

Minutes of the KPFK Local Station Board Meeting of December 18, 2022

The regular, monthly meeting of the KPFK Local Station Board was held in various locations via the Zoom social media application and other electronic means on Sunday, December 18, 2022 at 10:06 AM, the Chair (Ziri Rideaux) being in the chair and the Secretary (John P. Garry III) being present. No minutes were approved. Rob Macon retired and was replaced by Ralph Hawkins. Bella De Soto was suspended by a motion of the Pacifica National Board (PNB). Sandy Childs and Barbara Marbach (listener members) were termed out and replaced by Jeanine Rohn and Michael Heiss. Ali Lexa (staff member) was termed out and replaced by Rodrigo Argueta. Officer elections were begun.

Twenty-two members were present, constituting a quorum: Grace Aaron (Treasurer), Rodrigo Argueta, Christina Avalos, Jose Benavides, Fred Blair, Marisol Cruz (Vice-Chair), George Funmaker, Ralph Hawkins, Michael Heiss, Eric C. Jacobson, Evelia Jones, Oye Oyeyipo, Myla Reson, Ziri Rideaux, Paul Roberson, Jeanine Rohn, Ruth H. Strauss, Oscar Ulloa, Polina Vasiliev, Elizabeth von Gunten, Harvey Wasserman, Carlos Zavala.

One member was excused: Lawrence Reyes.

One member was absent due to suspension: Bella De Soto.

Also present: Michael Novick (KPFK Interim General Manager, non-voting ex-officio member of the board), Arthur Schwartz (Pacifica General Counsel), Terry L. Goodman (Pacifica Chair of Tellers), John Tatum (Parliamentarian) and members of the public.

Authority and Notice: This meeting was authorized by the LSB's adoption of a regular meeting schedule at its meeting of January 19, 2022. The date and location was posted on KPFTX.org on February 17, 2022.

Audio Recording: The audio of the meeting is available at:
<https://kpftx.org/archives/pnb/kpfk/221218/kpfk221218a.mp3>

I. OPENING BUSINESS / CALL TO ORDER (10:06) [audio 00:00:00]

The Chair announced the retirement of Rob Macon due to unexcused absences and the suspension of Bella De Soto. The Chair read a statement from the Pacifica National Board (PNB) which was forwarded electronically to the Chair and the Secretary prior to the meeting:

“The Pacifica National Board has suspended Bella De Soto, a listener delegate on the KPFK Local Station Board, pending a trial. Ms. De Soto is excused from and shall not participate as a delegate at all LSB and Pacifica meetings, including any committees or events, pending further notification upon the conclusion [sic] of the trial.”

The Chair thanked Sandy Childs, Ali Lexa and Barbara Marbach for their service to the KPFK LSB. They were elected in 2016, have completed six consecutive years of service, and are now termed-out. The Chair welcomed and seated four new members. Ralph Hawkins, Jeanine Rohn, Michael Heiss (listener members) and Rodrigo Argueta. (The next runner-up John Cromshaw had declined via email to the Chair and the Secretary). There were multiple objections and challenges. The calling of the roll was interrupted and delayed.

Point of order from Von Gunten: The Board should discuss the matter of seating first. The Chair is exceeding her authority and the PNB has voted on this matter three times. Ruled **out of order** by the Chair. Von Gunten **challenged** the ruling of the Chair. **Point of order** from Vasiliev: For discussion to precede the roll should be called. The Chair agreed to do so.

The Secretary began calling the roll using the updated roster. This was not well taken and the calling of the roll was suspended. [audio 06:46] The Chair ruled that the three six-year members were termed out as per the Bylaws. Von Gunten **challenged** the ruling of the Chair. **Point of order** from Jacobson: The body needs to vote on the point of order before calling the roll. **Point of order** from Von Gunten: The facts that the Chair stated are in dispute and she cannot rule on them by herself and impose them without receiving input from the body.

Point of order from Blair: We cannot have a legal meeting without establishing which members are present at this meeting. We don't know if we have a quorum of members not in dispute to vote on the Chair's ruling. The Chair suggested calling the old and the new members, but this was not well taken. Von Gunten **challenged** the ruling of the Chair.

The roll (using the roster from the previous meeting, save for the inclusion of Ralph Hawkins) was called, establishing a quorum of 19. [audio 00:17:59]

b. Designate Time-Keepers / time-limit for speakers (10:29) [audio 00:22:40]

Michael Heiss volunteered. A time limit of ninety seconds for individual speakers was established.

Discussion of the Chair's seating plan continued. John Tatum, a parliamentarian, read from Robert's Rules of Order Edition 12, 25:7. Tatum stated that the bylaws clearly stated that members were termed out after 6 years and that Roberts Rules trumped the Motion of the PNB. There was a discussion of who should participate in the next vote. The iGM suggested a vote excluding the termed-out members and the prospective members. John Tatum suggested that the termed-out members and the new members could voluntarily recuse themselves from voting. None of them volunteered

The Chair **ruled** that the termed-out members and the new members shall not be able to vote on the matter of the retirements and the seating of alternates since they had a conflict of interest. Von Gunten **challenged the ruling** of the Chair.

