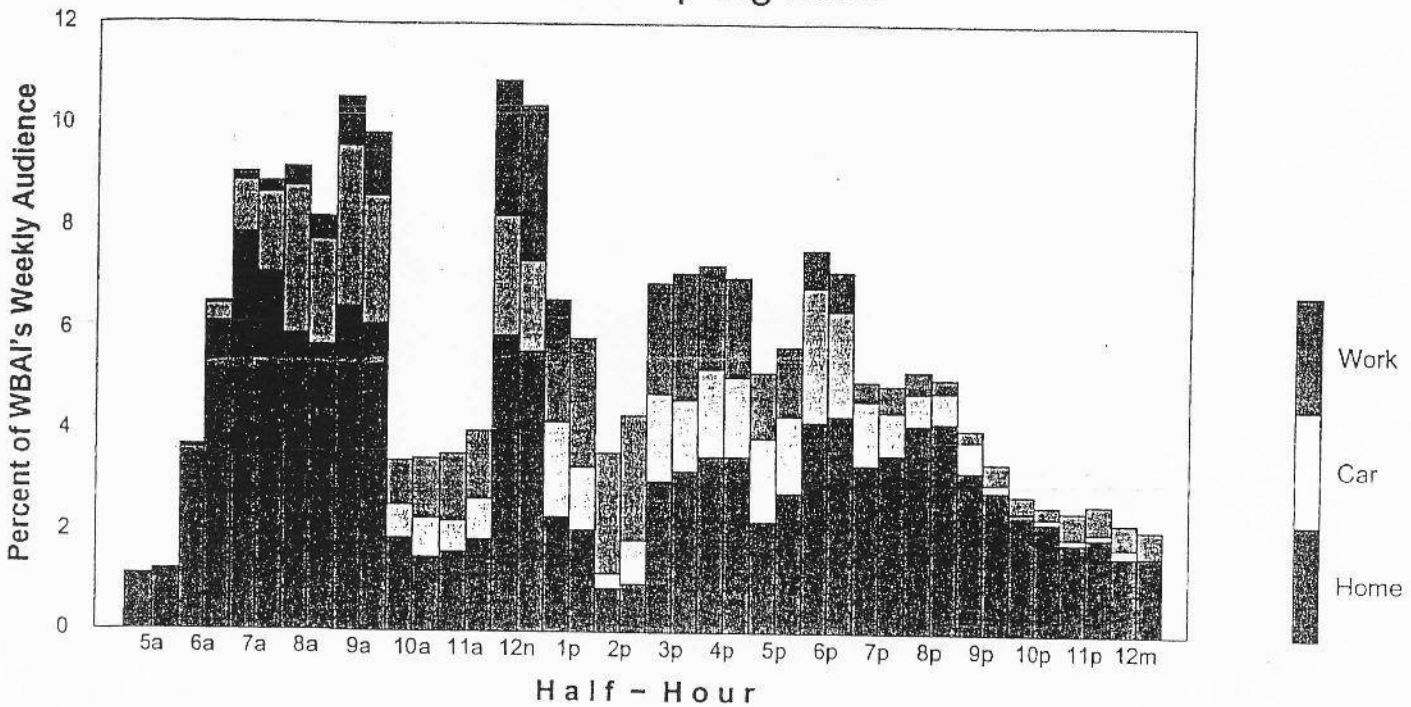
Listening To WBAI by WBAI's Total Audience Monday - Friday - New York - Spring 2001



Listening to WBAI
 By WBAI's Total Audience
 Monday-Friday
 New York Spring 2000

Spring 00

*Doc 27
 p 5 / 15*



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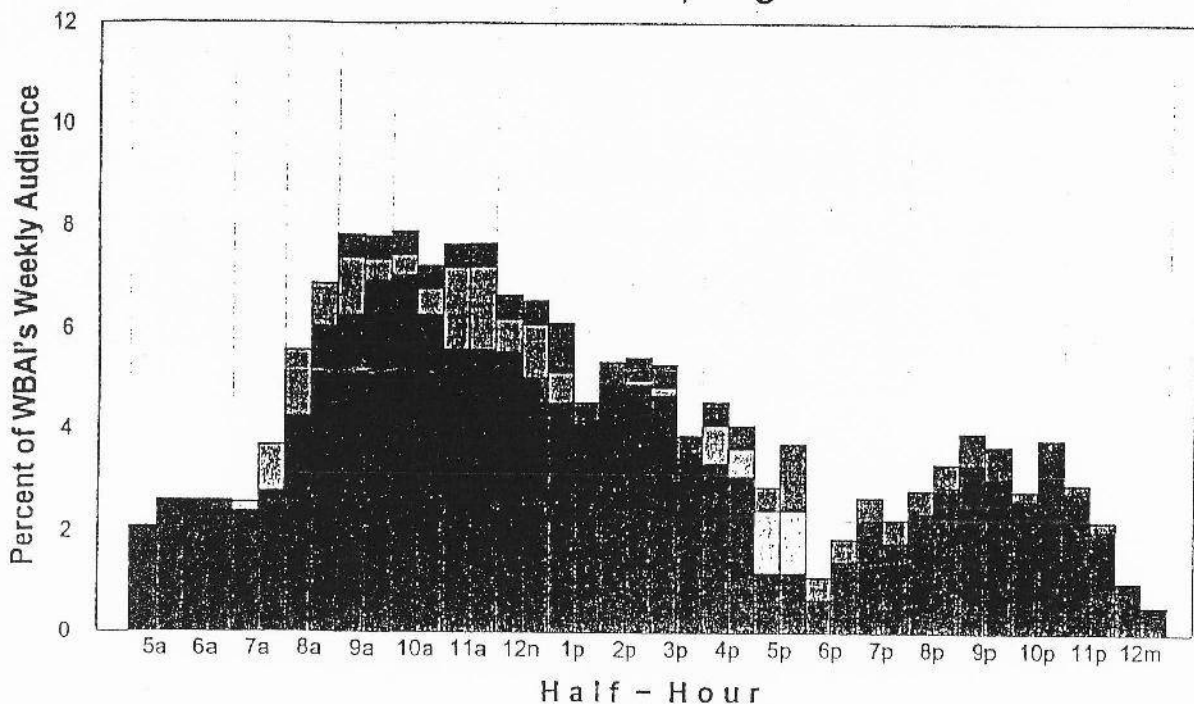
*THIS IS FOR
 THE ARCHIVE*

M. LEVY

Listening to WBAI By WBAI's Total Audience

Saturday
New York Spring 2000

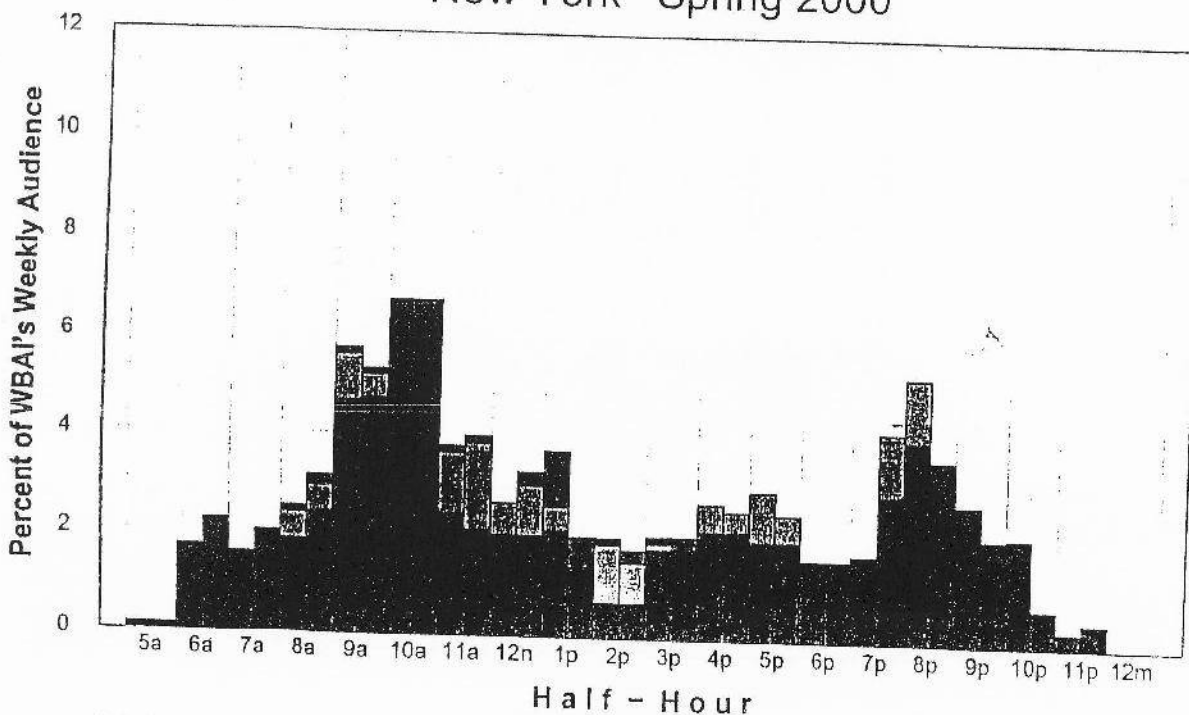
Doc 27
p6/15



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Listening to WBAI By WBAI's Total Audience

