

Pacifica National Board

Regular Quarterly Meeting (Open Session)

Hotel Durant, Berkeley, California

Saturday, July 21, 2012

1:00 PM EDT, 11:00 AM CDT, 9:00 AM PDT (scheduled)

Meeting Minutes

I. Call to Order and Opening Business

The meeting was called to order by the Chair at 9:31 AM Pacific Daylight Time.

a. Roll Call / Establish Quorum

Twenty-two members were present, constituting a quorum:

Ken Aaron (KPFK), Ivon Alcime (WPFW), Teresa Allen (KPFT), Nia Bediako (WBAI), Wesley Bethune (KPFT), Carolyn Birden (WBAI), Lydia Brazon (KPFK), Bill Crosier (Vice-Chair, KPFT), Kathy Davis (WBAI), Revalyn Gold (WPFW), Heather Gray (Affiliates), Campbell Johnson (WPFW), Ali Lexa (KPFK), Efia Nwangaza (Secretary, Affiliates), Laura Prives (KPFA), Summer Reese (Chair, KPFK), Marcel Reid (WPFW), George Reiter (KPFT), Tracy Rosenberg (KPFA), Dan Siegel (KPFA), Alex Steinberg (WBAI), Andrea Turner (KPFA).

Also present: Arlene Engelhardt (Pacifica Executive Director), LaVarn Williams (Pacifica CFO), Andy Gold (Pacifica General Counsel), Jon Almeleh (National Technical Director), Otis Maclay (Web Administrator) and members of the public. The Recording Secretary (John P. Garry III) monitored the live stream.

The audio for this meeting was live-streamed from, and can be accessed at, [KPFTX.org](http://KPFTX.org). The agenda for the entire in-person meeting is available at [KPFTX.org](http://KPFTX.org)

[Audio Part 1 pnb120721a.mp3]

c. Alcime volunteered to be the timekeeper.

Agenda Approval (9:33)

Reiter **moved** to meet as a Committee of the Whole for 90 minutes to discuss expansion of listenership and resources after the Alcime motion and before the Finance Committee

Report. Davis seconded.

Motion **passed** by a show of hands Yes—17.

The Chair posed the question: shall the board meet after dinner tonight? The board responded affirmatively by a show of hands: Yes—10, No—9. The amended agenda for the day was approved without objection.

Alcime Motion from July 20, 2012 (9:50)

Alcime **moved**: Whereas Pacifica has had deficit spending during each of the last five years and has spent all of its reserves while accumulating debt, and whereas the PNB approved the 2012 financial recovery plan, resolved, that restoring the financial reserves as its goals and whereas the revenues are still down, and that income during the first three quarters of fiscal year 2012 has been under budget and is likely to be negative by the end of the fiscal year unless corrective steps are taken, and whereas the auditor has said that debt is unsustainable, and together with the resulting lack of working capital led to the on-going concern alert and, resolved, the Pacifica National Board supports the expense cuts announced by the Executive Director of at least one million per fiscal year, relative to the fiscal year 2012 budget and encourage the board and staff at all our stations to understand that these are necessary to survival, even though cuts are never easy.

Crosier seconded.

Time was extended 15 minutes without objection (10:02).

**Point of order** from Aaron: Could we please stop the cross-talk conversations?

Rosenberg **moved** to extend ten minutes. **Passed** without objection (10:19).

Brazon **moved** to extend time sufficient to finish the stack (60 seconds per speaker). Johnson seconded. Motion **failed** by a show of hands (2/3 required): Yes—10, No—7.

Alcime's main motion **failed** by a roll call vote: Yes—10, No—10, Abstain—1.

Yes—Aaron, Alcime, Allen, Birden, Crosier, Gray, Lexa, Reiter, Rosenberg, Steinberg.  
No—Bediako, Bethune, Brazon, Davis, Gold, Johnson, Nwangaza, Prives, Siegel, Turner.  
Abstain—Reid.  
Present not voting—Reese.

The board recessed from 10:42 to 11:05.

[Audio Part 2 pnb120721b.mp3]

## Committee of the Whole (11:05)

The roll was called and quorum was established. Reiter articulated the questions to be addressed by the Committee of the Whole: How to increase awareness of Pacifica, increase listenership, increase funding. A three-minute speaking time per person was established without objection.

Reiter: There is lack of awareness of Pacifica among progressives. Make use of national and local special events. Partner with an organization that can promote the event to its own members. Reach out to specific geographic communities. Organize an on-air drive and canvas in neighborhoods for community-specific broadcasts.

Brazon: Have a donation cup on your program logo.

Reid: Partner with other media outlets, for joint projects, to increase awareness of Pacifica.

Gold: Groups that Pacifica announces on its Community Calendars should be asked to assist with fund-raising.

Bethune: Form partnerships and cross-promotion with non-profits such as The Nation Magazine, including their annual cruise.

Steinberg: Recounted proposals from a past committee that were not acted upon.

Alcime: The Mission Statement may need to change to address current issues.

Williams: "Tip jars" should be available at all stations.

Gray: Form coalitions with other progressive media entities. Partner with the National Lawyers Guild and the ACLU to provide online links to information on voting and immigration rights. E-commerce, progressive economic initiatives, equal exchange.