[audio 01:01:24]

The ruling of the Chair was **sustained** by a roll call vote: Yes—10, No—9, Abstain—1. Yes—Aaron, Benavides, Blair, Cruz, Funmaker, Hawkins, Rideaux, Roberson, Ulloa, Vasiliev.
No—Avalos, Childs, Jacobson, Jones, Marbach, Reson, Von Gunten, Wasserman, Zavala. Abstain—Lexa.

The Chair **ruled** that Childs, Lexa and Marbach are termed out and their seats shall be filled by alternates. Von Gunten **challenged the ruling** of the Chair

[audio 01:07:22]

The ruling of the Chair was **sustained** by a roll call vote: Yes—10, No—8, Abstain—0. Yes—Aaron, Benavides, Blair, Cruz, Funmaker, Hawkins, Rideaux, Roberson, Ulloa, Vasiliev.
No—Avalos, Jacobson, Jones, Reson, Strauss, Von Gunten, Wasserman, Zavala.

c. Excused Absence Requests (11:19) [audio 01:12:46]

Lawrence Reyes was excused without objection.

d. Agenda Approval (11:20) [audio 01:13:58]

Aaron **moved approval** of the agenda. Vasiliev seconded. **Passed** with two objections (Reson, Von Gunten).

e. Set Time For Adjournment (11:25) [audio 01:18:04]

The Chair suggested a time of 2:30. Blair **moved** a time of 1:00. A vote was held in which Yes indicated 1:00 and No indicated 2:30.

[01:21:50]

An adjournment time of 1:00 **passed** by a roll call vote: Yes—8; No—9; Abstain—2. Yes—Aaron, Cruz, Hawkins, Jacobson, Rideaux, Roberson, Rohn, Vasiliev.
No—Avalos, Benavides, Blair, Funmaker, Jones, Reson, Strauss, Wasserman, Zavala. Abstain—Heiss, Ulloa.
Present, not voting—Von Gunten.

f. Land-back Acknowledgement--Comportment (11:33) [01:26:40]

The iGM made the acknowledgement.

g. Pacifica Mission Statement (11:34) [audio 01:29:14]

The iGM read the statement.

h. Fund-Raising Appeal (11:37) [audio 01:31:03]

The Chair made the appeal.

i. Report on Previous Passed Motions / Action Items (11:38) [audio 01:31:34]

1. Paul Roberson November 20, 2022 excused absence request. Roberson's absence from the previous meeting was **excused** without objection and the draft minutes were corrected to reflect that.

2. Secretary Report on 2022 Attendance. The Secretary compiled a 2022 attendance record and forwarded it electronically to the Board prior to the meeting. There was no discussion of this item.

j. Minutes Approval. (November 20, 2022) (11:39) [audio 01:32:38]

Postponed after newly seated members requested a copy of the draft minutes for review.

II. CHAIR ELECTION (11:40) [audio 01:33:39]

The nominees were Ziri Rideaux, Oye Oyeyipo (who was not present to accept) and Harvey Wasserman.

III. VICE-CHAIR ELECTION (11:43) [audio 01:38:20]

Marisol Cruz was the sole nominee.

IV. TREASURER ELECTION (11:48) [audio 01:41:36]

The nominees were Jeanine Rohn and Kim Kaufman.

[1:44:10] Candidate statements were made by Rohn, Kaufman, Rideaux, Cruz and Wasserman, followed by questions to the candidates from the Board.

(12:11) [audio 02:05:11] Without being recognized on the floor, Arthur Schwartz made a statement, explaining the position of the PNB: The LSB is a committee of the PNB. The PNB has voted three times on how to deal with the situation of a cancelled election, which was a violation of the Bylaws. There was not \$100,000 to hold elections due to financial restraints.

V. SECRETARY ELECTION (12:21) [02:13:56]

John P. Garry III was the sole candidate and declined to make a statement. No teller instructions were made.

Public Comment 1 (12:22) [02:14:50]

Public comment was heard for sixteen minutes.

VI. GENERAL MANAGER REPORT & DISCUSSION (12:38) [02:31:42]

The iGM made a report (see Appendix for text). (12:46) Board discussion followed.

VII. PUBLIC COMMENT 5—Questions to General Manager (12:54) [02:47:50]

Public comment was heard for two minutes. Without objection, the meeting was extended twenty minutes (12:57) [02:50:20] Public comment, interspersed with Board comment, continued. The iGM responded to questions from the board as well.

VIII. EXCUSED ABSENCE POLICY DISCUSSION (1:12) [03:03:54]

The Secretary presented a compilation of Board motions on excused absences (see Appendix for text). There was no objection to postponing discussion of this item.

IX. 2023 MEETING SCHEDULE (5 min) [03:06:39]

(see Appendix for proposed dates) Cruz **moved to schedule** a meeting on January 15, 2023, 10:00 AM. **Passed** with two objections.

The Chair proposed a twenty-minute extension.

