

KPFK LSB GM Search Committee, meeting of Thursday, May 19, 2022

The meeting was called to order at 10:35 AM by Grace Aaron. Present in addition were Christina Avalos, Evelia Jones, Michael Novick, Myla Reson, Oscar Ulloa and Polina Vasiliev. Also present were a number of members of the public, not all identified, but including Ruth Strauss, Bruce Grief and Jon Markowitz. Following the roll call, the draft agenda was approved without objection on a motion by Polina, including the call for a closed session at the end to discuss interview questions.

Michael Novick volunteered to keep minutes, Christina Avalos to keep time. The minutes of the previous meeting were approved without objection, and Grace will post to KPFTX the PDF sent by Michael. Grace recapped what has been done so far including adopting a job description, getting it approved by HR and posting it to pacifica.org, on the basis of which several shorter job announcements giving the link to the job description were drafted. The opening has also been posted to kpfk.org and to the affiliates unit website, pacificanetwork.org. It has not yet been posted to the other 4 Pacifica stations, but will be, and Ursula Ruddenberg will also be asked to send it out to all the affiliates.

The next meeting was set for Thursday May 26 at 10:30 AM without objection.

Michael Novick explained how the members can access the email account for the committee, gmsc.kpfk@pacifica.org, which is being used to receive applications and resumes.

We discussed methods of advertising and announcing the opening. Grace will check with HR about whether we need to advertise in a general distribution print publication in this area. If so, we will see the most economical one that qualifies, as the rates at the LA Times have increased substantially and we must operate with a tight budget. Other possibilities raised include the LA Daily News, the Downtown News, and the Pasadena, Long Beach and Orange County newspapers. we agreed to post on as many free sites as possible, emphasizing that it is a radio station general manager position so we do get many extraneous and unqualified applicants. Christina will check with AARP, Michael with the Ceneter for Non-Profit Management at 1000 N. Alameda, and we all are encouraged to post to other sites and lists.

On the question of the timeline, we agreed to postpone a decision until we learned more about the publication schedule for the postings to various monthly publications and sites, including Current and the job listinngs for Black, Hispanic, AAPI, LGBTQ, and women journalists and broadcasters.

Grace will check on listing with the National Federation of Community Broadcaster, and we should look into radio and media groups on various social media platforms including MeetUp, facebook and LinkedIn. An objection was raised by Myla to posting with Change Links because of its editorial content regarding issues at Pacifica, but was withdrawn after some discussion. Michael will forward the contact info for various publications from the previous search and will we have to determine the cost of advertising before concluding how many ads we can run and where.

We allocated up to 10 minutes for public comment. Jon Markowitz asked about whether the candidates could be made public. Grace replied that confidentiality was necessary to protect applicants and avoid litigation. Jon asked whether members of the station could express their opinion about potential candidates, either to recommend or oppose them. People can express themselves by email to the gmsc.kpfc@pacificafm.org or to LSB@kpfc.org. Ruth Strauss expressed displeasure with the brief appearance of the new interim GM at the LSB meeting on Sunday and with reports she had heard about his treatment of some members of the staff and governance.

The public portion of the meeting was adjourned.

Respectfully submitted,
Michael Novick