

Minutes of the KPFK Local Station Board Meeting of May 18, 2013

A regular monthly meeting of the KPFK Local Station Board was held on Saturday, May 18, 2013, 1:19 PM, at Peace Center West, 3916 Sepulveda Blvd., Culver City, CA 90230, the Treasurer (Michael Novick) being in the chair and the Secretary (John P. Garry III) being present. The minutes of the previous meeting (April 17, 2013) were approved. Ken Aaron resigned from the Board prior to this meeting and Steven Brooks was seated as a new member.

Nineteen members were present, constituting a quorum: Chuck Anderson, Ankin Antaram, Rodrigo Argueta, Fred Blair, Lydia Brazon, Steven Brooks, John Cromshaw (arrived 1:40), John De Simio, Aryana Gladney, Kim Kaufman, Jim Lafferty, Brenda Medina, Margie Murray, Michael Novick (Treasurer), John Parker (arrived 1:51), Steve Pride, Lawrence Reyes, John Wenger (arrived 1:32), Lamont Yeakey (arrived 2:34).

Three members were excused: Tej Grewall (Chair), Dutch Merrick (Vice-Chair), Summer Reese.

Two members were absent: Chris Condon, Fred Klunder.

Also present: Bernard Duncan (KPFK General Manager).

Authority and Notice: This meeting was authorized by the LSB by a motion approved at its meeting of February 13, 2013. The date was posted on KPFTX.org on February 14, 2013. The location was posted on KPFTX.org on May 10, 2013. Additional notice was posted on KPFK.org and other websites beginning on May 10, 2013 (see Appendix A). A meeting announcement was broadcast on KPFK 90.7 FM beginning five days prior to the meeting.

There was no audio recording of this meeting.

I. CALL TO ORDER / ROLL CALL (1:19)

The meeting was **called to order** by the Chair at 1:19 PM with an initial quorum of 15.

I.a. EXCUSED ABSENCE REQUESTS (1:21)

Lafferty **moved** approval of the excused absence requests of Grewall, Merrick and Reese. **Passed** without objection.

The Chair welcomed Steven Brooks.

Lafferty **moved** for the Board to thank Ken Aaron for his service on the Board. De Simio seconded. **Passed** without objection.

I.b. AGENDA APPROVAL (1:23)

Kaufman **moved** approval of the agenda. Murray seconded **Passed** without objection.

I.e. MINUTES APPROVAL (1:28)

Murray **moved** approval of the minutes of April 17, 2013, which were forwarded electronically to the Board prior to the meeting. Lafferty seconded. **Passed** without objection.

Brooks **moved to extend** two minutes. Second not recorded. **Passed** without objection.

I.c. GROUND RULES FOR COMMUNICATION (1:35)

The Chair reiterated principles for Board communication and public participation. Lafferty volunteered to be the agenda timekeeper. Murray volunteered to keep the speakers stack.

I.d. ANNOUNCEMENTS (1:35)

Medina announced a Pacifica Radio Archives fundraiser on Indegogo.com. Murray thanked participants in the Mother's Day Card fundraising effort. Novick noticed May 19, the birthdays of Augusto Cesar Sandino, Malcolm X, Ho Chi Minh, and Yuri Kochiyama. There will be a commemorative event on May 19, 2013, at The Left Side Lounge, 1905 Rodeo Road, Los Angeles.

II. SCHEDULING / LOCATION / ANNOUNCEMENT OF MEETINGS (1:39)

Next LSB Meeting: Wednesday, June 19, 7:00 PM, location TBD. Reyes committed to find a meeting location within ten days. Peace Center West will remain a back-up location.

III. IMPLEMENTATION / FOLLOW UP / ACTION ITEMS (1:40)

a) GM 2012 Elections Report (motion passed on April 17, 2013) Distributed.

Reyes **moved** that the GM provide the list of eligible paid and unpaid staff voters (without addresses) that was sent to the Local Election Supervisor to the LSB. Kaufman seconded. Kaufman **moved to end debate**. **Passed** without objection. The main motion **passed** without objection.

b) Five budget priorities discussed via email (from April 17, 2013). To be addressed at a later time.

IV. GENERAL MANAGER REPORT SUMMARY AND Q&A (1:43)

The GM summarized his report, which was distributed electronically to the Board prior to the meeting (see Appendix C), and reported on more recent matters. Discussion followed.

Argueta **moved** that LSB members shall be able to communicate directly with station staff. No second. The Chair **ruled** that the motion was not in order at this time and stated that it could be resubmitted at another time.

Kaufman **moved to extend** five minutes. Blair seconded. **Passed** without objection. Discussion continued. (2:05)

V. PUBLIC COMMENT I (questions to GM) (2:13)

Public comment was heard for eleven minutes.

VI. GM RESPONDS TO PUBLIC COMMENT (2:24)

The GM responded to public comment.

VII. PNB REPORTS (2:27)

Medina, Brazon and Cromshaw reported. Cromshaw reported on Executive Director Search Committee activities and the FRAT (Financial Recovery and Audit Task Force). Novick reported on the National Finance Committee and the National Elections Committee (a working group on electronic voting has been established). Reyes noticed a National Governance Committee meeting, May 20, 5:30 PM PST. Blair and Reyes noticed the next Audit Committee meeting: May 22, 5:30 PM PST. Discussion followed.

VIII. PUBLIC COMMENT II (questions to PNB Directors) (2:46)

Public comment was heard for eight minutes.

IX. PNB DIRECTORS RESPOND TO PUBLIC COMMENT (2:54)

Cromshaw and Brazon responded to public comment.