Motion **failed** on a roll call vote (2/3 required): Yes—11; No—6, Abstain—1. [03:12:17]
Yes—Aaron, Blair, Cruz, Hawkins, Jacobson, Oyeyipo, Rideaux, Roberson, Rohn, Ulloa, Vasiliev.

No—Avalos, Funmaker, Reson, Von Gunten, Wasserman, Zavala.

Abstain—Strauss.

Rohn **moved** to schedule a January 8, 2023 meeting for the purpose of receiving the election results. **Passed** without objection.

Although Director reports were not delivered, the written reports of Lexa and Von Gunten are contained in the Appendix. Items X through XIV were omitted.

XV. ADJOURNMENT (1:10 PM) [03:25:32]

At expiration of time, Fred Blair cut the stream without authorization from the Chair and without the Chair having adjourned the meeting. Conversation continued, as was recorded on the Zoom call. Rodrigo Argueta was welcomed as new LSB member.

Respectfully submitted by Ziri Rideaux, Chair
(these minutes were approved on January 8, 2023)

Appendix

A Report From the Secretary on the Excused Absence Policy
John P. Garry III, KPFK LSB Secretary

From the minutes of November 8, 2006:

Motion from the Governance Committee:

Barring events that unavoidably prevent notification, requests for excused absences shall be presented in writing or by email (unintelligible: "avorbie") to the Chair and/or Secretary in advance of the regularly scheduled LSB meeting.

Motion passed (no comment time requested by the public): Y: 13, N: 0, A: 5

Y: Adelson, Amir, Argueta, Brazon, Feuer, T. Goodman, Kolhatkar, Lemus, McFall, Minsky, Prescod, White, Yeakey, A: Gluck, J. Goodman, King, Radford, Weil.

From the minutes of February 20, 2009:

Adelson moves: That we excuse those members that have contacted the chair, and made an active request for an excused absence. Seconded, passed W/out objection.

Wenger (Governance Committee Chair) moved the following motion:

LSB Attendance Policy

1. Notification: Chair and Secretary by email, phone, written, spoken.
2. Excuses: health, family/personal, previous commitment, transportation issues, work commitment, lack of funds, pre-planned vacation, emergency/political exigency.
3. Limited Number: No more than three absences shall be excused per LSB year (Dec-Nov).
4. Quorum: Attendance for non-quorumed meetings shall be recorded. All absences that result in a lack of quorum shall be considered unexcused.

[...]

The LSB Attendance Policy was **passed** by a show of hands on a revote: Yes—9, No—8, Abstain--1. [Motion rescinded by the board on April 18, 2012]

A motion passed by the Interim Program Council on July 26, 2004 [non-binding]:

The IPC encourages attendance at its meetings in order to carry out its business but recognizes that absences may occur. Whenever a member may have to miss a scheduled meeting, the member must, if at all possible, notify the Chair in advance of the meeting in question.

The following consists of valid excuses for absences. None are subject to any vote or determination by the IPC that might result in penalizing the member for his/her absence:

1. Illness or sickness.
2. Family or personal considerations
3. Previous commitments

4. Transportation issues
5. Work commitments
6. Lack of funds
7. Preplanned vacation
8. Last-minute and/or political exigencies

If the member fails to notify the Chair of his/her absence before a meeting, then she/he shall notify the Chair before the next meeting of the reason for the absence. If there is to be any discussion of a members absence, it shall not take place until the next scheduled meeting at which the member in question is present.

From the minutes of March 16, 2013

Wenger **moved** that LSB members shall make excused absence requests to the entire LSB email list. Original emails may be forwarded by other members. Telephonic communication is also acceptable. Telephonic messages shall be forwarded to the entire Board via email. Kaufman seconded.

Motion **passed** by a show of hands: Yes—12, No—1, Abstain—0.

2023 KPFK LSB Proposed Meeting Schedule

Sunday, January 15, 2023
 Sunday, February 19, 2023
 Sunday, March 19, 2023
 Sunday, April 16, 2023
 Sunday, May 21, 2023
 Sunday, June 18, 2023 (Father's Day)
 Sunday, July 16, 2023
 Sunday, August 20, 2023
 Sunday, September 17, 2023
 Sunday, October 15, 2023
 Sunday, November 19, 2023
 [December meeting will be scheduled to occur after election results are reported]

Appendix: iGM Report; Beth von Gunten PNB Report; Ali Lexa PNB Report.

Management report to KPFK Local Station Board by interim GM Michael Novick,
 Dec. 18, 2022

Technical issues

The station continues to be plagued by problems related to its internal network and phones. We did manage to replace a part of the phone system, allowing full functionality to the Master Control and call-in lines for guests and listeners, and for the phones used on that same number for pledge calls, as reported earlier. But then new problems arose with internet access and interference between the station's network and that of the PRA. With help from Jon Almeleh, an IT person working with PRA, and station staff and volunteers, including Ali Lexa, Terry Guy, D'Angelo Jones, Stuart Landau, Mark Maxwell, and Fred Blair, we were able to develop some work-arounds, but there were several days when the station was without internet access and also without the ability to stream our signal over the internet on kpfk.org or to archive the programming airing on the broadcast signal. This was finally overcome, which also included regaining access to the Pacifica National Server and to Great Plains accounting software.