Johnson: Media sponsorships and tables at events. Critical thinking groups (ACLU, Leadership Council on Civil Rights) can be engaged with programmatically. Pacifica can be a medium for their ideas and be more relevant. Logo contest, recipe book.

Siegel: Permanent station managers, reconceptualize the National Office with two main priorities: program development and financial development. We need to deal with digital media. Facilities situation at WBAI and WPFW must be dealt with.

Prives: Development directors and permanent GMs are needed. "Grassroots Fundraising." Develop good programming.

Birden: Cited a co-sponsored fund drive with Pink Ribbons Project at KPFT. Partner with non-profits.

Aaron: Coalitions with journalistic activities for “pre-packaged audiences,” such as The Sierra Club, Truthdig, ACLU, Physicians for Social Responsibility. We should go for audiences of interest, not based on racial heritage. We should promote horizontally and stop preaching to the choir.

Davis: Partner with organizations for one-time, yearly events. The LSBs must be responsible for raising money. BAI Buddy—a program for monthly donations. Each person on each LSB could get ten people to donate. The organizations we partner with should share their budgeted public service announcement money with WBAI.

Nwangaza: Must-carry policy. Need for surveys and evaluations. Program evaluation structure and process. Programs should have term limits.

Reese: There is a lack of follow-up with major donors. A National Development Director would be a good use of resources. Opposed repetitive fund drive programming.

Bediako: Some New York City radio stations that have been bought out might have facilities available for use by WBAI.

Brazon: The administrative functions of WBAI can be located in any office space. Board agendas should include action items for implementation.

Gold: Development, fund raising, administration. The structure needs to be addressed, clearly-defined roles. Create a resource book for the foundation (identifying the various skills held by members of the Foundation).

Reid: General Managers should think of themselves as executives who can make decisions.

Bethune: Supported the idea of a national development director and a national program director.

Reiter: Special events for outreach can be done quickly.

Allen: Supported the idea of station publicists so the Foundation could have more influence on what is said about Pacifica.

Gray: Communicate information about Pacifica, more contacts are needed. Volunteer publicists are being found.

Turner: Any surplus funds should be used to hire a fund developer.

Johnson: Teamwork efforts with other stations are needed.

Prives: Our unwieldy governance system makes us dysfunctional and we need to be functional in order to have development. Publicists should not be short-term volunteers. Development directors are needed at the top and at every station.

Birden: Tony Riddle had originally suggested splitting WBAI's functions. It is still a good idea and is feasible. We don't use what we already have: CABs.

Aaron: We should have an on-line ratings system. We neglect music.

The ED reported that Goal-busters will be presenting a development plan for the network

Reese: We need a separate discussion about what's on the air, and is anyone listening.

Nwangaza: Audioport needs to be continually upgraded.

Crosier: Survey and objective evaluations are needed. There are free on-line programs for this.

Gold: The stations should report back to the PNB in six weeks on progress on any of these ideas.

Steinberg: We may need a national promotional coordinator as well as a national development director.

Williams: Include Pacifica and your local station in your will. Planned Giving committees need to be reconstituted. Gift annuities.

The meeting adjourned without objection at 12:30 PM.

[Audio Part 3 pnb120721c.mp3]

The Board reconvened with a quorum of 19 at 2:16 PM.

VI. Elections Committee - Call-In with Elections Supervisor Terry Bouricous

Terry Bouricous reported to the board via telephone. Discussion followed. Time was extended without objection. Discussion continued.

VII. Executive Director's Report

Delayed without objection to accommodate guest speakers.

## VIII. PNB Chair's Report

Delayed without objection to accommodate guest speakers.

KPFA Local Election Supervisor (3:04)

Aaron Morris (KPFA LES) introduced himself to the board. Discussion followed.

Gold read a proposed statement regarding the Aurora, Colorado massacre. (3:15)

[Audio Part 4 pnb120721d.mp3]

## IX. KPFA General Manager's Report (3:21)

Andrew Phillips (KPFA GM) reported (see Appendix A). Discussion followed.

[Audio Part 5 pnb120721e.mp3]

## X. KPFA LSB Chair's Report (3:57)

Margie Wilkinson (KPFA LSB Chair) reported. Discussion followed.

[Audio Part 6 pnb120721f.mp3]

Public Comment (4:26)

Public comment was extended to ninety minutes without objection. Public comment was heard for 89 minutes.

The meeting adjourned without objection at 5:55 PM.

[Audio Part 7 pnb120721g.mp3]

The Board reconvened with a quorum of 14 at 7:04 PM.

Prives acknowledged Chandra Hauptman, a former Board member and member of the Affiliates Task Force.

## VI. Committees & Task Force Reports (7:08)

Governance Committee

Reiter (Governance Committee Chair) reported and presented two motions:

Motion 1: Calling an LSB Meeting:

Whereas the bylaws require that unanimous agreement of the officers for holding a meeting not authorized by the LSB itself, therefore no individual LSB member or officer may unilaterally call an LSB meeting.

Bediako called the question. Motion **failed** by a show of hands: Yes—5, No—8.