Wenger **moved to extend** the open session 15 minutes. The executive session shall be shortened to 45 minutes and end at its scheduled time of 4:00. Yeakey seconded.

Motion **passed** by a show of hands: Yes—13, No—6.

X. GOVERNANCE COMMITTEE (3:03)

Wenger (Governance Committee Chair) **noticed** an intention to rescind a previous motion: “LSB Membership on Advisory Committees” passed on February 5, 2005, amended on January 7, 2006.

Wenger **moved** the following motions from the Committee:

Motion on Committee Membership

“Membership of LSB committees shall remain open to allow for sufficient publicity and recruitment of listeners members.”

Reyes **moved to end debate**. Motion **passed** by a show of hands: Yes—9, No—6. Abstain--1.

Main motion **passed** by a show of hands: Yes—11, No—7.

“The KPFK LSB urges the iED and the PNB to hold the 2013 LSB elections in accordance with the Pacifica Bylaws.”

Point of order from Cromshow: Did the Chair direct a comment to the public? The Chair responded affirmatively: Upon a second warning, the Chair had asked a member of the public who spoke out of turn to leave.

Motion **passed** by a roll call vote: Yes—11, No—7, Abstain—0.

Yes—Anderson, Antaram, Argueta, Brazon, Gladney, Lafferty, Medina, Murray, Parker, Reyes, Wenger.

No—Blair, Brooks, Cromshow, De Simio, Kaufman, Pride, Yeakey.

Present not voting—Novick.

The meeting **adjourned** due to the expiration of time at 3:17 PM.

The Board reconvened in executive session from 3:20 PM to 4:10 PM in the same location.

Respectfully submitted by John P. Garry III, Secretary
(these minutes were approved on June 19, 2013)

Appendix A—Public Notices

Emailed by Terry Goodman on May 10, 2013:

The KPFK Local Station Board will meet on Saturday, May 18, 2013, from 1:00 pm to 4:00 pm at the Peace Center in Culver City, 3916 S. Sepulveda Blvd, Rms 101-102, Culver City CA 90230-4640 (dial 22 on the intercom panel to request entry). There is parking in the lot behind the building.

Each Local Station Board meeting typically includes a report from the station's General Manager, reports from National Board Directors and local committees, and several periods of public comment.

An executive session, which is closed to the public, is tentatively scheduled to be held from 3:00 to 4:00.

Refs:

<http://www.kpfk.org/lspbpbmenu/93-calenderandnotices/7078-local-station-board-5182013-100-pm.html>

http://www.kpfk.org/eventcal.html?task=view_detail&agid=3214&year=2013&month=05&day=18

http://www.kpftx.org/pacalendar/cal_show1.php?eventdate=20130518

Appendix B—Approved Agenda

Proposed Agenda for KPFK LSB Meeting of May 18, 2013
(all times include board discussion time)

Open Session

- | | |
|---------------------------------------------------------------------|-----------|
| I. Call to Order / Opening Business | (15 min) |
| a) Roll Call | |
| b) Excused Absence Requests | |
| c) Welcome of new member | |
| d) Agenda Approval | |
| e) Minutes Approval | |
| f) Ground Rules for Communication | |
| g) Announcements | |
| II. Scheduling / Location / Announcement of Meetings | (3 min) |
| Next LSB Meeting: Wednesday, June 19, 7:00 PM, location TBD. | |
| III. Implementation / Follow Up / Action Items | (3 min) |
| a) GM 2013 Elections Report (motion passed on April 17, 2013) | |
| b) Five budget priorities discussed via email (from April 17, 2013) | |
| IV. General Manager Report Summary and Q&A | (20 min) |
| a) GM summarizes report (5 min) | |
| b) Board Q&A (15 min) | |
| V. Public Comment I (questions to GM) | (7.5min) |
| VI. GM responds to public comment | (2 min) |
| VII. PNB Reports | (20 min) |
| a) Directors | |
| b) Committees | |
| VIII. Public Comment II (questions to PNB Directors) | (7.5 min) |
| IX. PNB Directors respond to public comment | (2 min) |
| X. Governance Committee | (9 min) |
| a) Notice to rescind a previous motion (06-12) | |
| b) Motion on Committee Membership (see Appendix for text) | |
| c) Motion on LSB Elections (see Appendix for text) | |
| XI. Finance Committee Report | (5 min) |

- a) Treasurer's Report
- b) KPFK budget update

XII. PD Search Committee Election (20 min)

- a) Establish Committee Composition (LSB vs. listeners)
- b) Nominations from the floor (7-11 seats available)
- c) Candidate Statements (one minute each)
- d) Teller Instructions / Distribution of Ballots / Voting
- e) Canvas / Teller's Report
- f) Election of Committee Officers (Chair, Vice-Chair, Secretary)
- g) Scheduling of PD Search Committee Meeting

XIII. Public Comment III (during debate on pending motions and elections) (7.5 min)

XIV. Public Comment IV (7.5 min)

(Open Session total 129 min)

Closed Session (60 min)

- I. Call to Order / Roll Call
- II. Personnel Committee / GM Evaluation
- III. Drafting of Report-Out

Open and Closed Sessions total 189 min

Motions from the Governance Committee:

"Membership of LSB committees shall remain open to allow for sufficient publicity and recruitment of listeners members." **Passed** without objection on May 13, 2013.

"The KPFK LSB urges the iED and the PNB to hold the 2013 LSB elections in accordance with the Pacifica Bylaws." **Passed** without objection on May 13, 2013.