But there are still major problems with our intranet, including the ability for computers to communicate with printers and for Matt Perez, our traffic coordinator to have remote access to critical computers at the station to schedule programming. The decision was reached not to attempt further work arounds during the fund drive, for fear of again losing internet access.

I convened a KPFK Technology Task Force with Jon Almeleh and Otis Maclay, Pacifica national IT and compliance people, and participation from many KPFK staff people as well as a couple of knowledgeable volunteers, including Tom Voorhees, who has set up many community radio stations nationally and is coming down to L.A. to assist after completing work on KPFA's Monterrey CA installation, and Brendan Miller, a Chief Technology Officer at local company who has volunteered to help us on various tech related issues, including a tagging and reporting system for hardware and software issues as they arise. Moe Thomas our former iGM and a national engineering person for Pacifica and Mark Torres of PRA were invited but unable to attend; I anticipate they will be involved in the work and in meetings going forward. We reviewed the issues with the phones, the intranet, the transmitter and other hardware and software issues, and mapped out a plan of corrective actions, starting with mapping out how the existing network(s) are configured physically and digitally because there is a lack of accurate information about that because past IT staff and contractors failed to provide adequate documentation unfortunately. Work on that will begin after the fund drive and the holiday during the last week of the year. We are also assessing how many phones are essential for office operations, and how to deal with the PRA having multiple phone lines through the KPFK office phone setup, and will then price out a bid for replacing that phone system with a new provider so we can then unify the computer networks at KPFK into a single functional system with both static and dynamic IP addresses and all computers and devices able to communicate properly with each other. That will take time and money, but at least we finally have a clearer picture and plan.

We also addressed issue with the transmitter. Several of the 40 2KW power supplies that keep the transmitter units operating are starting to fail, and we also need a regular process of repair and replacement of all the power supplies over time, since they have lifespan for functional unit and will need replacement. I already conducted a specific appeal, on air and in the KPFK dispatch, for donations targeted to the immediate need, but we will probably need to engage in a capital campaign related to the fact that the transmitter units themselves are also of different vintages, and the company that makes the power supplies has gone out of business. The maker of the transmitter units, Nautel, has bought the intellectual property for the power supplies, but has no plans to continue to manufacture the older version, only supplying work-arounds. As a result, the price of the needed power supplies has basically doubled to about \$900 each. We also need to restore phone service to the tower site, which was incorrectly cut off by a prior IT/phone consultant, and internet access to monitor functionality remotely, or back up the microwave connection of our signal from the station to Mt. Wilson.

Finances and Fund drive

KPFK continues to be in very straitened financial circumstances, no doubt further impacted by the seizure of \$305,000 from the account of sister station KPFA in Berkeley. We have been able to meet payroll, and have been able to negotiate payment plans on a long list of aged payables, past due bills for electricity to the tower and the station, gas, streaming services, donor management, and many other essential. Further reductions in payroll may be necessitated in the future, although no discussions are currently scheduled about that. KPFA has announced the prospect of paid staff reductions there. As you are aware, I am working unpaid as iGM, as the PNB and ED concluded (correctly) that there is no funding for the permanent paid position, a weakness I hope we can overcome in the new year. There is also no business manager, no development director, no volunteer coordinator, no news director, and no program director. Our web director, a staff position (not management) has also left our employ though is still serving part-time as unpaid working on the website and some other tech issues, as mentioned above.

I have discussed with the Executive Director, Stephanie Wells, the prospect of appointing some interim unpaid people to various of those positions, and gotten the go-ahead. So I will be interviewing candidates shortly and making some interim appointments to help with budgeting, volunteer coordination, and other aspects of finances and operations. Mark Maxwell has been training volunteer board ops, as we have a critical need for additional board ops. Marlana Bond has been functioning as a very valuable volunteer assistant to the GM preparing reports required for compliance with various regulatory agencies. Greg Foisie has volunteered very capably on custodial and janitorial work at the station, improving the appearance and cleanliness inside and relieving station staff of dealing with that on top of their other responsibilities. King Reilly has volunteered

to work on fundraising and was very helpful with our recent webinar with Greg Palast on the eve of the GA run-off election, and is working on looking into the availability of funding from the city and county agencies and officials for public service announcements (which has been a new source of revenue at sister station WBAI in NY).

Rose Mary Elizondo is serving as an unpaid volunteer coordinator and I am looking for at least one or two additional people to help with that responsibility. We have at least one person, Susan Anderson, lined up to serve as a front-desk receptionist in the new year as a volunteer, and we are seeking additional volunteers for that position as well. Ziri Rideaux is volunteering as editor and producer of our new locally produced evening newscast. Vidy P. is volunteering as an unpaid social media marketer for the station; they have been communicating with station staff and provided some good guidelines on social media posting. Given our current financial condition, we will have to rely on volunteers increasingly for many vital functions, as most non-profits, and most of our sister stations in Pacifica and among the Pacifica affiliates, also do.