Motion 2: Committee Meeting Cancellations:

Meeting dates which have been established by a majority vote of a committee, and properly noticed, shall not be cancelled except by a majority vote at a properly noticed meeting at which quorum is achieved or by the written (email) consent of a majority of the committee's members. Written (email) consent shall be sent to the entire committee.

Aaron **moved to refer** to the Governance Committee (to compare the motion to Roberts Rules). Birden seconded. **Passed** without objection.

Reiter **moved** to make November the month for LSB By-laws amendments voting.

Aaron **moved to substitute**: October shall be the month for LSB By-laws amendments voting.

Crosier **moved to postpone** this issue. Johnson seconded. **Passed** without objection

Personnel Committee (7:53)

Bediako (Personnel Committee Chair) reported and presented two motions:

Motion 1 (as amended):

LSB MANAGEMENT SEARCH COMMITTEE CONFIDENTIAL AGREEMENT

Amended Language:

"I agree and fully acknowledge that violating the terms of this agreement may result in my being removed by the Local Station Board from the MSC and or barred by the Local Station Board from any further participation in future confidential committee work.

*Passed in committee without objection 6/27/12*

As a member of the (station name) Management Search Committee (hereinafter referred to as "MSC"), I recognize and accept my responsibility to protect the confidentiality of every candidate.

As a member of the search committee, I will have access to confidential information and materials related to the search, and with full knowledge of the critical importance of

confidentiality to the integrity and success of the search process, I hereby agree:

I will not disclose confidential information shared by candidates or other committee members to anyone outside of Pacifica Foundation, including but not limited to the applicant's employer or associates, or to anyone inside of Pacifica Foundation who does not have legitimate reason to know based on job or local or national board membership without the prior written consent of the committee.

In this context, confidential information includes, but is not limited to, applicants' names, places of current or previous paid or unpaid work, and references; deliberations of the search committee relating to individual candidates; and all documents which might identify individual candidates.

I will maintain the confidentiality and integrity of communications and security systems including data processing systems, telephone conference numbers, recordings, codes, e-mail and voice mail belonging to the foundation or used to conduct the foundation's business.

I will take all reasonable steps necessary to ensure that confidential documentation and other material is monitored, managed, stored, transmitted, destroyed and otherwise handled in a manner that will preclude inadvertent disclosure, loss or misuse.

I agree and fully acknowledge that violating the terms of this agreement may result in my being removed by the Local Station Board from the MSC or barred from any further participation in future confidential committee work.

**I acknowledge that I have read and understood the Confidentiality Agreement.**

**Signed and dated:** \_\_\_\_\_

Birden and Bethune **moved to amend:** insert "and" and "Local Station Board."  
**Passed** without objection.

The amended motion **passed** without objection.

Motion 2: Proposed Timeline for 2012 E.D. Evaluation Process

Note that survey dates would also apply to the E.D.'s self-evaluation.

I. Personnel Committee approval of survey – 7/25



II. PNB approval of survey:

- approve on PNB conf call – 8/9
- surveys sent out – 8/24
- to be returned – 9/9

III. Personnel Committee analysis of data and report creation: - 9/16

IV. Personnel Committee meeting with E.D. to discuss her response - 9/26

V. PNB meeting to discuss Committee report and E.D.'s response - 10/11

Birden **moved** to move this item to the closed session. Reid seconded. The Chair moved the motion to the closed session without objection.

The meeting adjourned without objection at 8:22 PM.

Respectfully submitted by Efia Nwangaza, Secretary  
John P. Garry III, Recording Secretary  
(these minutes were approved on September 20, 2012)

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Appendix A—KPFA General Manager's Report

Pacifica Radio, KPFA-94.1FM Report

July 21, 2012

Andrew Leslie Philips

Interim GM (3/15/11-current)

OVERVIEW

The Pacifica Foundation has called for reductions in expenses and work force. The Foundation's intention is to reduce network expenses by one million dollars immediately.

This notice sent to all Pacifica affiliated unions June 26, stated layoff, reductions in staff and reductions in pay, will take place. The memorandum states there may be need to restructure staff and services and perhaps some program changes effective

immediately.

Union and staff members have these questions:

- 1) How did Pacifica arrive at the \$1m number?
- 2) Is there a recovery plan?
- 3) Has Pacifica analyzed the impact of these changes on future fund raising?
- 4) What participation and contributions will the two east coast stations make to this austerity plan?
- 5) What likelihood is there of WBAI and WPFW meeting their central services commitments in future?
- 6) Is the PNB aware that KPFA loaned PNO approximately \$1m around 2000 when the national office was moved from then Executive Director, Lynn Chadwick's mother's basement in Washington DC to Berkeley when the new governance structure was installed? What is the status of that loan?
- 7) KPFA seeks detailed account information from PNO to ensure we are being billed in accordance with actual amounts owed. We have been promised a meeting to clarify these issues but so far this has not occurred.

When I rejoined Pacifica in March 2011, after an 18-year hiatus, KPFA was still reeling following the major staff reductions that occurred in 2010. A total of 8.3 Full Time Equivalent staff positions were eliminated savings about \$404k/year. A dozen staffers took settlements and left. They were all people of color and it changed the complexion of KPFA and reduced any affirmative action success KPFA had over the years.