Sunday
New York Spring 2000



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Who WBAI's Listeners Are The Demographics of Listening

Doc 27
P 7/15
15

New York Spring 2000

Audience Segment

Percent of Listening Percent of Listeners | Percent of Listeners Listening Loyalty (%) TSL (hr:mn)

0 100

Weekly Audience: 175,900 Persons 100 100 23 7:08

Core: 41,900 Persons 24 62 60 18:26
Fringe: 133,900 Persons 76 38 12 3:35

Men 50 67 28 9:34
Women 50 33 18 4:42

Black 30 45 29 10:38
Hispanic 10 9 21 6:12
Not Black or Hispanic 59 46 20 5:35
Ethnicity Not Ascertained 1 <.5 18 1:55

Employed Men 37 53 29 10:13
Employed Women 34 22 19 4:40
Retired Persons (60+) 16 10 16 4:37
Other Persons (12-59) 14 15 23 7:47

0 25

Persons 12-24 5 3 20 4:23
Persons 25-34 17 24 39 10:32
Persons 35-44 21 22 21 7:25
Persons 45-54 23 23 23 7:04
Persons 55-64 15 15 19 7:12
Persons 65-74 14 7 13 3:31
Persons 75+ 5 5 38 7:57

Men 12-24 3 2 20 5:12
Men 25-34 9 18 46 14:32
Men 35-44 12 16 24 9:59
Men 45-54 12 14 26 8:50
Men 55-64 8 12 29 10:22
Men 65-74 6 2 7 2:07
Men 75+ 1 3 55 16:26

Women 12-24 2 1 20 3:29
Women 25-34 8 6 28 5:58
Women 35-44 9 5 15 4:09
Women 45-54 12 9 20 5:20
Women 55-64 7 4 9 3:35
Women 65-74 8 5 19 4:29
Women 75+ 3 2 27 4:43

HOW TO READ The horizontal bars show the amount of listening done by each audience segment to WBAI. Vertical marks show the concentration of listeners in each audience segment. The actual percentages are displayed as numbers on the right side of the page, along with loyalty (percent of radio listening time spent with WBAI) and time spent listening per week (in hours and minutes).

FOR INSTANCE Persons in WBAI's core audience account for 24% of the station's 175,900 weekly (cume) listeners, yet they account for 62% of all listening to the station - i.e., 62% of the average quarter-hour audience across the week. By definition, WBAI is the core's favorite station. They listen on average 18 hours and 26 minutes per week, and they are highly loyal (60% of their radio use is to WBAI).

Where WBAI's Listeners Live The Geographics of Listening

Doc 28
8/15

New York Spring 2000

Audience Segment	Percent of Listening Percent of Listeners	Percent of Listeners Listening	Loyalty (%)	TSL (hr:mn)
Weekly Audience: 175,900 Persons	100	100	23	7:08
Inside the MSA	98	99	23	7:12
Outside the MSA	2	1	14	3:55
New York	76	81	23	7:31
New Jersey	21	18	27	6:13
Connecticut	3	1	12	3:15
0 _____ 45				
Kings HDBA	14	16	25	8:38
Queens Balance	5	9	41	12:26
New York HDHA	5	8	26	11:05
New York Balance	8	7	17	5:56
Queens HDHA	5	7	31	8:52
Kings HDHA	4	4	20	7:47
Bronx HDHA	4	4	19	6:13
Westchester Balance	7	3	19	3:03
Queens HDBA	3	3	21	6:02
All Other Counties	44	39	22	6:17
Zips 112..	20	25	24	8:48
Zips 100..	15	18	23	8:58
Zips 113..	6	11	50	14:17
Zips 070..	9	8	25	6:14
Zips 105..	7	5	22	5:09
Zips 117..	6	5	16	5:41
Zips 104..	6	4	17	5:33
Zips 114..	4	3	16	5:08
All Other 3-Digit Zips	29	21	21	5:15
Zip 11238	4	5	30	7:52
All Other 5-Digit Zips	96	95	23	7:06

HOW TO READ The horizontal bars show the amount of listening done by each audience segment to WBAI. Vertical marks show the concentration of listeners in each audience segment. The actual percentages are displayed as numbers on the right side of the page, along with loyalty (percent of radio listening time spent with WBAI) and time spent listening per week (in hours and minutes).

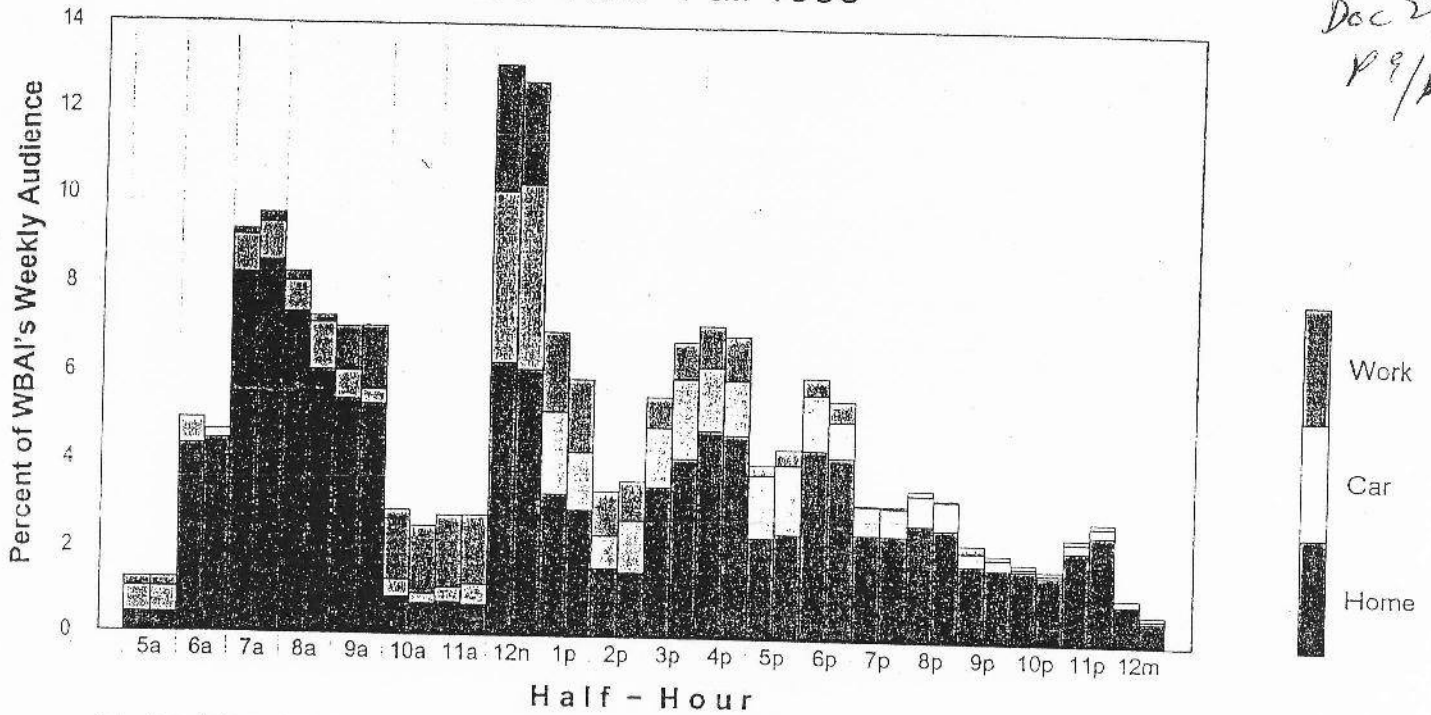
FOR INSTANCE Persons in zip codes beginning with 112 account for 20% of WBAI's 175,900 weekly (cume) listeners and 25% of all listening to the station - i.e., 25% of the average quarter-hour audience across the week. They are more loyal (24%) than the audience overall, and they are heavier listeners on average, listening to WBAI for 8 hours and 48 minutes per week.