Pacifica Foundation Program Director Search Process

Whereas Article Seven, Local Station Boards, Section 3: Specific Powers and Duties, Sec. E. of the Bylaws, reads, "To screen and select a pool of candidates for the position of station Program Director, from which pool of approved candidates the station's General Manager shall hire the station's Program Director. The LSB may appoint a special sub-committee for this purpose" (No objection.)

Be it hereby resolved that the following steps shall be taken in sequence in order to conduct an approved search for a candidate to fill an open position. All references below to "National Office" specifically indicate the National H.R. worker, if one is in place, or if not, the E.D. (No objection.)

1. Where an LSB creates a search sub-committee, the LSB shall specify, in the motion which creates it, which of the procedures it intends to delegate. Such a sub-committee shall include a minimum of 7 and a maximum of 11 members consisting of LSB members, including paid and unpaid staff members, and may also include non-LSB listener members and non-LSB staff members. Names, email addresses, and phone numbers of all sub-committee members shall be sent to the National Office. (No objection.)

2. The PNB Personnel Committee shall provide a copy of the job description, candidate evaluation criteria, and, for non-LSB members of a created sub-committee, a confidentiality agreement to be executed by the sub-committee's 2nd meeting. (No objection.)
3. The LSB or its sub-committee shall arrange through the National Office for publication of an ad in venues reaching diverse communities per FCC and EEO guidelines and the ad shall be placed within 7 days of the request. Ad budget shall be set by the GM and LSB. In addition, an ad shall be posted at the station's premises, on its website and airwaves, and in its e-newsletter or other publications. Application period shall be 30-45 days, and applications shall be submitted to a central location in the National Office and then distributed, in their entirety, via email to the LSB or its sub-committee and the GM. (No objection.)
4. The LSB or its sub-committee shall create a timeline not to exceed six (6) months to complete its work, including meetings, rankings, interviews, and reports at each LSB meeting. The timeline shall include a meeting at which the sub-committee shall receive training from the National Office on laws and rules concerning the hiring process. The LSB or sub-committee may or may not arrange a meeting of the qualified candidate finalists with the paid and unpaid staff. (No objection.)
5. All LSB or sub-committee meetings regarding the hiring process shall be noticed to the public, and held according to the open-meeting provisions of the Pacifica bylaws. (No objection.)
6. To assure equal treatment of all candidates, each interview round shall be conducted by the same method (e.g., phone, in-person, etc.). (No objection.)
7. The LSB or its sub-committee shall formulate a list of standard interview questions for all candidates. (No objection.)
8. The LSB or its sub-committee shall decide on its pool (3-5) and rankings of recommended candidates using Single Transferable Voting, with LSB or sub-committee members strongly encouraged to write a brief explanation of their votes. (No objection.)
9. If, as the 6-month mark of the sub-committee's existence approaches, it appears that the sub-committee will not complete its work, the LSB may reaffirm the sub-committee and extend its term or reconstitute using the same process articulated in #1 above. (No objection.)
10. In the case of the search sub-committee, it shall write a final public report explaining the process it went through in its search and recommendations, and shall also submit a confidential appendix to the LSB containing the names and rankings of its recommended pool members (3-5), along with any explanations written by sub-committee members of their votes. (No objection.)
11. If no sub-committee is created, the LSB shall prepare a public report as described above and a confidential appendix to the GM containing the names and rankings of its recommended pool members (3-5), along with any explanations written by LSB members of their votes. (No objection.)
12. If the selection is made by a sub-committee, the LSB shall in executive session discuss and vote on whether to accept the candidate pool and rankings as presented by the sub-committee, or may revisit the pool of qualified candidates, or review the process. (No objection.)
13. As per Article 7, Section 3E of the Pacifica Bylaws, the General Manager shall make the final decision regarding which individual from the pool shall be offered the position. Said decision shall be made and reported to the LSB within a month of receipt of the LSB's recommendations. (No objection.)

Appendix C—General Manager Report

PACIFICA RADIO KPFK 90.7 FM MANAGER'S REPORT TO THE LOCAL STATION BOARD

**Saturday, May 18, 2013
(Bernard Duncan, General Manager)**

Manager's Overview

- On-air fund raising began on Tuesday 14 May for a 21-day drive, which will be interrupted for the Memorial Day Weekend. This is the first time we have started a drive, stopped it about half way in, then cranked up again, and will be an interesting experiment. The decision to do this was driven largely by the relative lack of success we have with the response to fund raising over long weekends, and the difficulty maintaining a well-functioning phone room with people preferring (logically) to spend their long weekend doing other things. Programming for that weekend is being finalized as this report is drafted.
- As requested at the April LSB meeting, Arbitron data is included with this report. The April weekly cume audience is 161,000, up from 113,800 in March.
- KPFK has been notified that it is the beneficiary of a bequest from a long-time Long Beach listener/sponsor. The estate executor has been in discussion with the General Manager, and we are working on the transfer of the bequest.