KPFA's current FTE number is 26.62, accounting for 47 people, at a salary cost of about \$1.9 million/year (more than 50% of total budget). We have 27 union members in our shop. We figure we can probably cut the equivalent of about one FTE before digging in to cut paid staff positions. To satisfy a goal of \$300k in cuts, KPFA needs to cut the equivalent of more than 5 FTE's.

Because KPFA has many half-time staff and because of union requirement to respect

seniority, we would likely have to cut up to ten positions, including some of our best fundraisers.

Our projected budget this year is \$3.3million. Our current membership numbers are dropping and now stand at 19,667, almost 2,000 members less than this time last year. Currently KPFA is able to meet its commitments but we have no reserves.

Average Pledge (over last two drives) is \$97.50. Fulfillment is 89%. From July 2011 to July 2012 we made \$330,106 from web or about 12% of total donations.

radio is a portal to the Internet.

When we use the words *community* and *radio* today, they mean something different than they used to. Today Pacifica's community is the whole world. We can stream audio on the Internet from Berkeley to Baghdad; radio has changed - pod-casts and Pandora, time-shift and twitter and satellites. Today our community is local and global at the same time. And radio is terrestrial, virtual, text, digital, pictures and sound, all at once - look at what *Democracy Now* has done to radio.

Pacifica and KPFA must become more conversant with current Internet and social networking opportunities. We have fallen behind and there is need for a national initiative to push Pacifica into the 21<sup>st</sup> century technologies. We neglect this at our peril.

Today, radio is a portal to the Internet. Most of the action is online. There are e-commerce opportunities and social networking advantages to spreading the Pacifica message. The Internet is a place to store our intellectual capital – past, present and future. We need a sustained and immediate campaign to get this done. But talk is cheap. Everybody knows we need to do this and we've known for years. It's just that nothing happens. I believe this needs to be a national initiative and that Pacifica will need more creative input than is currently available in our system. We need professional input from those who understand how to do this.

## PLANNING FOR THE FUTURE

Pacifica is a stressed and over-worked institution. The ED has no assistant. We are stripped to the bone. I am not surprised that there is no evident plan for the future but it is obviously necessary. The last time there was a plan for the network was in 1996 when the Foundation unveiled *Vision for Pacifica Radio Creating a Network for the*

*21st Century – A Strategic 5 Year Plan*. But this plan created a two-tiered system of paid and unpaid staff. The idea was to increase audience and income. There is no evidence that it worked and today it is the albatross dragging the Foundation toward bankruptcy and mediocre programming.

The Pacifica Foundation and its affiliates, make up a unique national network of independent local radio stations accessible in ways unimagined when the idea of community supported, free speech radio was born. Pacifica has made the First Amendment and democracy a living reality. And this voice is as necessary as ever. Pacifica Affiliates Director, *Ursula Ruedenberg's* has created a document exploring a Pacifica Internet *Portal Project* that explains more of these ideas.

The current iPD at KPFK, *Alan Minsky* has prepared a nuts and bolts document called *Building a Powerful Pacifica*. It's a well thought out and substantial document of more than twenty pages.

I have suggested that Pacifica take national control of all drive-time programming (6-10am and 4-6pm). We could draw from talent within Pacifica to develop the best possible programming during these hours when audience potential is greatest, and that we heavily promote other programs from this drive-time platform.

I have been in consultation with Nicholas Roberts, a web designer and information architect who has worked in a major news organization and prepared a paper for me called *Pacifica Expanded* which explores audio, video, streaming and the web, e-commerce opportunities, aggregating resources.#

## DEVELOPMENT

KPFA does not have a development director. However following attendance at NFCB we began a relationship with *Goalbusters*, a development consulting firm specializing in public radio fundraising. Founded in 2001, Goalbusters specializes in working with nonprofit organization with limited development staff. They have extensive experience in noncommercial media serving both radio and television.

The estimated fee for a one year relationship with Goalbusters is less than \$40k. We are willing and ready to begin this relationship but are on hold because of the hire freeze.

## KPFA MANAGEMENT

At the beginning of June I announced to staff and the LSB that on advice from the ED, I would be leaving Pacifica at the end of June. This determination was subsequently rescinded.

I understand there will be another KPFA GM search. At this time I am not sure how much longer I will be with Pacifica. My initial contract was for six months and now it's been almost 18 months. I am currently working with no contract.

Currently KPFA has no program director. I have a temporary assistant who is helping with PD, on-air fundraising coordination as well as assisting me as GM. Since I am a former PD, we essentially have the situation covered for now.

## MORNING PROGRAMMING

In an effort to boost flagging on-air fund raising in morning drive at KPFA, in February I called for meetings to discuss ways to improve our morning line-up. I assume many on this board will know that the former KPFA Morning Show was pulled under orders by the ED.

This decision left the station and many in the KPFA community in uproar. It made working at KPFA extremely difficult. Whilst the intention was to save money it is not clear it actually did since the old Morning Show returned about three times its cost. But when it was removed KPFA's fundraising remained fairly constant and though morning drive income dropped substantially, it seems pledges moved to other parts of the line-up.

But the number of days to raise the same money pre-removal of Morning Show in 2010 was 60, and today it is 80, a 25% increase.