We are currently in a relatively short winter on-air membership drive, relying mainly on fresh current programming and programmers, no consultants, fund drive specials and repeats, or high-priced thank you premiums, as we are still unable to pay for prior consultants we contracted with, or premiums we promised to listener-donors, which damages our credibility and ability to attract donations going forward. The first few days of the drive, we were severely hamstrung by the technology issues noted above, since we were not streaming our signal over the internet and had difficulties (which continue) with the office phones, which provide back up to the pledge phone lines, resulting in more spill-over to the call center. After we got most of those tech problems solved, things picked up substantially. We are not where we once were or need to be, but since last Tuesday, the daily proceeds have increased, and are well above the average for the last year or more, during which the average daily pledges dropped from \$4500 to \$4300 to under \$4000. Here are the links to three reports from the allegiance system tracking pledges by day, by program, and by break (schedule).

By day:

<https://kpfk.secureallegiance.com/kpfk/CampaignReport/Report.aspx?CAMPCODE=P2212&SOLMETH=Total&PLEDGE%20DATE=&LOCKED=YES&CHECK=44p98iypLKA6lqkj0zJPhWGorTd0qWuNvMoMJc6fzIXLJWrzDpoJeAh4EUL35XhTT/AGUQK9AE=>

You will see that the first few days were seriously underwhelming, the last few, especially starting starting are in comparison much better and as a result the daily average is now back up in the \$4K+ range and hopefully will continue to improve. We may extend the drive through Dec. 23, as recommended by Maggie Le Pique, especially if income seems to be improving as it progresses.

Alphabetically by program:

<https://kpfk.secureallegiance.com/kpfk/CampaignReport/Report.aspx?CAMPCODE=P2212&SOLMETH=Total&PROGRAM=&LOCKED=YES&CHECK=44p98iypLKA6lqkj0zJPhWGorTd0qWuK4VO7UCR0AAQuu9r+8cv2vHjtjBjVbvuel7j/zeSGSI=>

Our music programming, Sojourner Truth, and Letters and Politics continue to be among our stronger fundraisers (the latter two run 4 days a week, of course). Other strong showings from Cary Harrison's Reality Check with Greg Palast as a guest, in a single hour last Tuesday, News View with Garland Nixon in the following hour that same day, and Middle East in Focus with a single half-hour. The new local newscast, KPFK's Rebel Alliance News, has brought in almost \$1000 in a little over a week, better than the track record of our prior news programming. But the overall results are still far from where they need to be, even taking into account that recent prior fund-drive results have been inflated because the cost the consultants and premiums is not deducted from the supposed proceeds. So the station will be putting more of the proceeds of fund drives going forward into its own operations and expenses (after paying off those prior unpaid obligations).

By break (program schedule chronologically):

<https://kpfk.secureallegiance.com/kpfk/CampaignReport/Report.aspx?CAMPCODE=P2212&SOLMETH=Total&BREAK%20CODE=&LOCKED=YES&CHECK=44p98iypLKA6lqkj0zJPhWGorTd0qWuxN6Y0cypFbhaumrAkCWFETNI1hvZIOsdUkHdsTlqxUA=>

This shows each hour in chronological order how much was raised starting with day one. All three reports will update regularly: this one updates hourly, affecting the others as well. The total will always be the same on all three reports.

In addition to the on-air fund drive, we have been working on off-air fundraising. As I write this I don't know what the income will be from the "Re-Encuentro Festivo" benefit party hosted by the Spanish language programmers will be but they are anticipating at least 200 participants at \$25 each plus additional income from the sale of food and beverages and fundraising appeal at the event itself. The on-line auction is underway and will continue through the 18th. The webinar with Greg Palast, which was free but featured an appeal for funds for various Pacifica stations and affiliates produced a few hundred dollars. We anticipate future paid webinars as an income stream, similar to the one we did with Margaret Prescod and Dr. Gerald Horne. I am constituting a multi-media/social media team to work on content provision and promotion on audio-visual channels that can both attract listeners-donors and be monetized through subscriptions and ad revenue. Please contact me if you have some expertise in this area and want to be part of the volunteer team.

I have also been producing the KPFK Dispatch on an accelerated schedule. The Dispatch has 20,000+ subscribers (about double our current membership base) and have included general fundraising appeals, targeted needs of the station

(such as the 2K power supplies for the transmitter) and promotion of specific fundraising efforts like the auction, the Greg Palast webinar and the Spanish language programmers party. We received upwards of \$10,000 in donations mainly via on-line pledges in the period between the end of the fall drive, which extended into November, and the start of the winter mini membership drive in December. (This is in addition to regular sustainers which are about \$12,000 a month, and installment payments on prior fund drive pledges). We can't say with certainty that they donations came in response to the Dispatch appeals and calling to donors that we have been carrying out, but they are doubtless a factor, as that included Giving Tuesday appeals on the Dispatch.