Outreach and Development

- KPFK Development has maintained a steady schedule of outreach and community engagement this month. Programming promotions and fund drive planning have been the focus. The Member Benefits Card participants have been renewed with a few additions made, and a special edition t-shirt design has been produced by internationally recognized American graffiti artist from Los Angeles, Mear One.
- Special Edition KPFK T-shirt – Graffiti artist and street muralist Mear One has come up with a design for a summer t-shirt which is now the number one gift pledged for online. The design depicts a woman listening intently on headphones to 90.7 KPFK, eyes closed with her two fingers pressed against her temple as she seemingly contemplates something very important coming over the airwaves. The shirt is available for a pledge of \$50 to the station and can be viewed online at www.KPFK.org
- Special Events – We had a successful screening of *The Revolution Will Not Be Televised* about the nearly successful coup against Hugo Chavez, President of Venezuela, early in his tenure. The free screening included a report back from Venezuela featuring Antonio Gonzalez (*Strategy Session*) and actor and activist Danny Glover, with Margaret Prescod moderating. A donation was requested at the end of the event which generated \$1,000 for KPFK.

- Cross-promotions – The Downtown Independent Theater has agreed to be our screening home for future films, and has agreed to carry the full-length PRA-KPFK video promo as the pre-screener for all their film screenings.
- Mother's Day Peace Card Membership Campaign – Mother's Day Peace cards were fulfilled as requested and received with gratitude. This campaign marked the first effort by the Local Station Board to do a membership drive, and succeeded as an event to bring together staff and participating board members. Money generated at the Women's Day Teach-in covered all production costs.
- Internship Recruitment –
 1. A new group of 6 students from the broadcasting program at the Los Angeles Valley College came for a tour of the station and to begin their respective summer internships.
 2. The Volunteer Coordinator attended two internship fairs at Santa Monica College and the LA Valley College, with the aim of recruiting new students for summer internships.
 3. Three high school students and one student each from USC and Antioch have been interviewed and scheduled to start internships at the radio station this summer.
 4. The Global Village continues to support new interns. A new production assistant has started with Betto Arcos on social media for his show.
- Community Advisory Board (CAB) – The next meeting of the KPFK CAB will be at the radio station building on Saturday, June 1, 2013 at 11am. The meeting will be convened by Dave Johnson.
- Youth Programs – KPFK's *Sojourner Truth* program has resumed its *Sojourner Youth* segment and will have high school students from diverse backgrounds produce the program for monthly broadcasts. The young people write the rundown, interview questions and produce the one-hour show.

A sample of the questions for the most recent *Sojourner Youth* roundtables:

-College/paying for college: the pressure to not only get into college (which sometimes leads to cheating and the use of ADD drugs), but pay for it, as well. What are the pressures parents put on their kids to do well? Why do you think some parents pressure their kids to the point where their kids break?

-Do you feel that when parents handle their kids strictly, it backfires on them?

-Drugs/alcohol: What is your personal opinion of marijuana? Should marijuana be legalized? What about lowering the alcohol consumption age?

-Specifically for the girls: What is it like growing up in a society where everywhere you turn, media dictates what you should look like? Do you think body image issues go away with adulthood?

-Politics: President Kennedy once said to encourage "citizens to take a more active role in the betterment of American society. The efforts of the government alone will never be enough. In the end the people must choose and the people must help themselves." What does this mean

to you? And how do we get kids interested in politics? Why do some youth believe that politics doesn't affect them?

-Music: Do you like classical music? What do you think of popular music today? Are you a fan of "older" music? Do you personally believe that hip-hop is a misogynistic, homophobic genre of music?

-Friendship: Is it hard to make friends in a day and age where people are on their cell phones all the time? Is Facebook/social networking as addictive as they say? How do you manage your time between extra-curriculars, school and having friends?

-Media/TV: Has reality television really taken over television? Is reality television realistic?

-Tattoos: why kids love them and think they shouldn't affect job prospects Do tattoos appeal to you personally? Do you think tattoos are truly a form of expression?

Programming

- Spring Fund Drive – The drive got off to a flying start, as the station raised more than \$40,000 per day over its first two days; and that's before the totals for a couple of shows have been added in. This represents one of the fastest starts to a KPFK fund drive in recent memory. We can expect the daily average to dip during the week-end, but we'll be hoping to see that average go back up as we push to have a big second half of the week next week, before we go into an unprecedented break for the three day Memorial Day Weekend.
- Programmer Meetings – The interim Program Director (iPD) is now more than half of the way through the meetings with all of KPFK's 102 shows. That total does not include shows produced outside of our orbit like *Democracy Now!* and *The Thom Hartmann Program*, but does include *Letters and Politics* and *Economic Update* as KPFK's iPD works with those shows in the same manner as shows produced at 3729 Cahuenga Blvd West. The 102 show total does include seven shows not currently listed on the programming schedule, but that are in development as web-only shows or for an upcoming series: *Focus on Food*, *Vegan Being*, *The Bike Show*, *Resistance Radio*, *Access College*, *For the Record*, and *Dog Noir* (which is actually on-air, though not listed on the programming schedule on www.kpfk.org). In sum, KPFK probably produces more original radio shows than any station in the country. Having said that, we still have more than forty meetings to go.

The purpose of the meetings is to do a 360 degree review of the shows: looking at the quality of the shows, content and production values (providing the English-Language talk shows with the reviews done by the LPAC); discussing their performance during fund drives; discussing how the shows can contribute to the station's fund raising if the shows are not raising funds during the drives; talking about outreach strategies (i.e. attracting more listeners) including the use of social media; bringing the shows fully into the digital age (propagating the shows via the internet); and asking about the show's needs vis-à-vis more volunteer assistance. We encourage every programmer to work to make their shows as successful as possible, and, as such, to let management know their needs so that we can best provide adequate support.