A lot of pressure was applied to me not to place KPFA News Department in the 7am hour. The impetus for this pressure was largely politically motivated. But I am a programmer by nature and finally decided to follow my programming instincts, extract the internecine politics from the equation and install the best programming I could with the resources I had.

At a time when newspapers and commercial broadcasters are slashing news coverage, KPFA launched, *UpFront*, a new daily, hour-long newsmagazine with a strong focus on state and local issues.

On Thursday, May 17th, KPFA started broadcasting this statewide collaboration (with KPFA's *Uprising* and Sonali Kolhakter) featuring hard-hitting interviews, debates, and in-depth reporting from journalists working from Los Angeles to Oakland to Sacramento.

At this point the new morning program is costing KPFA nothing. KPFA News Department with Sonali Kolhakter from KPFA are essentially volunteering time to create this new program. It is a good example of collaboration and was created by producers – not me - and I commend them. Essentially I got out of the way.

About the hosts:

**Brian Edwards-Tiekert** is a radio journalist who has won multiple awards for his feature reporting and radio documentary work on environmental issues. He's the former co-host of The Morning Show, at the time KPFA's top-rated local program.

**Sonali Kolhatkar** is the founder, host and producer of *Uprising*, a daily morning program at KPFA-FM in Los Angeles. She's also the co-director of the nonprofit Afghan Women's Mission, and is the co-author of *Bleeding Afghanistan: Washington, Warlords, and the Propaganda of Silence*.

Staff cuts may necessitate the removal of this program. UpFront is returning about \$5k in an hour.

## KPFA'S FIRST VOICES APPRENTICESHIP PROGRAM

KPFA's Apprenticeship program began in 1985 and there have been 38 iterations so far. Currently there are more than two-dozen former and current apprentices working with KPFA. Needless to say there are many others working at other media outlets.

## SPECIAL EVENTS

KPFA has an active special events program and outreach assistance from volunteers. Here is a list of some events held and planned in 2012.

RICHARD WOLFF -"The Problem is Capitalism, The Solution is Democracy at Work"

DIANE RAVITCH -"The Death and Life of the Great American School System"

THOMAS FRANK – “Pity the Billionaire: The Hard-Times Swindle & The Unlikely Resurgence of the American Right”

JOANN GRIFFITH & OTHER AUTHORS – “Redefining Black Power.”

MICHIO KAKU – “Physics of the Future: How Science Will Shape Human Destiny and Our Daily Lives by the Year 2100”

HARI KUNZRU - “Gods Without Men”

MICHAEL KLARE - “The Race For What’s Left: Global Scramble for the World’s Last Resources”

RACHEL MADDOW - “Drift: The Unmooring of American Military Power”

VAN JONES - “Rebuilding the Dream”

RICHARD LICHTMAN - “Cry the Corrupted Country: Reflections on the Psychopathology of Capitalism”

DERRICK JENSEN – “Civilization and Resistance”

MEDEA BENJAMIN – “Drone Warfare: Killing by Remote Control”

CHRIS HEDGES – “Days of Destruction, Days of Revolt”

JOY HARJO - “Crazy Brave, a Memoir”

KPFA’s Bay Native Circle + The American Indian Treaty Council

KAY LARSON – “Where the Heart Beats: John Cage, Zen Buddhism, and the Inner Life of Artists”

GABOR MATÉ -"Peace Within, Progress Without: How Self-Awareness Supports Political Consciousness"

ROBERT HASS (National Book Award, Pulitzer Prize, former U.S. Poet Laureate) – “What Light Can Do, Essays on Art, Imagination and the Natural World”

Expected in next few months:

All on election: George Lakoff, Ralph Nader, Gar Alperowitz (America Beyond Capitalism) ,Gindin+Leo Panicch: The Making of Global Capitalism, Michele Alexander: The New Jim Crow

..ends.

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Appendix B--KPFT Report

## **REPORT TO PACIFICA NATIONAL BOARD**

July 2012 – Berkeley, CA by Duane Bradley, GM

### **BUSINESS/ FINANCE/ DEVELOPMENT:**

KPFT enters the final quarter of FY12 in relatively good fiscal shape. Cash in the bank as of this report is \$177K. Membership currently stands at 6,989. Listener support income as of last week is over \$928K, marking 81% of the FY12 budget goal for revenue. Our spring membership drive in May realized \$239K of the budgeted \$300K, representing 80% of goal. We have a summer mini-drive set for early-mid August with a goal of \$140K to conclude our on-air appeals for this fiscal year. Our FY2013 budget was passed by the local Finance committee and approved by the LSB at our July meeting last week. Included in this budget are reductions in expenses as required by the National Office and PNB. They amount to approximately \$70K and reflect a reduction in paid staff as well as in outside programming expenses. We have reported to the Houston Endowment the results of their funding of market research for KPFT and plan to follow this report with a request for further funding from them to accomplish the goals set out in the report. This is a primary facet in the KPFT plan to increase listenership and, thereby, membership and income. Additionally, we have submitted several other grants to help reduce the need to go on-air in ever-longer drives for funding. We have been notified by Pacifica's National Elections Supervisor of the hiring of an LES for Houston and look forward to her imminent arrival and start.