Listening to WBAI By WBAI's Total Audience

Monday-Friday
New York Fall 1999

*Fall
99'*

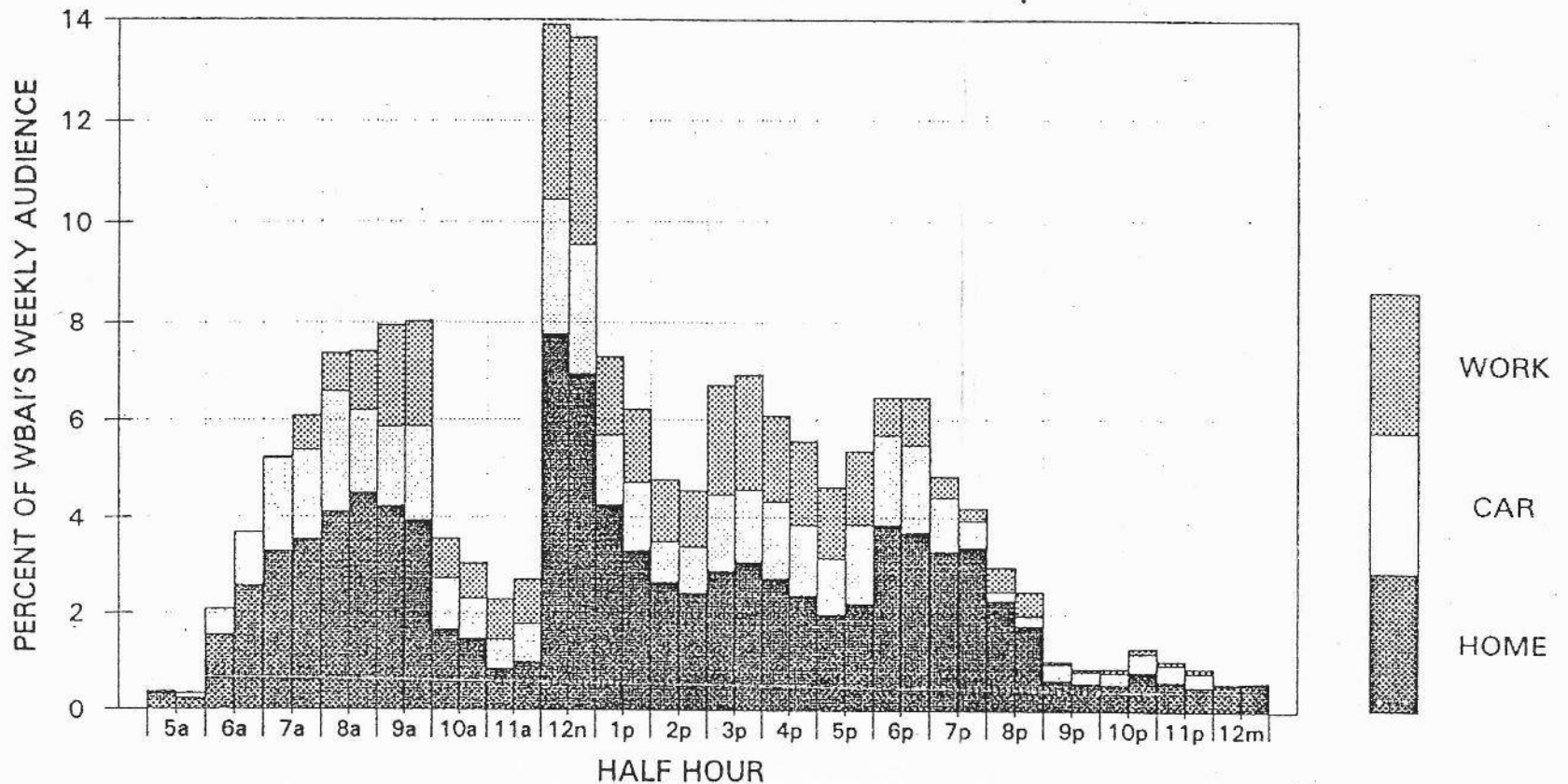
*Dec 27
1999/15*



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*SHARON
ADVERTISER R. & HOW*

LISTENING TO WBAI BY WBAI'S TOTAL AUDIENCE Monday-Friday New York Spring 1999

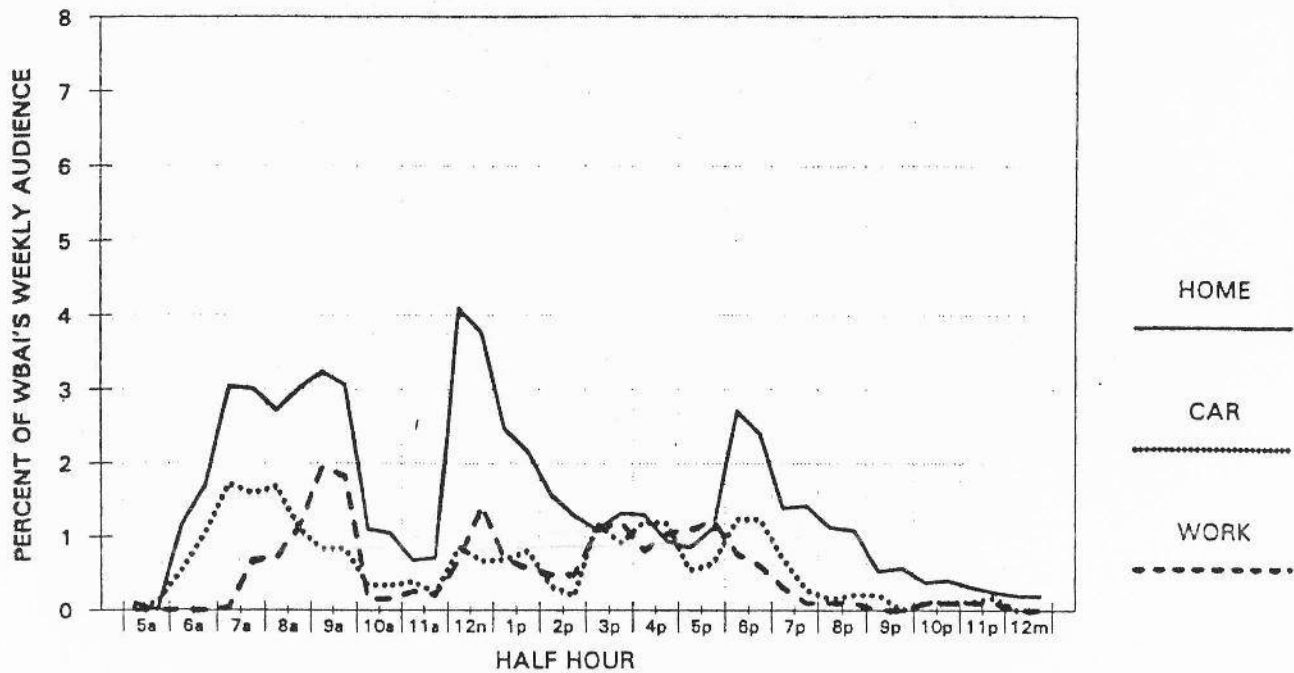


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Doc 27
plg

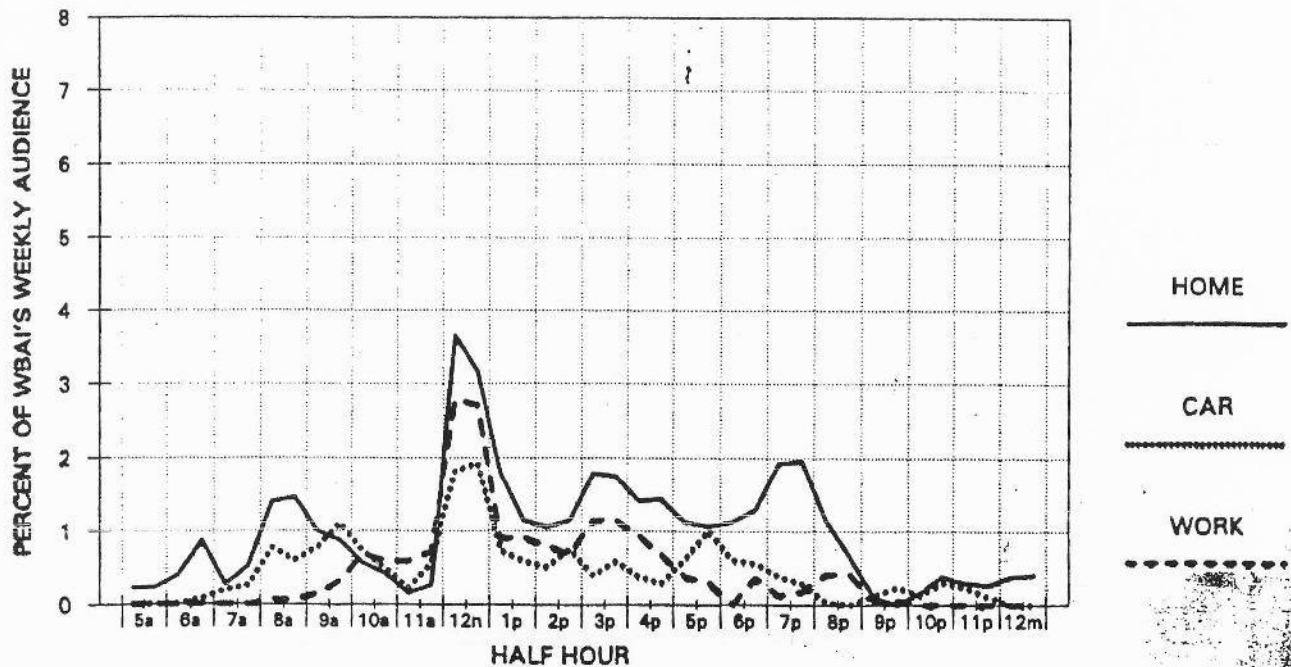
LOCATION OF WBAI LISTENING BY WBAI'S CORE AUDIENCE Monday-Friday New York Spring 1999