At the meetings we also discuss the needs of the station, and indeed the entire Pacifica network. As such, we make clear to the programmers that all KPFK shows are, by definition, temporary; and that the rate of change at KPFK remains very slow. So, we are not shy in stating that there does need to be a steady, but not overly dramatic, turnover of

programmers, allowing for the entry of new programmers – and that the best way for a programmer to increase the likelihood that their show (and the station) will remain on-air for a long time is to continually improve and attract an ever-larger audience.

All of the major themes addressed in these individual programmer meetings will be reiterated at the June programmers meeting.

Operations

- Facilities –
 - Generator – Bi-annual generator maintenance was conducted. Some repairs to one of the units' battery were done.
 - Storage and On-air Playout System – Preparations are being made for next month's installation of a new and improved digi-cart system in master control. We are projected to be fully using the Zetta system by the end of June after having major training for board operators and music programmers.
 - Furniture Upgrade – Some used furniture (newer than ours) was donated for the station, more to come in July.
 - Inter-office Paging – Our telecomm paging system was fixed and now all phones except studios can hear pages. This has proven particularly useful during the fund drive when calls are backing up in the phone room.
- Personnel – Five of the Board Operators/Production Assistants (those that have been with us the longest) are being enrolled into the union and are going to be entitled to full benefits provided for them. Hours for remaining board operators will be reduced and in some cases call-in board ops will no longer be used.
- Social Media and Email – We have yet to fully tap into the benefits of online and social media campaigns leading up to fund drives to raise extra funds and to develop an overall station strategy to get the most out of our online presence while attracting new listeners, donors, and cultivating relationships.
 - *Facebook*
 - FB Weekly Total Reach Up 84.9% for a total of 24,380
 - People talking about us down at 17%
 - Most "Reach" Post with a reach of 6,444:
GET A GIFT MEMBERSHIP FOR A PHENOMENAL WOMAN IN YOUR LIFE TODAY FOR \$25!
 - Most Engaging Post with 280 people engaged, this post also took the most viral and talked about post for April:
Legendary Woodstock Performer Dead At 72
 - *Twitter*
 - No New Followers in April
 - Total Mentions for April: 277
 - Most Mentions: 45, by the BradBlog
 - Mentioned by Most Notable (w/ the highest Klout) National Records:

- April 26: listen to @kpfk at 12noon today to hear @AmgsInvisibles on GLOBAL VILLAGE <http://t.co/8KgiAGRhVu>
- April 24: tune in to @kpfk on Friday at 12noon PST to hear Los @AmgsInvisibles interviewed on the Global Village before their show at @FondaTheatre
- *KPFK Dispatch*
 - Overall our email list has not grown significantly for the past year. More efforts is being made to take down email address at events, during fund drives, and encourage people over the air to join the email list.

Contact Count

	Prior	Dec	Jan	Feb	Mar	Apr	May	Overall
New Contacts	14823	789	23	195	1328	444	20	17622
Unconfirmed Contacts	7	0	0	0	0	0	0	7
Removed Contacts	4883	401	0	286	1424	521	26	7541
Do Not Mail List	1372	41	54	27	29	37	10	1570
Growth	8561	347	-31	-118	-125	-114	-16	8504
Total Contacts	8561	8908	8877	8759	8634	8520	8504	8504

Comparative Metrics

	Sent	Bounces	Opens	Clicks	Forwards
Overall	1151045	8.3% (95809)	16.3% (171865)	9.6% (16479)	0.0% (36)
Last 3 months	96102	10.4% (9993)	17.5% (15081)	15.0% (2264)	0.0% (3)

Engineering

- Studios – The KPFK studios are in good condition and operating well.
- Malibu Booster site – Test of the new microwave path from Oat Mountain to the Malibu booster site has been delayed until the end of May.
- Rancho Bernardo translator site – The system is in good condition and operating very well covering much of northern San Diego County.

- Santa Barbara translator site – The translator is in good condition and is covering the Santa Barbara, Montecito, Isla Vista and Summerland area very well.
- Mt. Wilson transmitter site – the Nautel transmitters are operating reliably and at full power.

Business Office

- We are carefully managing a precarious financial situation as we realize fund drive income and the transfer of the bequest referred to above. KPFK's financial status reported from the Business Office as at **May 17** (cf. April 11) –
 - Total Cash in Bank on May 17 is **\$20,000** (278,000 on April 11)
 - Total payables stand at **\$54,000** (63,000 on April 11).
 - Payments due to National Office stand at \$7,200 for Central Services and \$2,200 for Pacifica Radio Archives.
- At the time this report was written the total raised so far in the fund drive was **\$141,430**.

Bernard Duncan
General Manager
May 17, 2013

Appendix D-- General Manager's Report: KPFK 2012 Local Station Board Election

KPFK 2012 LOCAL STATION BOARD ELECTION**GENERAL MANAGER'S REPORT****Contents**

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1. Introduction

At its meeting on April 17 2012 the KPFK Local Station Board (LSB) passed the following motion:

"The KPFK LSB requests that the KPFK General Manager draft a written report on the 2012 KPFK LSB election. The report shall include an explanation of election failures, suggestions for improvement, a log of on-air cart broadcasts and a complete station staff list (which shall not be made public). The GM may draw upon or append reports generated by Local and National Elections Supervisors. The report should be completed and submitted to the LSB by May 14, 2013. The report will forwarded (sic) to current LSB members and the 2012 candidates and shall be posted on KPFK.org. The GM is requested to obtain the required election report from the Local Elections Supervisor."

This report is informed by discussions and documentation involving KPFK staff (Bernard Duncan, Alan Minsky, Terry Guy and Jennifer Kiser), the Local Election Supervisor (Soul Watson) and the report of the National Election Supervisor (Terry Bourcius).