### **PROGRAMMING:**

KPFT has given notice to programmers of likely schedule changes before October based on listenership and fundraising numbers. The station has engaged its Program Committee on the elusive subject of mission adherence. At the committee's recommendation, staff surveyed programmers about qualities in programming that signified mission compliance, how the station could help support such and how programs individually were in keeping with the mission. One objective of this process is to quantify more clearly an abstract debate about mission, about the notion of underserved communities in an increasingly connected world, and how programmers understand their involvement. Recent Arbitron figures report upward trends in listenership, ranking KPFT overall as #33 out of 45 stations in the Houston-Galveston metro area, with a weekly cume audience of 136,500 in June.

### **EVENTS/ OUTREACH:**

KPFT's 42<sup>nd</sup> Birthday Big Top Bash in March was another rousing success and raised over \$15K.

Amy Goodman visited in late March and a special Dharma Café "Dinner & Show" event raised over \$11K. KPFT was one 3 local non-profits to benefit from Jenni's Noodle House's 10<sup>th</sup> anniversary and received over \$2000. Sonali Kholhatkar visited from KPFT and helped raise \$1000 for KPFT. We teamed up with the Houston Blues Society at the 2<sup>nd</sup> annual Kemah Crawfish Festival and realized



over \$5600 each as non-profit beneficiaries. We again had a major presence at the Houston International Festival, this year celebrating Argentina and South America; as well as sponsoring the spring concert series in downtown Houston's Discovery Green Park. KPFT had a presence in the Cesar Chavez Parade, the Art Car Parade and the Pride Parade & QFest. We sponsored the new Asia Society Texas Center opening, the Arab-American Educational Foundation concert appearance by Marcel Khalife and helped support the grand Librotravancante Caravan to Tucson, AZ by KPFT's own Nuestra Palabra team, which garnered national media attention and used the mass media's penchant for sensationalism sensationally. The 37<sup>th</sup> annual NFCB conference was hosted in Houston for the first time and several hundred community radio and media colleagues from around the country had an opportunity to sample KPFT and Texas hospitality, not to mention our humidity and heat. A beneficial, uplifting and rewarding time was had by all.

#### **FACILITIES/ STAFF/ ETC:**

As mentioned above, we will finish the year with 2 fewer paid staff members. We have been without an outreach coordinator since April and have off-loaded much of that work to other staffers and the LSB outreach committee members. We have re-engaged Steve Brightwell as KPFT Chief Engineer after an absence of 2 years and we continue to work with him, attorney John Crigler and others to renegotiate our tower lease to allow us to add a new antenna and to replace coaxial cable damaged in the April electrical storm. We anticipate, and have budgeted for, a \$200K capital campaign in 2013 in order to obtain a solid-state transmitter as well to complete the upgrades to our broadcast chain. KPFT currently has about 8,400 Facebook friends, nearly 1,100 followers on Twitter and has a new iPhone/iPad application. Likewise, we have begun launch of a new look on the KPFT website. Thanks for reading this entire report. Peace to you.

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Appendix C—KPFK report to PNB

## **KPFK REPORT TO PACIFICA NATIONAL BOARD**

July 2012 – Berkeley, CA

### **INTRODUCTION**

This report outlines key station activities since the previous PNB report, delivered in person at the PNB meeting in Los Angeles in January.

It details programming developments, outreach initiatives, operations and financial changes, and the current membership situation at KPFK, Los Angeles.

### **PROGRAMMING**

The programming department is developing many exciting new programming initiatives. We have already aired three notable specials:

On June 16<sup>th</sup>, KPFK broadcast Pacifica's annual *Bloomsday* celebration, featuring readings from James Joyce's epic novel, *Ulysses*. WBAI's Cat Radio and the Pacifica Radio Archives

coordinated programming and some of this year's new recordings were made at KPFK.

KPFK sponsored an event called *Economy, Poverty, and Work* at the Last Bookstore in downtown LA. The event featured numerous local labor leaders, as well as KPFK hosts Jim Lafferty and Henry Walton. The day's proceedings were recorded and rebroadcast on KPFK on Sunday June 17<sup>th</sup>, from 9 a.m. to 11 a.m.

KPFK featured special coverage on the Mexican National elections and their aftermath. A special webpage for the coverage can be found on the front page of the KPFK website in the right hand column or at the URLs [www.kpfk.org/elections](http://www.kpfk.org/elections) and [www.kpfk.org/elecciones](http://www.kpfk.org/elecciones). We launched our special coverage of the election on June 10<sup>th</sup> with a four-hour broadcast of the Mexican Presidential debate, hosted by KPFK's Spanish language programmers, with a lead-up and analysis of the political climate surrounding the election. We featured a one-hour drive time special on the elections on Friday June 29<sup>th</sup> at 5pm, hosted by Antonio Gonzalez of the Southwest Voter Registration Project. Of course, these elections are of tremendous importance for Southern California given the large number of Mexican Immigrants in the region, and the amount of local trade with our nearby southern neighbor. We had eight hours of special bi-lingual coverage of the elections on July 1<sup>st</sup>; and we have continued to follow the still-unfolding story of the election with daily coverage since.