Doc 27
P11/15



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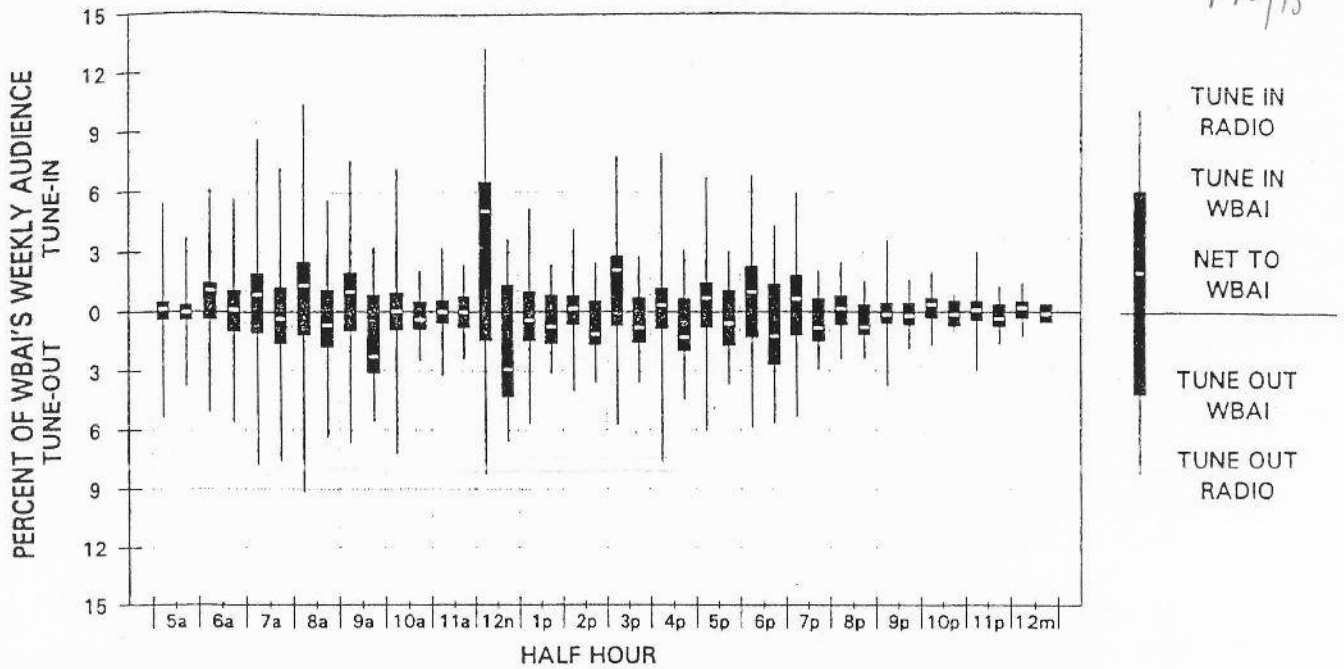
LOCATION OF WBAI LISTENING BY WBAI'S FRINGE AUDIENCE Monday-Friday New York Spring 1999



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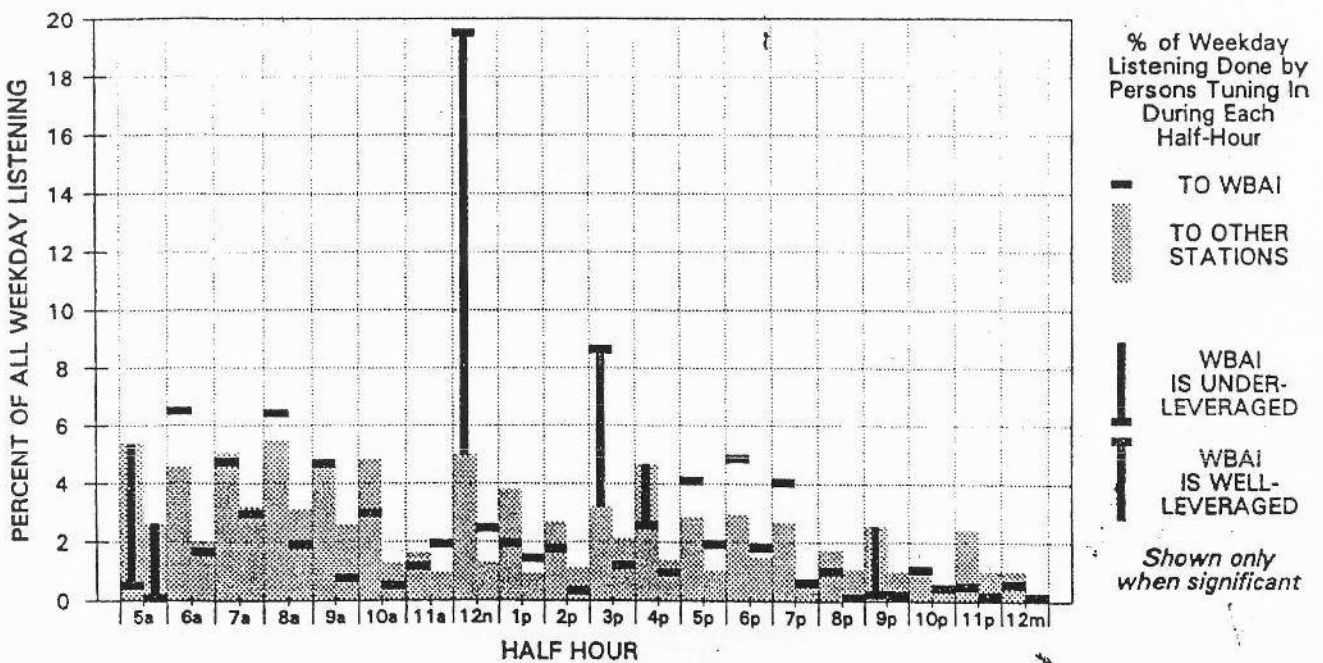
ACTIVITY OF WBAI'S TOTAL AUDIENCE Monday-Friday New York Spring 1999

Dec 27
~~12/28~~
12/15



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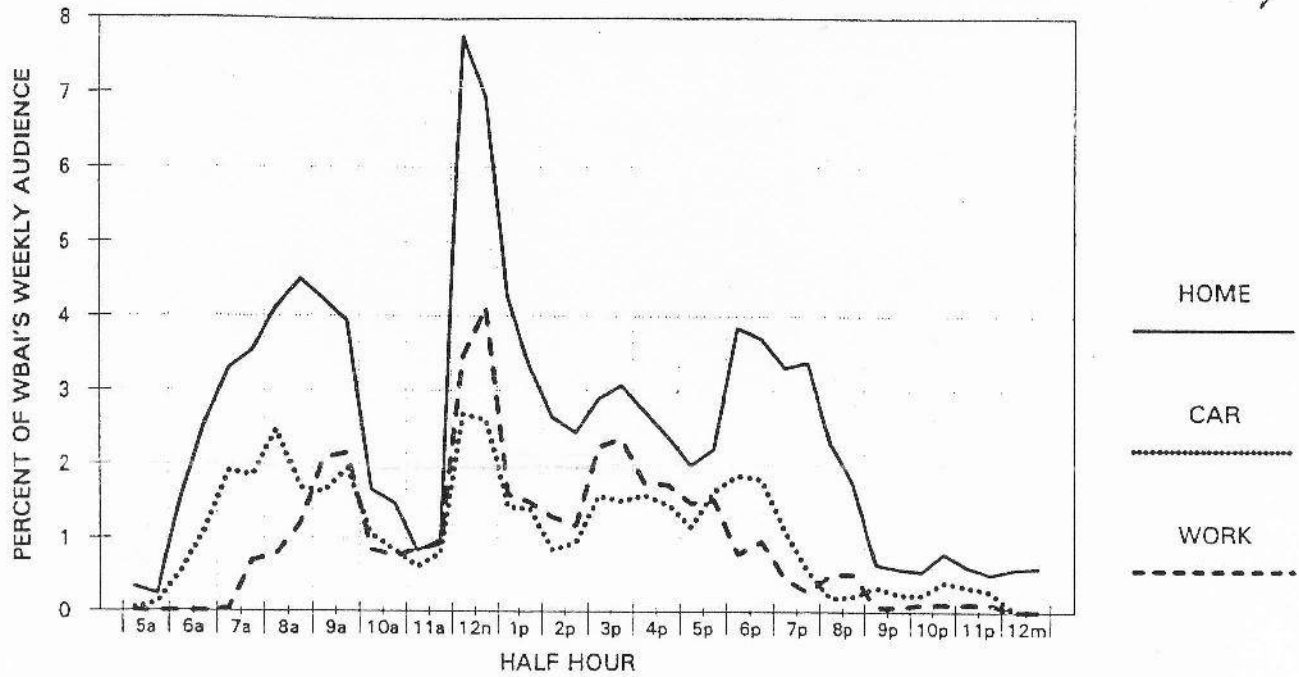
LEVERAGE EXERTED AT POINT OF TUNE-IN BY WBAI'S TOTAL AUDIENCE Monday-Friday New York Spring 1999



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LOCATION OF WBAI LISTENING BY WBAI'S TOTAL AUDIENCE Monday-Friday New York Spring 1999

Doc 27
y 15/99



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November 13, 1995

Gary Null
P.O. Box 918
Planetarium Station
New York, NY 10024

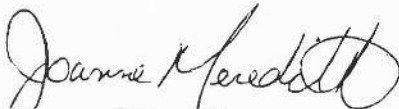
Dear Gary,

Thank you for participating in WPFW's October Membership Drive. It was a pleasure meeting you and having you "live" in our studios. Your program and your presence definitely contributed to the success of the drive. For the first time in the station's eighteen year history, WPFW raised over \$200,000 during an on-air fundraiser.