Information was also sought from the company engaged to distribute, collect and count ballots, Election Services Corp. (ECS), who would have been in a position to provide the final lists used to generate and distribute ballots, but this organization declined to provide information due to unresolved payment issues with the Pacifica Foundation¹.

The General Manager's Report, therefore, is compiled using all information available from relevant sources. As requested, it includes details of so-called "election failures" (as interpreted by the GM), suggestions for improvement, and details related to the broadcast of on-air candidate statements.

It should be noted that the motion passed contradicts itself in that it calls for this report to include "a complete staff list (which shall not be made public)" and then asks that it be made public "on KPFK.org." Clarification is therefore sought from the Local Station Board as to that request in the light of issues of personal privacy, and no staff list is included at this stage.

¹ In response to a request to ECS from the KPFK General Manager for information related to the election, the following was received: I would be happy to assist you with your report and list request. Unfortunately, we have not been able to get resolution on final payment for ECS' election services. Once this issue is resolved I will forward the information and list you have requested. Anything you can do to assist in this process, would be most appreciated.

2. Background

Pursuant to the Pacifica Foundation bylaws, LSB elections were planned for 2012. Following extensions to the time period within which the election was to take place the election was declared by the National Election Supervisor (NES) to be closed, without a result, due to the number of ballots required to reach election quorum not having been received by the company engaged to collect and count ballots, Election Services Corp (ESC).

In the absence of newly elected members being identified, sitting LSB members remain in place until a new, successful election is held during 2013. An exception to this "sitting member" return situation occurs when a sitting member has "termed out", which happened in one case this time.

Terry Bouricius was appointed NES in June 2012 and soon after, Soul Watson was appointed Local Election Supervisor (LES) for the KPFK election. More than 30 candidates stood for LSB seats as listener/sponsors.

3. The 2012 LSB Election

The motion passed by the KPFK LSB that gives rise to this report requires that the report include an "explanation of election failures, suggestions for improvement, a log of on-air cart broadcasts and a complete station staff list (which shall not be made public)". This section of the report identifies areas where the election process did not go according to an ideal plan, and responses to them from the LES and KPFK staff. It also offers suggestions for how the process might be made more successful in future.

(i) Election Supervision

The final report from the NES lists a number of events and issues related to the LSB elections across Pacifica, and at times specific to KPFK that resulted in the ballot returns not reaching quorum. In short, he speculates, based on suggestions he has "heard" that these include "lack of support from some staff and management, late scheduling of forums by the LES, and inadequate support for Spanish-speaking members."² He notes that since neither listener *nor* staff quorums were met, focusing on factors related to only one or the other may not be fruitful. However, this report will catalogue all such areas that are known to the General Manager (GM).

² 2012 Pacifica Local Station Board Delegate Elections – Final Report by Terry Bouricius. The report is appended to this paper as a Word doc file.

During the process of the election, the LES at KPFK was afforded every possible ounce of support from management at the station – a fact that he readily acknowledges. Soul Watson did not provide a final election report at the end of the election process for reasons that are covered later in this paper, but he writes:

"I only agreed to put [these notes] together because of a personal request from Bernard [Duncan] who along with Alan [Minsky] did an exceptional job to support me through that dysfunctional process. Their ongoing and ceaseless support of the LES and indeed the process is a testament of their professionalism and I only wish they in turn would receive the support that any professional in their positions deserve."

Interim Program Director Alan Minsky notes that he followed the procedures required to support the election. "We meticulously planned the broadcast of all of the candidates' promos, in a fair and just rotation. I also set aside the time for on-air forums when the request came through in an appropriate manner (i.e. with at least one week's notice for pre-empting scheduled shows)."

It should be noted that after the rotation of the candidate statements had begun, their broadcast was interrupted for almost three days during which KPFK was involved in nationwide programming raising funds for the Pacifica Radio Archives and New York station WBAI. It was agreed that local promos on all stations would be suspended during those national broadcasts.

Mr. Minsky continues: "Throughout the process I followed the lead of the KPFK election supervisor. As with previous elections I did not feel it wise to take too active a role in the election process, lest I get accused of favoritism in the manner of the many ungrounded accusations that pour forth from KPFK and Pacifica governance bodies. The severe partisanship and bitterness that accompanies these elections makes them highly toxic for the station in my opinion; and this contributes to my sense that while I am obliged to do what is required, and thus I dutifully complete my tasks, I cannot provide further advice that might help the process flow more smoothly out of fear of being falsely accused of partisanship."

As GM, I tend to share his views.

(ii) *Election Delays*

The 2012 elections did not follow the letter of the Pacifica bylaws, which require, inter alia, certain events to occur by particular deadlines. A key example of this is the bylaw provision that requires the Pacifica Executive

Director to appoint a NES by March. This was not done until June, and all of the other election benchmarks were pushed back as well.

The NES notes that the bylaws allow the Pacifica National Board (PNB) to adjust the election schedule within limits if that decision is made by a two-thirds vote the year before the elections. He says this was not done.

In fact, there were strong suggestions made by some Pacifica members and staff to cancel the elections altogether because of the burden their cost places on Pacifica's already seriously difficult financial situation, which many refer to as a crisis.

As the process continued, elections were further delayed when quorums at stations were not met. This in turn moved back all election-associated dates, causing the process to drag on even longer. KPFFK's Membership Director Terry Guy notes: "It was also very annoying that, very late in the game, the qualifying period got shifted by 13 days, disqualifying some donors for no fault of their own."