In terms of the domestic Latino population, KPFK has consistently covered efforts to get greater Latino involvement in U. S. electoral politics; an issue of great importance to Southern California where Latinos are the plurality population, but remain a voting minority. Ian Masters covered the issue on Wednesday June 13<sup>th</sup> at 5pm with Angela Kelly, the Vice President for Immigration Policy and Advocacy at the Center For American Progress. The aforementioned Antonio Gonzalez regularly concentrates on this issue on his weekly show, Strategy Session, Monday's at 4pm.

In terms of local elections, KPFK had extensive coverage of the California primaries on June 5<sup>th</sup>. While we were in fund drive mode that day, management asked the public affairs programmers to designate segments on the day's events and we did a live special in the evening as results came in from across the state as well as for the dramatic governor's recall election in Wisconsin.

On May 6<sup>th</sup>, KPFK put on its second annual Hero Awards at LA Live at the Nokia Theatre in downtown Los Angeles. In advance of the event, we featured many interviews about the people being honored: Charlie Haden, Pete Seeger, Gil Scott Heron, and Fernando Pullum. In many of these segments, we related the careers of these artists to their activities in Southern California and how their work was conducive to community building. Of special note in this regard are both Haden and Pullum who are local educators, at CalArts and LAUSD respectively. A particularly fun segment on Charlie Haden was our morning drive-

time interview on *Uprising* with film star Jack Black about his father-in-law, Charlie Haden. The interview aired on Friday May 4th at 8 am.

On Tuesday May 1st, KPFK had extensive national and local coverage of the demonstrations taking place to celebrate May Day. The Occupy movement concentrated a great amount of organizing in preparation for May Day including, in southern California, where one of the featured events was a "Four Winds" march, where four separate marches, coming from the north, east, south and west converged on downtown Los Angeles. KPFK had local reporters in all four of the marches delivering live reports across the day as well as from the rally that followed the marches in Pershing Square.

In late April, KPFK did unrivalled programming on the 20th anniversary of the Los Angeles Riots/Rebellion that was sparked following the acquittal of the police officers charged with beating Rodney King. Almost all of our public affairs hosts did some coverage of this historic anniversary. Examples include Margaret Prescod's interview with Rodney King; only portions of which were aired around the 20th anniversary; the entire interview was aired after his death, on Tuesday June 26 at 7 am on Prescod's show, *Sojourner Truth*. Margaret Prescod also did a special on Rodney King the day before his funeral, Friday June 29<sup>th</sup>, which aired at 7 pm and featured members of King's family. Sonali Kolhatkar aired exclusive media coverage of the 1992 uprising on April 27 at 8 am, including an eyewitness account and a segment about how Los Angeles has changed in the last twenty years.

Another issue of local relevance on which we continue to do extensive coverage is how the bloated US prison population affects local communities. On June 21<sup>st</sup>, Margaret Prescod had an interview with David Stein of Critical Resistance about a *Community-Based Solutions to Prisons and Jails* event, in South LA. KPFK has an hour-long show on the experience of prisoners (largely from California) that airs every other Saturday at 1pm called *Think Outside the Cage*.

There are a few significant programming changes to announce. *Feminist Magazine* returned to KPFK's airwaves on Tuesday afternoons at 3 p.m. during the summer. *Alternative Radio* is on hiatus until the fall. Julio Martinez's *Arts and Review* returned to KPFK this week in a half hour format, Fridays at 2 p.m. D.J. Barry Smolin has returned to KPFK with a new show, *Head Room*, at 10 p.m. on Fridays beginning on June 29<sup>th</sup>. Kristi Lomax will be on hiatus until autumn.

Also, KPFK is proud to announce that a food politics show began a five-week series on June 28<sup>th</sup> at 3pm. *Focus on Food* aired an hour long pilot, which received a positive response from listeners. The show emphasizes local initiatives to bring healthy food to a larger portion of the population; and featured a segment in the pilot show about Los Angeles County's Master Gardener education program.

## **OUTREACH/DEVELOPMENT**

KPFK maintains a steady schedule of promotions and fundraising efforts through our Media Sponsorships, fundraising events, Film Club and Member Benefits Card. We've taken steps toward building a schedule of potential grants to develop for the station, and developing a donor campaign that meets our needs and staffing.

### **Fundraising Events of Note**

- Dr. Gerald Horne – a salon style talk organized by programmer Margaret Prescod
- *Uprising Radio* (Sonali Kolhatkar) 10<sup>th</sup> Anniversary Celebration
- Tavis Smiley and Dr. Cornel West book tour *The Rich and the Rest of Us*
- Van Jones book tour for *Rebuild the Dream*
- Chris Hedges book tour *Days of Destruction, Days of Revolt*

### **Outreach Events of Note**

- Screenings of “A Better Life” at the Museum for Latin American Art
- Panel discussion hosted by Ruben Luengas, where topics pertinent to the national Mexican elections
- DJ events in local clubs

### **Internships - “Underground University”**

The re-envisioned internship program, *Underground University* is student-run and offers the means to develop students' voices and develop leadership skills. The student has the task of recruiting interns from his/her school in order to build the KPFK Internship Program. This approach is in response to the challenge of staff not having the time to train students while getting their regular jobs done. The objective is to train new talent, and support staff and volunteer programmers at the same time. KPFK visited three schools to recruit students for the internship program, visiting Loyola Marymount College, Mount St. Mary's College and Santa Monica College. The first orientation of about 35 students took place on April 9, 2012.