Natural Living brought in a total of \$27,180 in pledges over a five day period. On Friday, October 27, you raised \$11,188--this is the largest amount a weekday program has ever had pledged. In addition to these outstanding pledge totals, WPFW's program director, Lou Hankins, wanted you to be aware of how much your listening audience has grown and continues to grow. According to Lou, records show that *Natural Living* averages 24,000 listeners per week.

I look forward to working with you again in the very near future. Should you need additional information or details on the October drive, please feel free to contact me at (202) 783-3100 ext. 344. Once again, thanks to you and your staff WPFW had a record setting membership drive.

Sincerely,



Joanne Meredith
Development Director



K P F K 90.7 F M

Doc-29
Pacifica Radio

3729 Cahuenga Boulevard West, North Hollywood, California 91604

(818) 985-2711

Roy E. Tuckman
KPFK
3729 Cahuenga Blvd. West
No. Hollywood, CA 91604
November 1, 2001

Gary Null
2307 Broadway
New York, NY 10024

Dear Gary,

I just remembered, the all time hourly fundraising record for KPFK, established by Jack Gariss in the mid 1970's, was \$18,000 in two hours. I was administrating at the time. I think you whipped that record pretty fiercely last night between 4:30 and 6am with over 100 pledges and over \$26,500. People were still calling an hour after the end of our program too.

PLUS I might add, you demonstrated a rare steadfastness after getting practically no response to the CD pitch just before. A profound lesson in character I shall remember all my life.

Sincerely,

Roy Tuckman
KPFK Producer

WPFW 89.3FM
WASHINGTON, D.C.

Dec 30

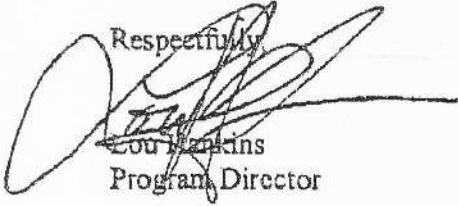
11/02/01

Dear Gary:

Congratulations! Once again you have exceeded all expectations. Especially considering it was done at such a difficult time for our Country and the station. When we expected 40 pledges to be the most per program. You brought in 174 pledges (\$16,031) in a single one-hour show, with a high percentage of the pledges being first-time pledges! And yesterday, midday, you brought in an unprecedented 206 pledges in 1½ hours (\$36,432). Both these recent figures exceed WPFW's previous record, also held by you with your *Reversing the Aging Process* package, when you brought in 153 pledges.

On top of it all you raised the money in what is typically regarded as a difficult time slot (3-4 pm). This is no small feat and only adds to the impact.

Respectfully,



Lou Jenkins
Program Director



KPFK 90.7 FM

Pacifica Radio

3729 Cahuenga Boulevard West, North Hollywood, California 91604

(818) 985-2711

Doc-31

Roy E. Tuckman
KPFK
3729 Cahuenga Blvd. West
No. Hollywood, CA 91604
November 1, 2001

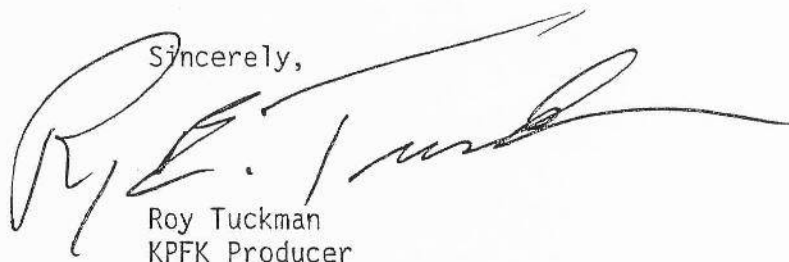
Gary Null
2307 Broadway
New York, NY 10024

Dear Gary,

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PLUS I might add, you demonstrated a rare steadfastness after getting practically no response to the CD pitch just before. A profound lesson in character I shall remember all my life.

Sincerely,



Roy Tuckman
KPFK Producer

KPFK



90.7 FM

Doc-32

PACIFICA RADIO FOR ALL OF SOUTHERN CALIFORNIA

October 25, 2002

To Whom it May Concern,

Gary Null managed to bring in over \$9500.00 in pledges to KPFK in one hour with his "Supercharge Your Immune System" video offer. This amazing total was achieved despite the fact that the hour was 5 to 6am, that he had just brought in another \$3400.00 with the same offer four hours previously, and that this was the third fund drive this year that this same offer has been made.

Yours truly,

Roy E. Tuckman
Program Producer

KPFK



90.7 FM

PACIFICA RADIO FOR ALL OF SOUTHERN CALIFORNIA

October 31, 2002

To Whom It May Concern,

Last night between midnight and 6am, Gary Null brought in \$13,575 in pledges during the time when most stations cease fundraising because not enough pledges come in to make it worthwhile to have a phone answerer. Last week at this same time, Gary brought in an additional \$12,900.00.

Yours truly,

Roy E. Tuckman

Program Producer



KPFK 90.7 FM

4
doc-34
Pacifica Radio

3729 Cahuenga Boulevard West, North Hollywood, California 91604

(818) 985-2711

November 9, 2001

Dear Gary,

Well, your success at achieving our all-time record for fundraising on my program - \$27,500 in one night - has been surpassed significantly by your efforts last Wednesday morning which totalled \$35,335 for the night. 130 Baby Boomer's Anti-Aging Systems were given away during my show and orders came in throughout the day, and one just came in tonight.

In the last two years you have brought up the program's all-time record total from 11,500 to 15,500 to 23,500, to 27,500 and now the impossible \$35,335 in one night!

I might add that in the past, maybe still in the present, my program is the only one on over 400 non commercial stations that brings in serious support after midnight. Your contribution has made that VERY serious support.

Sincerely,

Roy E. Tuckman
KPFK Programmer

KPFK



90.7 FM

PACIFICA RADIO FOR ALL OF SOUTHERN CALIFORNIA

Doc-35

November 2, 2002

To Whom it May Concern,

This afternoon between 1 and 3 O'clock, Gary Null brought in \$23,575.00 in pledges with his "Supercharge Your Immune System" video offer. The usual amount of pledges brought in during this time slot is 2 to \$5000 on a good day. This total was brought in by playing a CD of Gary's pitch of last week in this same timeslot. Last week's total was \$30,665.00.

Yours truly,

Roy E. Tuckman

Program Producer

Memorandum

To: Gary Null
From: Tiffany Jordan
Date: 11/12/02
Re: Pledge totals

Thank you for the wonderful job you did during the 2002 fall pledge drive. You raised a record breaking \$33,281. This was the most money raised during the 3-4 p.m. health-programming strip for this pledge drive.

You had a total of 430 people request Gary Null products throughout the drive. This equated to \$43,995 in pledge dollars.

Thanks so much for all your help.

Tiffany

57
Doc-37

Memorandum

To: Gary Null
From: Tiffany Jordan *TJ*
Date: 06/13/03
Re: Spring Pledge drive 2003

We appreciate the fine work that you did during the spring pledge drive. You raised a total of \$28,434. This was the most money raised during the 3-4 p.m. health-programming strip for this pledge drive.

You had a total of 406 people that requested Gary Null products throughout the drive. This equated to \$49,250 in pledge dollars.

Thanks so much for all your help.

Tiffany

cc. Ron Pinchback

KPFK



90.7 FM

PACIFICA RADIO FOR ALL OF SOUTHERN CALIFORNIA

Doc 38
1/2

June 13, 2003

To Whom It May Concern,

Gary Null performed his usual fundraising magic in our recently completed Spring, 2003 fund drive on KPFK.

My program, "Something's Happening!," is the only post midnight weekday show in public radio which brings in serious money during pledge times. The normal total is between \$3000-\$6000 per night. On the first night, in the four hours from 2-6am, Gary brought in \$8765.00! On the following Wednesday night in 6 hours, he brought in \$15,900.00!

We also utilized Gary's fundraising prowess on Friday afternoons in the relatively sleepy time of Friday afternoons. In the first week, from 1-4pm, Gary brought in \$49,878 and in the second week, in a two hour period between 2-4pm, using CD's from previous pitch periods, Gary brought in an additional \$27,142! And this at a time when his program is not on.