(iii) Staff Lists

There were significant issues early in the piece with the KPFFK lists of paid and unpaid staff. While the paid staff list was provided to the LES in early August, it initially did not contain mailing addresses, but instead had email contacts. An assumption was made that these addresses would be used to confirm current mailing addresses, but this did not occur. When the GM was notified of this after some paid staff complained that they had not received voting ballots, a complete list of mailing addresses was compiled, but in any case, email and fax were later accepted as methods for providing and returning ballots.

The unpaid staff list too, was found to be incomplete well into the process. Given the number of volunteer program-makers and other volunteers that frequent KPFFK, it is a challenge to maintain up-to-date name and address lists as addresses change and programmers leave and are replaced, or new programmers come of board. The number of members in program collectives exacerbates problems associated with this, and it becomes an extremely time-consuming process for staff and management to make contact, follow up and make amendments.

KPFFK's Jennifer Kiser raises the issue of data control when there are many document passes from hand to hand, and the likelihood that during that process file-naming conventions may cause confusion and misidentification. This is a distinct possibility. With the compilation and refinement of numerous personal details in the process there is potential

for incomplete data arriving at the election coordination center, requiring additional processing.

The NES has noted in his report that in his view many of the problems associated with ensuring ballots are received and returned by eligible voters would be eliminated if Internet voting had been allowed and used.

(iv) Member List

The member list was less problematic, but still gave rise to issues for the membership department. Terry Guy says, "The biggest problem I directly experienced was getting calls from people complaining of not having received a ballot, when they had been in the list that we sent out to the election coordinators. I also heard a few reports of folks getting multiple ballots, for being paying donors as well as volunteers."

However, the advice from Otis MacLay, Pacifica's technical advisor (referring to himself on LinkedIn as "Factotum at Pacifica Radio"), who had the responsibility of formatting voter lists and submitting them to ESC, suggests the member list was not an issue. He says, "From my point of view, the member lists supplied from KPDK seemed to be coherent and accurate. I didn't check for membership or anything like that. Just that there was very little negative feedback." This may indicate that some of the problems may have occurred between Pacifica and ESC, but it is difficult to ascertain what the issues may have been without input from ESC.

The NES is at pains in his final report to commend ESC for their diligence and application during the process, saying, "I cannot say enough about how amazing they were. I have never worked with a firm that went the extra mile (extra ten miles) that ESC did in creatively solving the countless problems generated by Pacifica's less-than-adequate member lists etc. ESC's professionalism, flexibility were simply astonishing."

However, he also notes that if Pacifica wishes to continue selecting LSB members by holding elections (something he and the KPDK LES strongly recommend against) "there needs to be a complete reform of its record-keeping systems, especially with regards to volunteer members and unpaid staff."

(v) Ballot Format

There are conflicting opinions on whether the design of the ballot form contributed to the election not completing.

The NES is of the view that his ballot design was "excellent and user-friendly", and he recommends its replication in further elections that might occur. However, he notes that where there are 20 or more candidates in any election, "a ranked voting ballot is inevitably intimidating for some voters." KPFFK's Iltener election had 35!

Jennifer Kiser relates anecdotal feedback that suggest that mailed ballots can easily be lost or relegated to the "junk mail pile" – another argument for "an online voting process that is easy, convenient and immediate."

An additional complication may have been the inclusion of a donation solicitation with the ballot. Terry Guy wonders if this potential "mixing of messages ... may have dampened the return of ballots, as some recipients may have teetered on the decision to send donations or not." It is worth noting that the return on this solicitation was not insignificant.

(vi) Election Timing

In the view of station staff, far too often LSB elections coincide with important local and national news cycles, many of which relate to other elections. The candidate statements run on air in competition with news and event announcements, and also during fund drive. This LSB election also coincided with the 2012 Presidential election, and there is little doubt that people were more consumed with that race.

Jennifer Kiser: "To better focus listeners on the task of voting ... we [could] run a radio spot directing listeners to a dedicated website or webpage for the election, where the recorded candidate statements can be both read and listened to in a focused manner."

(vii) Language Translation

It has been suggested that providing more information in Spanish, both written and spoken, could have increased the number of completed and returned ballots from Spanish-speaking members and staff. This is certainly an issue that should be addressed in any future elections, but it should be understood that translation services will add another level of cost to the process.

(viii) Financial Issues

In his final election report the NES draws attention to issues related to Pacifica meeting its financial obligations with regard to the running of the election.

He notes that paying for the elections was an extremely troubling aspect: "After the first couple of pay checks, the NES was never paid in a timely manner. On several occasions I threatened to quit if I did not receive payment that was owed me. This continued to be a problem even after I offered to cut my base pay in half in October (with a reduction in hours devoted to supervision of the LESs). This offer was eagerly accepted by the interim Executive Director, and my subsequent invoices were for this reduced rate of pay. However, I never received a revised contract to sign for this reduced rate, despite repeated requests that the contract be signed and sent to me. The signed contract, which is still legally binding, requires the Foundation to pay me an additional \$2,653.75 (being the difference between what the contract requires, and what I invoiced for October, November and December...although, note that as of this writing, I still have not received any payment for my December work.)

"The single biggest threat to these elections was Pacifica's failure to pay Election Services Corporation what was owed under their contract by the deadline. In fact ESC took the incredible leap of proceeding with printing materials without having been paid since if they didn't then the election mailing date would be impossible to meet. Finally the necessary payment was wired to ESC late in the afternoon on the last possible day when we would have had to cancel the elections due to non-payment."