### **Community Advisory Board – CAB**

KPFK has spent the last 10 months in a process of reconstituting our CAB so that it can be self-sustaining, productive and effective. An Interim CAB Working Group met in January and February to begin the process of defining the form and function of the CAB.

Station management delivered to the Working Group a series of documents, originally generated by the PNB and the National Office as guidelines and instructions for stations in

the Pacifica network, originally delivered to station managers to help with consistency of Community Needs reporting. These documents were the Checklist of Reporting Requirements (which includes a detailed “Plan of Action”); and the CAB Member Candidate Application and Questionnaire. In addition, KPFA’s Community Needs survey was sent to the group, and KPFT’s guidelines for forming and operating their local CAB. Currently, outreach and recruitment continues to interested community members and individuals in the listening area who are currently engaged in successful community organizing.

## **Partnerships**

KPFK has negotiated Media Partnerships for summer concert series with Grand Performances, Skirball Cultural Center, John Anson Ford Amphitheatre, Levitt Pavilion – MacArthur Park, Levitt Pavilion – Pasadena.

## **OPERATIONS**

### **Public File**

- KPFK’s public file has been digitized
- EEO is being prepared and is expected to be filed on time

### **Landscaping**

- The garden project in front of the KPFK building has smartened up the street frontage. We have already received compliments by our neighbors and passer bys.

### *LAFD Brush Clearance Ordinance*

- In accordance with the LAFD Brush Clearance requirements we removed debris from the roof and trimmed trees near the building.
- Inspections in our area started May 1<sup>st</sup>, but we have yet to be inspected.

### **HVAC**

- The recent improvements to the 1<sup>st</sup> floor studios A/C unit have resulted in the A/C performing well. As long as maintenance every other week is performed KPFK shouldn’t have any problems during the summer heat.
- Maintenance has been done by Operations and the IT Manager

### **Sewage Line and Pipes**

- Our sewage line was treated with RootX last month; this was done to help slow the growth of roots into the sewage line. This treatment must be done every several months to help prevent our lines from backing up again.

## **TECHNICAL/ENGINEERING**

### **Studios**

- The KPFK studios are generally in good condition and repair with few problems. The new Sage ENDEC Emergency Action Notification unit has been installed and is operating properly. There are continuing problems with the computer server that is the studio audio source for programs, themes, promos and other copy.

### **Transmission**

- Malibu Booster site – The FAA has the KPFK application for an “Outgrant” on file. If approved, KPFK will be authorized to use FAA space at the Saddle Peak booster site for the KPFK FM receive antenna. In the meantime, we are testing other locations on Saddle Peak as an alternate to the FAA site. When we find a location for the antenna we may have to reduce the booster output power somewhat to achieve a balance between the 90.7Mhz receive signal and the 90.7Mhz transmit signal. Even with the lower booster output power we will still be able to increase KPFK signal penetration along Pacific Coast Highway and in the canyon areas of the Santa Monica Mountains.
- Rancho Bernardo translator site – This translator is in good condition and is operating well covering Northern San Diego County. There are occasional moments of interference from the FM station on 90.7Mhz in Tijuana particularly during hot weather.
- Santa Barbara translator site – The translator is in good condition and is operating properly and is covering the coastal area of Santa Barbara from Isla Vista to Montecito. There are also occasional moments of interference from the FM station on 90.7Mhz in Tijuana during hot weather.
- Mt. Wilson transmitter site – The KPFK Nautel NV-20 solid state backup transmitter is on the air into the main antenna system. Repairs have been attempted and completed on the old Armstrong transmitter only to have other problems arise. Repair of the current KPFK transmitter has become a continuing process with no end in sight. The FCC has approved temporary transmission from Mt. Wilson at lower power while the difficulties are addressed. Current antenna ERP is sufficient to cover the main KPFK coverage area. The plan to replace the current problematic Armstrong transmitter with

another new Nautel solid state transmitter is becoming more and more important if we are to maintain our coverage in Southern California. With another new solid state transmitter in place interference from Tijuana to our main signal from Mt. Wilson and to our translators would be significantly reduced. With reliable solid state transmitters in place we can anticipate that electrical power usage would also be cut nearly in half and the cost of electricity would be reduced dramatically.

The emergency electrical generator has been repaired and wired into the Nautel transmitter which will keep the transmitter operating during electrical power outages.

## **BUSINESS/FINANCE**

The financial situation for the station continues to be a concern, and at the time this report was written, current cash in bank is \$474,300.

Total Payables to date is \$43,000 and Central Services owed to the national office is approximately \$211,000.

## **MEMBERSHIP**

The following table details in brief the state-of-play with respect to station fundraising during this financial year:

Fund Drive Month	Pledged \$	Fulfilled \$	Fulfillment %
October 2011	792,626	586,902	74
December 2011	267,340	211,962	79
February 2012	956,780	677,722	71
May 2012	957,399	605,258	63

Non-fund drive major donors have provided **\$21,875** during the financial year, and car donations have generated **\$96,862** in revenue.

The current count of active members as at 30 June is 16,032.

**Bernard Duncan**  
General Manager  
17 July 2012

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