Our phone pledge totals for the entire fund drive of 10 days reached \$972,591. Gary's part, in about 6 percent of the time totalled \$101,685, over 10 percent of the total! And this rate, almost twice the income rate of the rest of the fund drive, occurred at the worst hours with the smallest audiences.

Of course the chief value of Gary's program is not his considerable income producing powers, but the information which is changing so many lives of the listeners from sickness care to health care, and freeing them from the

KPFK



90.7 FM

PACIFICA RADIO FOR ALL OF SOUTHERN CALIFORNIA

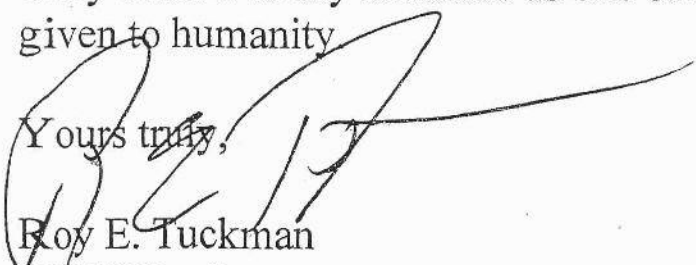
Doc 38
8/2/2

propaganda and superstitions which are so sumptuously offered by the pharmaceutical companies on public and commercial radio and TV. The gratitude of the listeners who have been healed of illnesses and whose health has otherwise been improved beyond expectations is a reflection of the greater value of Gary's show. Most recently of course has been the relief felt by those women who avoided hormone replacement therapy based on Gary's scientifically based advise and who were therefore not among the victims as finally admitted by the established medical 'authorities' and the lapdog media who have parroted them.

In over 10 years of broadcasting "Natural Healing" with Gary Null, he has not disappointed us with his constantly up to date information on health and the environment and has kept us years ahead of the information presented in the other media.

After over 26 years of broadcasting on KPFK, I regard the presentation of Gary's show to my audience as one of the most important services I have given to humanity

Yours truly,


Roy E. Tuckman
KPFK Producer

Doc 39

KPFK



90.7 FM

PACIFICA RADIO FOR ALL OF SOUTHERN CALIFORNIA

February 26, 2003

To Whom It May Concern:

Gary Null has again proved his amazing fundraising abilities in our record breaking Winter Fund Drive on KPFK.

In the off-time of Wednesday mornings, midnight to 6am, Gary brought in \$15,930 the first week and \$14,840 in the second week, with his book "Germs, Biological Warfare and Vaccination."

As an experiment, Gary was given a fundraising slot on the normally sleepy-time of Friday afternoon, 1-4pm, pitching to an audience not familiar with his program. On the first week, he raised \$36,585 just using recordings of his midnight to 6am pitches. On the second Friday he was on live for 2 hours, from 2-4pm, and raised an additional \$27,415 with 2 hours of pitching.

All this fundraising was with the offering of his book on "Germs, Biowarfare and Vaccinations."

Gary Null is a consistently record breaking fundraiser at KPFK and has been for many years, without fail.

Yours truly, 

Roy E. Tuckman
KPFK Program Producer
(818) 985-2711 ext. 221
rtuckman@kpfk.org

Dec-40
p.12

WTVS Channel 56
7441 Second Avenue
Detroit, Michigan 48202-2796
tel 313 873 7200
fax 313 876 8118
www.wtvs.org



Detroit Public Television

December 17, 1998

Mr. Gary Null
225 W. 83rd Street
Suite 21Z
New York, NY 10024

Dear Gary,

THANK YOU! THANK YOU! THANK YOU! I wish that better words came to mind to express our appreciation for the incredible response your show garnered here in the metro Detroit area and in the areas we serve throughout Canada. It raised

\$346,299

on just two airdates. Nothing like this has ever happened before in this market...no other self-help program has ever performed with such consistency and staying power. Gary, can you imagine this...starting at nearly 11pm on Tuesday, 12/15, the 5th repeat of *How To Live Forever with Gary Null* raised \$48,445. Your message, coupled with your zeal and intensity as the messenger, went so far as to move our president and general manager to make his personal pledge around your program while also requesting a copy of your book and video. Unbelievable!

Here are the specifics of when we aired your show and how each broadcast did:

Thursday, December 3, 1998 8pm	\$113,225	996 pledges
Thursday, December 3, 1998 Midnight	\$ 23,665	216 "
Tuesday, December 15, 1998 7:00pm	\$ 68,720	588 "
Tuesday, December 15, 1998 8:55pm	\$ 75,844	676 "
Tuesday, December 15, 1998 10:50pm	\$ 48,445	416 "
Tuesday, December 15, 1998 12:40am	\$16,400	144 "

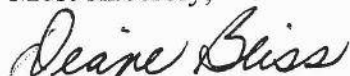
Of the total dollars Detroit Public Television raised during the December pledge campaign, your single program accounted for 27% of the \$1,280,000 grand total. Had we not scheduled your one program, our pledge dollars would have been way under last year's December pledge total. But instead, we raised 25% more money this year because of *How To Live Forever with Gary Null*.

Doc-40
8/2/2

Page 2 – Gary Null

If there is ever anything we here at Detroit Public Television could do for you, we would jump at the opportunity. We are so indebted to you, as I'm sure many of our pledgers will be, after taking your advise.

Most sincerely,



Diane A. Bliss

Vice President Fundraising Program Development

Cc: Ms. Alison White, PBS
Mr. Bob Marty, MPI
Mr. Jim Scalem, MPI

Doc 4



Daniel Highet
Business/Creative Development
Film - Television - Radio
Gary Null & Associates
2307 Broadway, 2nd Floor
New York, NY 10024
p:646-505-4660, ext. 164
f:212-362-0216
dhighet@garynull.com

Dear Daniel,

Here are WHYY/ Philadelphia's results with the Null program, Seven Steps to Perfect Health, during the December drive.

1. Your station's TOTAL DOLLAR AMOUNT raised during the drive.

\$1,056,833.75

2. The TOTAL DOLLAR AMOUNT GARY NULL'S PROGRAM(S) RAISED.

\$172,826

3. The POSITION of GARY NULL'S PROGRAM(S) in standings against other programs

Ex. 1. Gary Null's Supercharge, 2. Riverdance 3.Doo-Wop, etc.

Null/ Perricone/ and Yanni were our top 3.

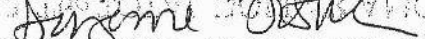
4. The TOTAL NUMBER of FUNDRAISING PROGRAMS YOUR STATION AIRED DURING THIS DRIVE.

46 including news and kids programs.

5. The PERCENTAGE OF R STATION'S TOTAL FUNDRAISING REVENUE WHICH GARY NULL'S PROGRAM(S) RAISED. 16% for the December drive

Thanks so much for your help!

Sincerely,


Suzanne Fiske - Manager of On-Air Development

Doc-304 42 ✓



Detroit Public Television

WTVS Channel 56
7441 Second Avenue
Detroit, Michigan 48202-2796

tel 313 873 7200
fax 313 876 8118
www.detroitpublictv.org

June 12, 2001

Mr. Gary Null
Gary Null and Associates
2307 Broadway, 2nd Floor
New York, NY 10024
Fax: (212) 362-0216

Dear Gary,

I want to thank you for taking time out of your busy schedule to visit us in Detroit during our June pledge drive. Your presence in the studio has such a great impact on the viewers - they really are moved to call and pledge. I could tell by the response that callers were delighted to have the opportunity to speak with you on the phone - thanks so much for giving them that opportunity.

I would also like to thank you for agreeing to be the guest at our latest meet and greet for our Society For Excellence donors. All the donors at that event donate a minimum of \$1,000 to Detroit Public Television every year and we love the opportunity to bring in special guests to thank them for their support.

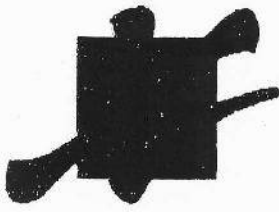
During June we raised over **\$154,000** around your programs: Natural Pet Care, Howto Live Forever and Age is Only a Number. We are looking forward to your new program in December.

Thanks again, Gary! I hope you will come back and visit us in the near future.

Sincerely,

Amy C. Zieknski
Manager, Fundraising Program Development
And Industry Relations

Doc 43



WXEL
PALM BEACH

March 14, 2002

Att: Gary Null
Fr: Angela Manfredi / Development Producer

Dear Gary,

Well, the results are in. South Florida and the Treasure Coast love Gary Null!

Your new program, "7 Steps to Perfect Health", broke records here at WXEL. In its first live broadcast, we raised close to \$13,000. This figure far exceeded our expectations, taking us well over our goal. The overnight aircheck of the program also did extraordinarily well. "7 Steps to Perfect Health" in conjunction with your personal appearance is a guaranteed-to-win pledge vehicle. Your program is the most successful in this winter drive and one of the top producing shows in the history of this station.

