

Minutes for the special National Finance Committee meeting July 6, 2016.

Meeting convened at 8:33 PM (ET) a quorum being present, the Chair and Secretary being present.

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Attending: Sam Agarwal (CFO), Fred Blair, Adriana Casenave, Joseph Davis, Brian Edwards-Tiekert (Chair), R. Paul Martin (Secretary), Tony Norman, Michael Novick, Cerene Roberts, Eileen Rosin, Barbara Whipperman.

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Agenda:

Roll Call (5 minutes)

Agenda Review and Approval (5 minutes)

#### Fundraising

- Propagating best practices for fund drives (15 minutes)
- Engaging LSB members in fundraising activities (15 minutes)
- National Fundraising initiatives (30 minutes)
  - Direct Mail Campaigns (10 minutes)
  - Affiliates Underwriting Proposal (10 minutes)
  - Securing reinstated CPB funding (10 minutes)

Misc/Other Fundraising Proposals (20 minutes)

Adjourn 10:00 PM (ET)

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**Motion:** (Brian Edwards-Tiekert) "To adopt the agenda." (Passed without objection)

The committee discussed the motion.

Fundraising 8:37 PM (ET)

Propagating best practices for fund drives 8:37 PM (ET)

The committee discussed what information is being shared among the stations which would allow them to help each other to maximize on-air fund raiser revenue. The CFO said that he has asked for an update on how the recent on-air fund raisers concluded and that during the leadership calls some things that have worked may have been shared, but he didn't think that anything has been formally shared. The leadership calls are among the General Managers and some Program Directors. The issue of coordination of on-air fund raisers between stations that share programming was brought up. The need to pay attention to the content and quality of the stations' on-air sound was mentioned, since most revenue comes from the on-air fund raisers. The need for the General Managers to share

information on popular premiums was discussed. The need to lessen the number of days spent in on-air fund raiser was discussed. The CFO suggested that members look at the results of the on-air fund raisers and said that if that sharing of information about the best practices for on-air fund raiser were happening then perhaps we would have seen something different by now.

**Motion:** (Brian Edwards-Tiekert) “The National Finance Committee Recommends that Pacifica’s iED convene conference calls between station staff directly involved with organizing fund drives to identify and spread high-performing premiums and specials, best practices for pitching during fund drives, billing after fund drives, and fulfilling premiums after payment.

These should be separate from the weekly ‘leadership’ calls, and focused exclusively on fund drives.” (Passed without objection)

The committee discussed the motion.

Engaging LSB members in fundraising activities 8:53 PM (ET)

Members discussed what station LSBs are doing in terms of fund raising. Music events, integrating special programs with off-air speaker’s events, and asking LSB members to “pass the hat,” were among the activities discussed. The possible coordination of authors’ tours was discussed.

National Fundraising initiatives 9:08 PM (ET)

Direct Mail Campaigns 9:09 PM (ET)

There have been no direct mail drops this year. The CFO said that one had been discussed with the interim Executive Director some months ago but he was not aware of the status of any mail drops. The possibility of buying or renting mailing lists was discussed. The possibility of using a direct mail drop to pay for the FY14 audit was discussed. It was noted that direct mailings are in the National Office FY16 budget. The possibility of getting a loan to do direct mailings was discussed. The possibility of staggering direct mailings and having one mailing fund the next mailing was discussed.

Affiliates Underwriting Proposal 9:18 PM (ET)

The proposal brought up last year by the Affiliates Coordinator and Executive Director John Profitt to initiate underwriting for the affiliates was discussed. The PNB did not approve a motion to start that program. It was stated that the PNB had asked the people presenting the proposal to substantially rework it because there were problems with it, and no new proposal has been forthcoming.

**Motion:** (Cerene Roberts) “To extend the time for this item by three minutes.” (Passed without objection) 9:28 PM (ET)

Discussion continued.

Misc/Other Fundraising Proposals 9:30 PM (ET)

The CFO said that the critical thing is the missing audits, and that he was afraid that by the time they get done that the FY16 audit will be due. He said that we are almost getting done with the FY14 audit except that we can't pay for it, for the FY15 audit the books are still being completed and there are many deficiencies and significant hurdles before we can do that. The CFO said that there was a bottleneck because the National Office has to get the audits done while at the same time keeping the FY16 books correct and the work load is a problem for the limited Staff, and people are working extra hours to get it done. The CFO said that completion of the FY15 books is a top priority, and the National Office is trying to complete the form 990s.

There was a discussion of whether or not there was surplus money in some stations. The need to meet payrolls was discussed.

Misc/Other Fundraising Proposals 9:42 PM (ET)

There was a discussion of laying off Staff in order to get the money for the audits. The need to increase listenership was discussed. The idea of having Pacifica serve as a clearinghouse of ethical companies that could serve as underwriters for Pacifica or the stations was brought up. Crowd source funding was discussed.

Adjourned 9:57 PM (ET)

Submitted by R. Paul Martin, Secretary.