(ix) Voter Apathy

Towards the end of the voting process there were a number of appeals made to members, staff and volunteers to return their ballots to make voting quorum. In some cases this resulted in ballots being returned, but anecdotally there was also some resistance, with people relating their lack of interest in the process for various reasons, which include a level of disillusionment with the governance structure and the election itself.

It has also been suggested that many are simply not interested in participating in the "democratic" nature of Pacifica governance for a variety of reasons. They are more concerned with what comes out of their radio from KPFK than the machinations of the boards.

4. General Observations

The 2012 LSB election did not reach a conclusion and was declared closed by the NES because not enough ballots were returned to meet either the listener or staff quorums. Eligible voters comprised 18,651 members and 243 paid and unpaid staff, so quorum for members was set at 1,866, and for staff, 61. Against those targets 1,512 member ballots and 57 staff ballots were returned.

There were issues close to the end of the voting period where ESC reported not receiving ballots that the LES says were sent, so it is possible that there were enough ballots returned to meet at least the staff quorum, but for some reason they were not received by the ballot processing company.

KPFK's interim Program Director Alan Minsky offers the following thoughts:

"A theory about why KPFK failed to make quorum: KPFK is the most successful Pacifica station at raising on-air funds – however, we have achieved this in part by featuring "thank you" gifts which I think are popular with infrequent listeners (e.g. the "how to get rich" premiums). Thus, our membership roles (sic) are inflated by new donors who probably have a weaker sense of commitment to the station. These donors are less likely to vote in the Board elections. I think this might be one of the reasons we failed to make the 10 percent quorum.

"Most importantly, I feel strongly that Pacifica should dramatically alter its board structure - and the current election process should be scrapped. The boards need to be helping the stations, not harming them. Case in point: every time KPFK is having one of its LSB elections, people across Southern California approach me to complain about the terrible things the candidates say about the station. Why on earth is KPFK broadcasting what amounts to negative advertising (i.e. this station is terrible)? The Pacifica boards need to be made up of people capable and willing to do things that help the stations – like raising funds, providing positive general guidance and thoughtful reviews. The current boards, chosen through a broken faux democratic system, have proven incapable of serving Pacifica and the local stations in this manner. A new system needs to be devised that assures that Pacifica is made stronger not paralyzed by its governance bodies."

The LES for KPFK's election, Soul Watson, did not provide a final election report as required, and did not receive a final payment for his services. Mr. Watson says he neglected to provide a report deliberately, fully aware that it would cost him his final payment. He notes that he is not the only LES from this election to make the decision to take this course of action:

"Upon filing a final report Pacifica would have been responsible for paying me my final payment of \$1500. I could not in good conscience agree to take any more money from the thousands of hard working Pacifica supporters merely because the hierarchy is dead set up making sure their funds are subsequently washed down the toilet every two years in these elections. I was not the only LES to take this position and I stand firmly behind it. I was no longer willing to be a pawn in a game that rips off the listeners. I only agreed to put this together because of personal request from [GM] Bernard [Duncan]".

He adds: "What I see as the key failing of this process is the fact that there is an election process at all. While I understand the spirit behind there being an

"election process" it completely ignores some fundamental realities. Those realities are

- i. Any elections supervisor asked to come and deal with the completely dysfunctional process and downright hostile environment is put in a seriously compromised position. If you choose an LES that is familiar with the situation then he or she undoubtedly has a position on all of the "issues" which means that they are going to be biased in conducting the elections and if they aren't biased they will definitely be accused by someone before it's all done. If the LES is not familiar with the explosive elements that exist then he or she will be completely caught off guard and highly unprepared to deal with the madness that is the Pacifica elections.
- ii. Another key failing as I see it is having those who aren't in the business of radio making radio business decisions or at least influencing them. KPFK is not a college radio station, it is a valuable community asset and while the community should have an input into the station it should only and ever be at the advisory level not at the decision making level. The caustic nature of the current board which is rife with community members who have nothing better to do with their time than to pester the GM and PD at every turn about the business of radio. This adversely effects (sic) the election process because the management of the station is constantly being critiqued, criticized and undermined by the very forces that are supposed to support them in the running and success of the station. Thus management is caught in the cat and mouse game and asked to support a process that is directly responsible for them not having the support that they need. It's ludicrous."

In answer to the question, "How could the election process be improved?" Mr. Watson says: "The process would be greatly improved if like the NES has suggested that Pacifica scrap this exercise in futility without further delay."

The recommendation from the NES to which Mr. Watson refers, taken from the NES final report, is: "My overwhelming recommendation however, is for the Foundation to amend its bylaws to replace the Listener elections, and substitute a more democratic and less factionalized sortition model (using randomly selected listener member juries to recruit and appoint Local Station Boards)".

5. Conclusion

The KPFK 2012 LSB election failed to complete because required ballot return levels were not met. In the opinion of those involved during the 2012 election and those previous the key problems with the process revolve around difficulties with

election supervision, delays in the election timetable, issues with the accuracy of voter lists, payment for services, the lack of language translation, and the voting ballots themselves.

The National Election Committee met in February to “try to identify problems in the process with an eye towards policy proposals that could help resolve or prevent them”. Their report, “Election Solutions”, is appended to this paper as a separate file.

Bernard Duncan
General Manager – KPFK Los Angeles
May 14 2012

6. Appendices

- (i) National Election Supervisor Final Report*
- (ii) National Election Committee "Election Solutions"*
- (iii) KPFK Station Logs from candidate statement broadcast dates*