Thank you so much for creating a wonderful, informative program that obviously brought so much enjoyment and empowerment to our viewers. Your personal appearance truly added to the excitement of the evening. In fact, the "buzz" about your presence here brought numerous phone calls to our switchboard hours before the show was scheduled to begin!

Please keep us apprised of any future opportunities to work together.

Warmest Regards,

Angela Manfredi
Angela Manfredi
Development Producer



npr

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Doc-~~118~~ 44

Mr. Gary Null
Gary Null & Associates
2307 Broadway
New York, NY 10024

December 4, 2002

Dearest Gary,

The response that we had last night for the premiere of your program "Power Aging" at 7:00 PM was astounding. A total of \$22,355 was raised in three breaks and all the phones were busy. "Supercharge Your Immune System" which followed at 9:00 PM, raised \$11,810. Plus, air-checks of "Power Aging" at 11:00 PM, and "Supercharge" at 1:00 AM, and 7:00 AM brought in \$8,285, and let's not forget another \$940 that came in during the day -- for an overwhelming total of \$43,390. This is a record-breaking amount raised in one weeknight and the best performing pledge program in a two-hour slot in over five years!

Having you with us live in the studio is really what pushed us over the top. There was a flow of energy and excitement that inspired everyone. While you are able to articulate a lot of information well on-air, it was your intensity in communicating the call to action for public television that brought a new level of pitching to last night's breaks. Your commitment to help people learn to heal and truly care for themselves has touched so many, and is certainly resonating with the Colorado Community.

"Power Aging" and "Supercharge" are scheduled for multiple repeats through December 17, and I will let you know our final totals. With the success of these programs and "7 Steps to Perfect Health" from your visit last March, we have not only helped educate our viewers about natural medicine; we have also gained new members while making our revenue goals.

We achieved a great success and thank you with sincere appreciation.

Warmest Regards,

Shari Bernson
Membership Director
Executive Producer

Doc 80
45

tv | fm | web | community



10/4/02

To Gary Null & Associates, Inc.
2307 Broadway, 2nd Floor
New York, NY 10024

We are writing to let you know that Gary Null visited us on Saturday, September 21st and we aired Seven Steps to Perfect Health with Gary Null Live at WHYY from 5 - 7 PM. Just in those 2 hours we made \$60,000 in pledges, which often is a slow time.

Then, we re-aired the program the next day, Sunday Sept 22nd, the last day of our on-air drive. We aired the show at 6 AM, 1 PM and again at 6 PM. The show made more than \$100,000 for the three airings on this day alone.

We are planning on using this aircheck again in the future. Most of the gifts were \$300 pledge levels, which were made up of the Gary Null program kit and the Encyclopedia.

Suzanne Fiske
Manager: On Air Development
WHYY - Philadelphia

D. S. 4/6

January 7, 2003

Gary Null & Associates
2307 Broadway
New York, New York 10024

Dear Gary:

WOW! Yet again, you and your team have created an incredibly informational and inspirational program in **SuperCharge Your Immune System!**

As THE biggest moneymaker for our drive, **SuperCharge** garnered \$164,498, and just as importantly, 757 new or renewing members to Public Broadcasting Atlanta!

SuperCharge helped us reach a RECORD BREAKING December drive, pushing us more than *One Hundred Thousand* dollars over our goal (a very lofty \$220k!) to \$331, 505! Our previous record was \$255,463 set back in 1998! Of the 21 different programs PBA aired, **SuperCharge** was by far the hands on winner for Member's Choice spots, airing 12 times. While we also had great success with *This Land is Your Land*, *Red, White and Rock*, & *Anne of Green Gables*, **SuperCharge** way out-performed these shows bringing in contributions totaling 49 percent of our pledge revenue!

Your heartfelt and dynamic presence in our studios during the breaks is always a welcomed asset to the program. Your information is more compelling and more necessary than ever considering the daily barrage of news that our country is more obese, more diseased and more out of shape than ever. Thank you for helping us get information out to a wider variety of viewers who may not have the opportunity to have access to any information of this kind. We are proud to offer information and perspectives which allow our viewers the opportunity to make their own, more informed, decisions about their personal health care.

As always, the next program Gary Null and Associates creates will have a home on Public Broadcasting Atlanta.

Most respectfully,



Alicia Ames Steele
On-Air Fundraising Specialist



unpe

Doc #10
47
P. 1/2

Mr. Gary Null
Gary Null & Associates
2307 Broadway
New York, NY 10024

January 7, 2003

Dear Gary,

Well the numbers are finally in, and December 2002 was a record breaking pledge drive for KBDI that raised over \$376,000 for the station! We've had so many pledges and calls come in that the Membership Department is still playing catch up. The number one and two performing programs respectively were "Power Aging" with \$127,900 and 653 pledges in 27 airings, and "Supercharge Your Immune System" with \$79,905 and 374 pledges in 21 airings. The total for these two programs was \$207,805, or an amazing 55% of the gross pledge revenue total!

The beauty that I have found with your programs is that they perform in any time frame, any day of the week, and have a longer shelf life than many of the fundraising offerings. That's why they are always scheduled for so many airings. While "Power Aging" and "Supercharge" really hit, let's not forget the success KBDI has also had with "7 Steps to Perfect Health" and "How To Live Forever". Overall, your programs have been contributing to our bottom line since 1998! And most importantly, the entire Colorado Community benefits from this success because it assists KBDI in continuing our mission of providing educational, diverse and enlightening public television programming.

During the December drive we aired over twenty-five programs, and shows like Aeslin Debison and America's Comfort Food (yes, you beat fried chicken and gravy), Cheryl Richardson, Fleetwood Mac and Conversations With The Goddess couldn't even dream of hitting numbers like "Power Aging" or "Supercharge" did. While each PBS market is unique, and not all programs can be successful across the board, KBDI has had consistent results with your shows.

Interest in the subjects of natural healing and natural medicine is greater than ever before, and you have fueled this interest. You are able to articulated and communicate a vast amount of information in a way that speaks to many different people. I very much appreciate your programs, books and products, and especially your dedication to education and a proactive lifestyle. We sincerely appreciate the relationship we have built with you and your associates, and certainly look forward to your next fundraising special. Thank you for your support of KBDI Public Television.

Sincere Regards,

Membership Director
Executive Producer

~~Doc 97~~

Doc 97

P2/2

Gary Null
June '01 pledge

<u>Day</u>	<u>Date</u>	<u>Program</u>	<u>Amount</u>
Friday	1-Jun	Age is Only a Number	\$18,886
Saturday	2-Jun	Age is Only a Number	\$9,525
Sunday	3-Jun	Natural Pet Care	\$12,790
Sunday	3-Jun	How to Live Forever	\$49,675
Sunday	3-Jun	Age is Only a Number	\$13,555
Monday	4-Jun	Natural Pet Care	\$3,011
Monday	4-Jun	How to Live Forever	\$6,945
Monday	4-Jun	Age is Only a Number	\$12,975
Friday	8-Jun	How to Live Forever	\$1,545
Friday	8-Jun	Age is Only a Number	\$1,425
Saturday	9-Jun	How to Live Forever	\$10,695
Sunday	10-Jun	Age is Only a Number	\$7,035
Monday	11-Jun	Natural Pet Care	\$9,885
Monday	11-Jun	How to Live Forever	\$9,110
Monday	11-Jun	Age is Only a Number	\$6,010
			<u>\$154,181</u>

Drive total for June '01
\$606,556

Gary's %
25.40%

WTVS Channel 56
7441 Second Avenue
Detroit, Michigan 48202-2796

tel 313 873 7200
fax 313 876 8118
www.detroitpublictv.org

Doc-1378 48



Detroit Public Television

March 19, 2003

Mr. Gary Null
Gary Null And Associates
2307 Broadway, 2nd Floor
New York, NY 10024

Dear Gary,

Thank you for taking time out of your busy schedule to visit us during our March pledge drive to produce virtual pledge breaks for both **Supercharge Your Immune System** and **How To Live Forever**. I am happy to report the following figures on your premiere of these pledge events:

- * **Supercharge Your Immune System** at 8 PM - \$41,391
- * **How To Live Forever** at 10 PM - \$27,182
- * **Supercharge Your Immune System** at 12 Mid - \$9,338
- * **How To Live Forever** at 2 AM - \$7,681

I am also very happy with the results of the edited pledge breaks (to remove to offer of a personal phone call)...

- * **Supercharge Your Immune System** at 12 Mid - \$5,085
- * **How To Live Forever** at 2 AM - \$4,407

We have planned the primetime premiere of the edited pledge breaks for Thursday, March 20th. I will inform you of the results of these breaks. With the success of the overnight results, I have much faith in the primetime numbers

Sincerely,

Amy L. Zielinski

Manager, Fundraising Program Development
Detroit Public TV
7441 Second Avenue
Detroit, MI 48202
Phone: (313) 876.9506 Fax: (313) 876.9508
amyz@dptv.org

Doc - 49

WTVS Channel 56
7441 Second Avenue
Detroit, Michigan 48202-2796
tel 313 873 7200
fax 313 876 8118
www.detroitpublictv.org



July 15, 2003

Daniel Highet
Business/Creative Development
Film-Television-Radio
Gary Null & Associates
2307 Broadway, 2nd Floor
New York, NY 10024

Dear Daniel,

As you have requested, please find the pledge results from the June pledge drive in regards to Gary Null airings on WTVS.