I am aiming for a sustained improvement in on-air and off-air fundraising going forward. The PNB has mandated a 25% increase from every program by April. I think that overall, we need to exceed that. A 50% increase in the on-air drives would still only bring us to about \$6000 a day which might, along with off-air income cover our minimum expenses for the period of the drive and the month following, would not provide the income necessary to carry out the needed technical repairs and upgrades or to hire the necessary GM and PD managers.

I have consulted with the iGM at KPFA (we had a managers' meeting recently with the ED that I pushed for) and we will be coordinating our dates with theirs, though our drives will have to start sooner and run longer than their until we can increase the per diem results substantially. Imam still discussing exact dates with staff, but the plan is for special themed fundraising days around Martin Luther King Jr.'s legacy today from Jan. 14 -19 relying on existing programmers and programming with some PRA material to use to appeal for donations. These would not be classified as a fund-drive but would serve the same function over essentially a long weekend, Wed, -Mon. with each day having a focus on King's message and its relevance today, such as MLK and Peace, MLK and Labor, MLK and Voting Rights, MLK and Economic Justice, MLK and Internationalism, and the radical MLK. We will be fleshing that out shortly with programmers. Music programming can also feature elements of King's impact and musical expressions related to him and to musical figures involved in the struggle then and now.

Regular fund drives will take place in February, April, June, August (and in the next fiscal year in October and December). These are again every other month unless and until we can significantly increase our audience and our donor base, and/or our off-air revenue streams, but we will strive to shorten their duration, and continue to avoid paying for consultants and big-ticket premium items. Exact dates will be set shortly after consultation with staff and programmers and review of the latest financial data as soon as it is available.

Going forward, fund drive or not, we will have a short appeal by every programmer on every program every day for listeners to become members, preferably as sustainers. We must level up our revenue, and listeners still remain

the most reliable source. The more sustainers we can attract and keep, the less often we have to do concerted fund drives, which tend to DRIVE listeners away.

I am also proposing a major fundraising event for September in the form of a station-sponsored independent publishers' and booksellers' fair. I think this could produce multiple revenue streams and also increase the reach, impact and relationships of the station with other cultural and journalistic entities in the area, and possible fruitful ongoing relationships and collaboration. We will also be looking into other off-air community events such as concerts and book/author speaking engagements, possibly collaborating with KPFA and KFCF to bring major speakers on a California tour including venues in Santa Barbara, LA/OC and San Diego on our end. All these efforts will require significant volunteer participation, and I look to the LSB to provide some of that, along with participation in the kind of donor stewardship – thank you letters, personal appeals, house parties, etc. – that all non-profits engage in. I have disappointed in the overall lack of response in my previous efforts to get board engagement with that with a few notable exceptions, including Lawrence Reyes's efforts with organized labor, and Ziri Rideaux's with some of her personal contacts in Hollywood and elsewhere.

Finally, we have an end-of-year appeal letter that I worked on with Jim Lafferty, signed by several station and movement personalities, that will be going out to area progressive civic, community, labor and faith-rooted groups, seeking their participation in appealing to their own member base to consider becoming listener sponsor members of KPFC. If you have such contacts and affiliations of your own and can assist in promoting that with the leadership or membership of your organization, please let me know. I am also seeking to set up a zoom address with Unitarian Universalist congregations around the region, who have historically been a strong base for Pacifica, so that people from the station can be guest speakers at multiple gatherings of various UUs, re-introduce the station and the Pacifica Mission to them and hopefully come away with partnerships and memberships that will endure around unity with the Pacifica mission and values, and those of the UUs. We might consider the same with other denominations. If you can assist with this effort, please let me know.

Social media/multi-media efforts

I have recruited a number of volunteers for expanding and coordinating the station's social media content provision and promotion, multi-media audio visual content provision on various platforms, and coordination between the station's own efforts and those of individual programmers and program collectives. We have set up socialmedia@kpfk.org as an email address to collect information about the various platforms programmers and others at the station are currently using, and I ask board members to also supply that data in an email to that address, so that we can coordinate and intensify our marketing and promotion and create critical mass and greater virality. We will also be providing templates

and content that people can use and various #hashtag and @username campaigns that people can participate in to increase our social weight and reach.

If you are interested in participating please let me. The team will have regular zoom meetings starting this week. We are also looking to refresh and improve the station's website, especially as former web director Ali Lexa has only limited future volunteer capacity to help with that. I have obtained an experimental site from the webhosts on which we will work to maintain current features that are automatic, such as the archives, now airing, governance meetings, and listen live features, while simplifying and improving navigation. This will probably also involve having to work with Allegiance in seeing how we can better present donation and premium options when people click through to donate, which actually takes them off our site.

Programming

We have introduced many new programs, mostly live and locally produced, as well as bringing back a few and re-scheduling others. The full list of changes is on the website, but I will reproduce it here:

Sundays

8:30 am The Chris Hedges Report (name change)

9 am Think Outside the Cage with Geri Silva

Mondays

6 am Democracy Now!

