

2013-08-01 PNB Affiliate Taskforce Minutes

Draft Agenda

I. Call to order

II. Roll call

III. Approval of Agenda

IV. Approval of minutes

V. Report from Coordinator of Affiliates Ursula Ruedenberg, including introduction to our guest with WVQR in Vieques, Puerto Rico

VI. New business

VII. Unfinished business

A. Affiliate Newsletter - for the website etc - ideas for writers : Status of Articles from Affiliate Taskforce

. Execution Watch – Teresa

. Sprouts – Ursula

. Pedagogy - John Cromshow

. About interviewing affiliate stations – Deena Kolbert

. Ursula- articles from GM's

B. Survey of affiliate stations

o Discussing a sampling process for the survey : ?urban/rural, Native American, regional(N, S, E, W)

o Ideas for interns

C. Action items from the last meeting

VIII. Announcements

IX. Adjourn

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I. Meeting was called to order at 8:20pm EST.

II. Roll call: Ankin Antaram, Steve Pride, Teresa Allen, Cerene Roberts, Shawn Rhodes, John Brinkley, Katea Stitt, Heather Gray, Deena Kolbert, Ursula Ruedenberg. Guest: Robert Rabin of WVQR, Vieques, Puerto Rico.

III. Approval of Agenda: no objection.

IV. Approval of 2013-06-06 minutes: no objections.

V. Report from Coordinator of Affiliates Ursula Ruedenberg, including introduction to our guest, Robert Rabin with WVQR in Vieques, Puerto Rico visit www.kpftx.org to hear Robert Rabin's presentation. Visit www.radiovieques.net and [radioviequespr](https://www.facebook.com/radioviequespr) on Facebook.

Report from Affiliate Network Manager, August 1, 2013

New Affiliates: KXCR, Florence Oregon – not on the air yet, planning to be on by October 2013 when their permit expires. Have been planning the station since 2006 and applied for their permit in 2007 ("2007 generation"). In July 2013 their transmitter was installed, antenna mounted and studio building is being remodeled.

WVQR, Vieques Puerto Rico - Another "2007 generation," received their license and are in the process of going on the air. Built by the Committee for the Rescue and Development of Vieques, grassroots organization that coordinated much of the 1999-2003 struggle to stop US Navy bombing on this island-municipality of Puerto Rico. The station is located in the Vieques history museum, an old fortress on a cliff above the ocean. Robert Rabin, station manager, was the call-in visitor to the task force meeting.

KYAQ Siletz, Oregon – Another "2007 generation" station being built, currently an Internet station planning to go on the air by January 2014.

WPPJ, Pittsburgh, PA – Internet station belonging to Pitt Park University in Pittsburgh. WPPJ is a mixed-format college station that plays music from a wide variety of genres: hip-hop to indie rock; Warp Records to K Records. WPPJ provides a co-curricular activity for students with an interest in radio, news, sports, contemporary/popular music, media sales and

promotions. WPPJ also serves as a training facility for students of any major who desire a career in professional broadcasting. It also provides a medium of intra-university communications over the air and via the Web.

Projects being developed with affiliates:

Car donation program: 16 stations have expressed interest in the car donation program we have set up with the Center for Car Donations. Ursula has introduced these stations to the director of the center via email and they are in various stages of signing up. All of the Pacifica stations have agreed to sign up as well.

Audio Portal: The Audiportal is a player that station can install on their web sites that makes it possible for on-line listeners to listen to content from Audioport. Producers interested in having their content be part of the selection of the Audiportal contact Chris Lyng, who sets this up (currently 15 are participating). The producer simply continues to upload his/her program as usual and it automatically appears on all of the players and on the SoundCloud web site. To date, approximately 100 different episodes of programs are offered per week and each gets 5-7 plays on Pacificanetwork.org, so we are currently seeing 500-700 plays a week. This demonstrates that the Audiportal successfully draws traffic to the web site, a fact that we intend to share with other radio stations in the network.

Social Media: To date, 26 stations have signed up to work more closely with Pacifica to work together effectively in social media to promote each others' work better. Christopher has organized a conference call for them to meet and talk, the first of regular monthly calls.

Online mini-portals: A youth Radio portal has been set up but it has not been populated yet. We are also hoping to work soon with Pacifica folk on developing a prison-issues portal.

Group underwriting: It is suggested that we develop a policy regarding standards in order to proceed with the group underwriting initiative. This initiative is for underwriting for affiliates, not sister stations.

Branding: Volunteer Deena Kolbert is working with Ursula to develop branding language for the portal project, such as: "What if your programming could speak for community in a uniquely bold original way and in so doing, attract more funding?"

Ursula Ruedenberg
Pacifica Affiliates Coordinator
VI. New business: none
VII. Unfinished business

A. Affiliate Newsletter: format discussed with brief newsletter which drives people to the www.pacificanetwork.org website. Coordinator will solicit articles from stations. D Kolbert urges affiliate staff in addition to GM's to receive newsletter and get involved.

B. Survey of affiliate stations: 1) Chair solicits sampling process for the survey : ?urban/rural, Native American, regional(N, S, E, W); 2) Ideas for interns: U Ruedenberg needs assistance, H Gray will talk to A Antaram about how she utilizes her interns. D Kolbert will discuss intern program structure with U Ruedenberg.

C. Action items: 1) Renewed request for Taskforce members to submit articles for the newsletter, 2) Taskforce members please submit ideas for sampling process for survey, 3) D Kolbert will discuss intern program structure with Coordinator, 4) Coordinator will work with C Roberts on Prison Program Portal, 5) K Stitt and A Antaram will get Survey training from Coordinator next week, H Gray will discuss intern program with A Antaram.

VIII. Announcements: Chair reminds us of the Pacifica 65th anniversary in next year. Solicits ideas to generate interest.

IX. Meeting adjourned at 10pm EST.

Respectfully submitted,

Teresa J. Allen

Secretary, 2013-09-01; approved 2013-09-05