1. TOTAL DOLLAR AMOUNT RAISED DURING JUNE DRIVE - \$552,639
2. TOTAL DOLLAR AMOUNT GARY NULL'S PROGRAMS RAISED -
 - a. How To Live Forever \$74,014
 - b. Supercharge Your Immune System \$31,186
3. POSITION OF GARY NULL'S PROGRAMS against other pledge programs
 1. Suze Orman: Laws of Money
 2. Null: How to Live Forever
 3. Haley's Hints
 4. American Soundtrack: Rhythm
 5. Null: Supercharge Your Immune System
4. TOTAL NUMBER OF FUNDRAISING PROGRAMS ON WTVS DURING JUNE DRIVE-- 29 Programs
5. PERCENTAGE OF WTVS's TOTAL FUNDRAISING REVENUE WHICH GARY NULL'S PROGRAMS RAISED - 19%

Regards,

A handwritten signature in cursive script, appearing to read 'Jamie Jendrzewski'.

Jamie Jendrzewski
Manager, Fundraising Program
Development and Industry Relations



DOC-50

October 24, 2012

To Whom it May Concern,

KPFK faced a severe limitation in our October 2012 Winter Fund Drive. With a presidential election coming in November, it was not possible for us to extend the pledge period until our million dollar goal was reached as we have the responsibility to report on this profoundly important time. We planned a 21 day pledge period, which would necessitate an approximate daily income of \$47,500. Unfortunately, we were not usually able to bring in more than \$30,000.

Fortunately Gary Null was ready for a particularly effective appeal with his pain-arthritis package featuring a new and amazing 'pain stuff' and particularly his 'survival pack' premium and information on the necessity of preparing for the upcoming solar storm period and the possibility predicted by many major scientists of major electrical malfunction.

In live broadcasts and rebroadcasts, Gary's audience pledged about 1/3 of our higher daily total 10 times, about 40% on 7 occasions and about 2/3 of the daily total twice. Of the station total phone pledges of \$855,496, Gary's audiences pledged about 1/3 with \$270,285 in pledges and 9 of the top ten hours of the entire fund drive with single hours totaling up to \$12,475. Gary's impact would have been much greater, but the 'survival pkg' which was the most sought after premium wasn't introduced until the 3rd week of the pledge drive.

The amazing listener response is entirely unprecedented in our pledge drive history for a single individual's contribution to the station. Because of Gary's tremendous success, we shall be able to carry on without severe financial restrictions as we cover the important events in November.

I shall be happy to discuss this with any interested party.

Sincerely

A handwritten signature in black ink, appearing to read 'Roy E. Tuckman', is written over a light blue horizontal line.

Roy E. Tuckman

KPFK Senior Staff Member



DOC-51

PACIFICA RADIO FOR ALL OF SOUTHERN CALIFORNIA

October 24, 2012

To Whom It May Concern:

In our October 2012 fund drive, Gary Null exceeded anyone in our history in his success in bringing in pledges for KPFK

He was by far the top fundraiser, bringing in \$270,285 in phone pledges which was about 1/3 of our \$855,496 for the station as a whole.

Gary fundraising made 9 of the top 10 hours of the entire pledge drive, with the largest single hour of \$12,475.

I shall be happy to discuss this with any interested party.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Roy E. Tuckman', written over a light blue circular scribble.

Roy E. Tuckman

KPFK Senior Staff Member

rtuckman@kpfk.org



DOC-52

120 Wall Street, 10th Floor, New York, NY 10005 (212) 209-2800 Fax (212) 747-1698

March 8, 2011

Gary Null
2307 Broadway
2nd Floor
New York, NY 10024

Dear Gary,

I wanted to personally thank you for your contribution to the past three WBAI fund drives, and in particular, the Winter 2011 drive, in which you raised \$306,416 of our total \$829,475 or 36.94% of the total pledges.

The Gary Null Show has been very consistent in terms of covering substantive issues, thoughtful and well produced. Besides helping us reach our financial goal, the Gary Null Show also helped us increase our listenership and membership.

I look forward to a long-lasting partnership.

Yours truly,

A handwritten signature in black ink, appearing to read "Berthold Reimers". The signature is written in a cursive style and is enclosed within a hand-drawn oval.

Berthold Reimers
General Manager
WBAI Radio 99.5 FM
120 Wall Street - 10th Floor
New York, NY 10005
(212) 209-2820



Feb

DOC-53



Pacifica Radio 99.5 FM

120 Wall ST 10th fl : NYC NY 10015 : 212 209 2800 : www.WBAI.org : Info@wbaio.org

April 4, 2012

Gary Null
2307 Broadway
2nd Floor
New York, NY 10024

Dear Gary,

I wanted to personally thank you for your contribution to the WBAI Winter Fund Drive in which you raise over twenty percent of our revenue. I would also like to thank for your donation of 255 high quality documentary DVDs that also helped us in our Fund Drive.

I look forward to a long-lasting partnership.

Yours truly,

A handwritten signature in black ink, appearing to read 'Berthold Reimers', with a long horizontal line extending to the right.

Berthold Reimers
General Manager
WBAI Radio 99.5 FM
120 Wall Street - 10th Floor
New York, NY 10005
(212) 209-2820

WBAI Nov 15 2012 Pitch Record (BReimers)

From: Berthold Reimers [mailto:breimers62@earthlink.net]
Sent: Thursday, November 29, 2012 4:17 PM
To: 'Gary Null'
Cc: 'Summer Reese'
Subject: Thank you

Dear Gary,

Last week, on November 15, 2012, during your 26 minutes of pitching you raised nearly \$40,000 for WBAI. I thought you'd like to know that you set two records in raising the most amounts for WBAI for a single program and secondly, the largest amount raised for any program in the history of WBAI. What makes this even more interesting is that 4 weeks ago, you raised \$37,500 in a similar amount of time for WBAI which, at that time, was the largest amount raised for a single program in the history of WBAI. You now hold the first two positions for the largest amounts raised for WBAI. We greatly appreciate all of your service to WBAI beginning on March 15, 1977.

Please note further that WBAI is in a disaster zone and I have been busy managing and improvising which made it difficult for me to send you this letter earlier.

Yours Truly,

Berthold Reimers
General Manager
WBAI Radio 99.5 FM
120 Wall Street - 10th Floor
New York, NY 10005
(212) 209-2820



May 29, 2015

This is a letter to those people I have recently learned are sharing misinformation concerning Gary Null's book premiums.

As Gary Null's publisher, and a WBAI listener and supporter of four decades, I am about to share information that I would normally consider confidential; but I feel disappointment and outrage about the lies and character assassinations that are being promulgated by a small group of misinformed people who apparently thrive on destructive gossip—to the point of potentially destroying crucial opportunities for Pacifica listeners and supporters.

Here are the facts as I have experienced them personally: Gary Null is one of America's most famous and bestselling health authors, selling millions of copies from such well-known publishers as Penguin, Random House, Doubleday, New American Library and others. He also publishes with small independently owned publishing houses like ours, to keep alive the voices of important social critics and dissidents whose messages would not be commercially viable. Examples of such works include: *Get Healthy Now! For Women Only!* and *Women's Health Solutions* through Seven Stories Press in New York City as well as our own successful fundraising premiums for WBAI in New York and other Pacifica stations.

I am the publisher of three of Gary's recent titles. Had he offered these titles thru his literary agent to major publishing concerns Gary would have earned large advances, big budget promotional tours and high volume sales. We provided no advance, not a penny. However, when he offered these titles to WBAI in New York as premiums, as well as other Pacifica stations, I negotiated the normal industry standard publishing discount.

You should also know *that it was Gary* who said that I should give larger discounts—as much as 20% *deeper* to WBAI. I explained to Gary that there was no way that we could afford to absorb these extra discounts, unless these additional discounts/monies were to come out of his royalty check. To this he replied, “I would rather see the station make the extra money as they are in desperate need of these funds right now.” I was humbled by Gary's insistence and generosity of absorbing these discounts himself. Needless to say, I was relieved, ecstatic and proud to learn from Pacifica station managers, that these premiums became record breaking fundraising premiums for their stations.

Since publishing is small field, I also understand that he has a similar arrangement with Seven Stories Press. Moreover, on his new, upcoming book he has already insisted that WBAI receive the deepest possible discount, which will directly and negatively impact any earnings for him. This is, in part, why I feel such dismay when I hear commentary to the contrary. I have never in my career worked with any author who asks for no advance and then is additionally willing to sacrifice his royalties.

We at Essential Publishing look forward to continuing to support your stations in their time of need. It is an honor to be a part of the Pacifica family and bringing such quality premiums to your listeners and supporters.

Kind Regards,

Brian Connolly

President/Publisher

Essential Publishing, Inc.