8 am KPFFK's Morning Mix: The Blunt Post with Vic Gerami and Ricky Herrera

2 pm Making Contact

2:30 Richard Wolff

6 pm KPFFK's Rebel Alliance News

Tuesdays

6 am DN!

8 am KPFFK's Morning Mix: Voices from the Frontlines with Eric Mann and LCSC

1 pm Phil & Ted's Sexy Boomer Show

3 pm Newsviews with Garland Nixon

5 pm The Gray Zone

6 pm KPFFK's Rebel Alliance News

Wednesdays

6 am DN!

8 am KPFFK's Morning Mix: Raza Unida Radio with Matt Sedillo, Vanessa Bustamante, Ernesto Ayala

2 pm Poets Cafe

2:30 Laura Flanders

3 pm Lawyers Guild

5 pm Its Going Down

6 pm KPFFK's Rebel Alliance News

Thursdays

6 am DN!

8 am KPFFK's Morning Mix: Radio Insurrection with Hamid Khan and Stop LAPD Spying

2:30 pm Antiwar Radio with Scott Horton

3 pm Living in the USA with Jon Wiener

4 pm XR - Extinction Rebellion

5 pm 1st & 3rd Thur Body Politic with Dr. Vanessa Carlisle & Dr. Christa Sacco
 5 pm 2nd & 4th Thur Healthcare4US with Maureen Cruise, Erika Feresten & Gina Viola
 5 pm 5th Thur Flashpoints with Dennis Bernstein
 6 pm KPDK's Rebel Alliance News
 Fridays
 6 am DN!
 8 am Cut to the Chase with Sylvester Rivers and Ife Jie
 4 pm EcoJustice Radio
 6pm KPDK's Rebel Alliance News
 Saturdays
 6 am Bike Talk
 10 am Liberated Sisters

We will also be airing some special holiday programming next Sunday from John Cromshaw and Julio Martinez, of a creative and festive nature including radio drama. And a few programs will be taking a break over the two upcoming weeks and will have archival or other replacements.

Additional programming changes will be coming, and we are also having a (protracted) discussion about the possibility, advisability and utility of HD capacity, which would have a significant cost but could give us up to three broadcast streams and thus much greater programming capacity.

I am in the process of putting out RFPs for programming to increase the breadth and appeal of our offerings, targeting specific audiences we want to attract and serve. These including programming directed and focusing on veterans, labor, parents, kids, and gardening/urban farming/permaculture. We are also looking to increase our environmentally oriented programming, including an Indigenous environmental program approved by the PNB, and the possible return of Solartopia and anti-nuclear programming.

Any change or addition involves subtraction or movement of other programming and disturbs existing program providers and listeners, but the station has exhausted its existing listening base and membership and must find ways to attract new listeners, primarily with new and fresh programming, especially with a local focus and mission-driven character, as well as with social media promotion, audio-visual content and platforms (see above).

I have also initiated a long overdue evaluation process of all programming. I do not agree with the PNB's harsh and arbitrary motion regarding programming, but I have asked all programmers to complete a process of self-evaluation and goal setting, sharing criteria previously established as well as the Programmers' Handbook, and sked for volunteers to share best practices and peer evaluation. We will develop shortly methods for listener evaluation, including on-line forms as part of the website reboot and focus groups, and complete with a management evaluation and discussion. I have also launched a strategic planning group with some paid and unpaid staff members and officers and directors from the LSB/PNB. Our first meeting was not well attended but I will be pushing for that

needed collective analysis of our strength and weaknesses, opportunities and threats and how to use the strengths and remaining resources to take advantage of the opportunities and overcome the weaknesses and threats, and move us systematically to where we need to be in terms of fundraising, programming, and operations. I anticipate reviewing the music programming with the music director Maggie Le Pique in the new year.

I have also laid down some “rules of the road” for all programmers, including the need to fundraise on and off air, and to collaborate in promotional efforts not only for their own program but for the station and other programs as well, emphasizing cross-promotion and forward promotion on the air. I have also asked all programmers to bring younger interns or trainees onto their production teams, particularly so that we can bring up and incorporate a new generation of digitally-savvy producers and content providers able to attract new and younger listeners to our offerings. We need to go where listeners are, without abandoning terrestrial radio, into podcasting and a multiplicity of on-line audio and video content platforms, and the new alternatives that are springing up to twitter and other corporate platforms like Mastodon and the fediverse.

The new and returning programs have had varying levels of success in their new time slots and will be evaluated along with all the other programming in this process to improve or if necessary replace them without prejudice or sentiment based on ability to attract new audiences and improve our listener and member base while fulfilling the Pacifica mission and our obligation to serve the community.

We will be scheduling a management report to the listener before the end of the year, and probably another LSB report as well, and taking listener calls live on-air. Earlier ones have been well-received.

Finally I want to speak out on the possibility of selling the building that houses the station and the PRA, and other measures by the PNB, including the apparent consideration of a signal swap. I believe these are extremely ill-advised, will result at best in huge and unconsidered costs for the station and the Archives, as well as risks or destruction of vital archival materials, and later great increases in operating costs. Tom Voorhees shared on the tech task force call an evaluation of a signal swap proposal in 2018 that showed it would clearly be so detrimental to KPFK as to eliminate most of our signal reception even in central L.A. This is a recipe for disaster and the possible elimination of KPFK. The other alternative mentioned, turning KPFK into a repeater station (presumably for KPFA) is equally unacceptable and contrary to the needs of the communities we serve. I would ask the Community Advisory Board, which is up and functioning to consider and address these possibilities and offer advice to the governance and management locally and nationally on these questions.

PNB Director's Report
to the KPFK LSB and Listeners
Beth von Gunten, PNB Director and Vice Chair
December 18, 2022

Pacifica's financial situation continues to deteriorate as it fails month after month to address the dire need to generate sufficient revenue.

Despite a few recent glimmers of possibility at various units where some manage to turn the tide and begin to show an increase in listeners such as at WBAI, an increase in donations such as at KPFK, or new sources of income like the Pacifica Affiliates Network new online Pacifica shop <https://www.bonfire.com/store/pacifica-network-store/>, it's not enough to keep overall aged payables from continuing to accumulate, digging Pacifica ever deeper into debt.

Added to this is the ongoing months-long inability of Pacifica to generate routine monthly financial reports, leaving management and governance flying blind, guessing at our current financial status, with no solid information on which to base decisions or course correction. Some progress has been reported on the persistent accounting software glitch preventing access to our files and financial reporting, but so far there is no word on when we may finally have current financials or catch up on the past few months of missing reports.

Despite the lack of current financial information, management has pushed ahead to get two appraisals of the value of the KPFK real estate. I have not yet received written copy of those reports, but we are told that the value is roughly \$5M, give or take a few hundred thousand dollars. If that proves to be the case, that would hardly cover Pacifica's existing debt, leaving nothing for relocation and resurrection of KPFK, the Archive, Or Pacifica National Office.

Therefore there is now serious discussion of a signal swap somewhere, which would carry significantly greater value than any Pacifica real estate. In response to my query, signal consultant Mark Hand confirmed that, because KPFK signal is incomparable in the region and there is no available signal as strong with which to swap, any swap of KPFK's signal would shrink the strength and signal area significantly, dropping all our more distant listeners such as myself. No other signal swap would result in such a down grade and loss of signal area and listeners. These discussions are preliminary but, at least from my perspective, are deeply disconcerting. I continue to look for other options.

On a related note, Pacifica experienced a major financial setback this month when US Marshalls laid claim to \$300,000 in a KPFA account to settle a judgement again Pacifica in favor of former Executive Director John Vernile, a judgement still in dispute. Pacifica General Counsel has filed a brief with the 9th Circuit Court to appeal that ruling.

For Pacifica,

Beth von Gunten
KPFK LSB
PNB Director and Vice Chair
National Finance Committee
National Strategic Planning Committee
National Development Task Force Chair

PNB Directors Report Dec 18, 2022

Ali Lexa

Recent actions on the Pacifica National Board:

- The PNB considered and voted for a third time to extend delegate terms through next year until election, for both 3-year and 6-year term limits. The vote was a resounding majority all three times. The reasons for and against three options were debated thoroughly:

- 1 Leave term limited seats vacant – not recommended by anyone
- 2 Extend terms for one year (hoping election in 2023) – was debated especially for 6-year term limits, strong majority voted to support extending for both 3-year and 6-year terms.
- 3 Another option would have been for continuing LSB members to nominate and elect replacements – one of the options contemplated in the bylaws but not recommended by anyone.

The meeting was in open session so everyone on our boards and members of the public can listen to the entire discussion and hear (and see) how people voted.

Those not term limited will continue to serve and those term limited are extended and will continue to serve.

The PNB also voted unanimously to authorize Pacifica Legal Counsel, the ED and the PNB Chair to assure that Local Station Boards were following the guidelines set forth by this motion.

- There is an ongoing attempt to seize over \$300,000 from one of KPFA's bank accounts related on the Vernile defamation case. Pacifica's counsel plans to file an appeal to stop this action.

As a result of this, up to 10 paid staff at KPFA might be laid off.

- We got an update on the KPFA building, appraisals and options are being looked at. However, the building is not on the market at this time and there are no immediate plans to do so.

- The PNB heard from a signal consultant, Mark Hand for a presentation on what would be involved in a "signal swap". It was just a general briefing and no action is planned at this time.

- The Pacifica National Board suspended Sherry Gendelman, a staff delegate on the KPFA Local Station Board, for one and a half years for conduct injurious to the Pacifica Foundation, namely signing, supporting and sending to the FCC a 'petition to deny' regarding WBAI's license. Ms. Gendelman is excused from, and shall not participate as a

delegate at, all LSB meetings, including any committees of the LSB, through May 10, 2024.

- The Pacifica National Board has suspended Bella De Soto, a listener delegate on the KPFK Local Station Board, effective immediately, pending a trial. Ms. De Soto is excused from and shall not participate as a delegate at all LSB and Pacifica meetings, including any committees or events, pending further notification upon the conclusion of the trial.
