

## **Minutes of the KPFK Local Station Board Meeting of July 20, 2013**

The regular monthly meeting of the KPFK Local Station Board was held on Saturday, July 20, 2013, 1:16 PM, at Peace Center West, 3916 Sepulveda Blvd., Culver City, CA 90230, the Chair (Tej Grewall) being in the chair and the Secretary (John P. Garry III) being present. The minutes of the previous meeting (June 19, 2013) were approved.

**Seventeen members were present**, constituting a quorum: Chuck Anderson, Fred Blair, Lydia Brazon, Chris Condon (arrived 1:34), John Cromshow, John De Simio, Tej Grewall, Kim Kaufman, Brenda Medina, Dutch Merrick, Michael Novick, John Parker (arrived 2:00), Steve Pride, Summer Reese (arrived 1:24), Lawrence Reyes, John Wenger, Lamont Yeakey (arrived 2:00).

**Four members were excused:** Rodrigo Argueta, Steve Brooks, Aryana Gladney, Margie Murray.

**Three members were absent:** Ankine Antaram, Fred Klunder, Jim Lafferty.

**Also present:** Bernard Duncan (KPFK General Manager), Terry Goodman (Audio Recordist, Web Liaison) and members of the public.

**Authority and Notice:** This meeting was authorized by the LSB's adoption of a regular meeting schedule at its meeting of February 13, 2013. The date was posted on KPFTX.org on February 14, 2013. The meeting location was noticed to the board via email and posted on KPFK.org, KPFTX.org and other websites on July 10, 2013 (see Appendix A). A meeting announcement was broadcast for a limited time on KPFK 90.7 FM beginning on Wednesday, July 17, 2013. A second announcement began broadcasting on Tuesday, July 16, 2013.

**Audio Recording:** The audio of the meeting is available at KPFTX.org <http://kpftx.org/archive.php> and KPFK.org <http://www.kpfk.org/lsbpnbmenu/160-meetingminutes/7001-2013-kpfk-lsb-and-delegates-minutes-and-audio.html>

[Play All--Audio Hour 1]

I.a CALL TO ORDER / ROLL CALL (1:16) [0:30]

The meeting was **called to order** by the Chair at 1:16 PM with an initial quorum of 13.

I.b. EXCUSED ABSENCE REQUESTS (1:18) [2:14]

Merrick **moved** acceptance of the excused absence requests of Argueta, Brooks, Gladney and Murray. Novick seconded. **Passed** without objection.

I.c. AGENDA APPROVAL (1:19) [3:04]

Cromshow **moved to amend**: Include a Motion in VIII to postpone further action on the PD Search. Kaufman seconded.

Motion to amend **failed** by a show of hands: Yes—7, No—7, Abstain—0. [10:09]

Wenger **moved to amend**: Delete XIVa. Motion withdrawn by the maker without objection.

Novick **moved to amend** (amended by Kaufman): Move II.b. to the Finance Committee Report, which shall be the new VIII.

Motion to amend **passed** by a show of hands: Yes—8, No—4, Abstain—1. [16:31]

The agenda was **approved** as amended without objection.

#### I.d. MINUTES APPROVAL (1:34) [18:12]

Two corrections were made to the minutes, without objection. Merrick **moved approval** of the minutes of June 19, 2013, as amended. Novick seconded. Minutes **approved** without objection.

#### I.e. GROUND RULES FOR COMMUNICATION (1:36) [19:54]

The Chair reiterated principles for Board communication and public participation.

#### I.f. ANNOUNCEMENTS (1:37) [20:48]

Novick announced that LSB Member Aryana Gladney would have a court hearing on July 31, 2013, 8:30 AM, at the Inglewood Court House, which he encouraged people to attend. Merrick announced the Zeitgeist Media Festival, Sunday, August 4, 2013, 3:00 PM-10:00 PM at the Avalon Theater in Hollywood. Anderson announced the Sunday, July 21, 2013, 1:00 PM A.N.S.W.E.R. Coalition demonstration at Anaheim City Hall.

Reese requested that the automatic meeting notices from KPFTX.org contain more information. The Chair committed to address the matter and to personally forward meeting announcements to the Board.

### II. SCHEDULING / LOCATION / ANNOUNCEMENT OF MEETINGS (1:43) [27:22]

The next scheduled LSB meeting is Wednesday, August 21, 7:00 PM. KRST Unity Center, 7825 S. Western Ave, Los Angeles, CA, 90047.

Later in the meeting, a Special Budget Meeting was scheduled for Wednesday, July 31, 2013, 7:00 PM at Peace Center West (pending confirmation of the location by Brazon)

### III. IMPLEMENTATION / FOLLOW UP / ACTION ITEMS (1:44) [28:06]

a) GM provides Staff Voters list. (carried over from June 19, 2013).

The Chair reported that this has been provided with updates. There was discussion of the

completeness of the paid and unpaid staff lists and the minimum hours for unpaid staff membership.

#### IV. COMMUNITY ADVISORY BOARD REPORT (1:48) [32:41]

Dave Johnson (CAB Facilitator) reported on the June 1, 2013 CAB meeting at Radio Station KPFK (see Appendix D). Discussion followed.

#### V. GENERAL MANAGER REPORT SUMMARY AND Q&A (1:54) [38:32]

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.

#### VI. PUBLIC COMMENT I (questions to GM) (2:13) [56:52]

Public comment was heard for ten minutes and included questions to the GM.

[Play All--Audio Hour 2]

Public comment continues.

#### VII. GM responds to public comment (2:23) [7:30]

The GM responded briefly to public comment.

#### VIII. FINANCE COMMITTEE REPORT (2:26) [10:07]

##### a) Motion from the Finance Committee:

The Finance Committee does not approve management's first draft FY2014 budget due to unsupported listener revenue of \$3,297,806 –an additional \$297,806 above the FY 2013 budget of \$3,000,000. (Projected revenue for FY2013 is \$3,042,535). We recommend that management resubmit a second draft of the budget either with lower listener revenue based on actuals from this year and the last two years' or with detailed plans justifying the additional higher listener revenue. These detailed plans should include what action will be taken, when it will be taken and who will be responsible for doing said tasks and what expected revenue is expected from these actions. We would like this second draft by Thursday in order to have time to review before the LSB on Saturday.

No vote taken because there was a general consensus that the motion had either been fulfilled by management and/or was moot.

Novick **moved to substitute**: Move to approve the budget as proposed by management with the proviso that management engage in a strategic planning process with paid and unpaid staff and governance regarding an appropriate level of paid staffing for a station such as KPFK, with an eye toward reducing expenses and therefore reducing the need for on-air fundraising.

Reyes seconded. After discussion, withdrawn by the maker without objection. Discussion continued.

Kaufman **moved to extend** ten minutes. Reyes seconded. **Passed** without objection (2:37) Discussion continued.

Kaufman **moved to extend** three minutes. Reese seconded. Motion **passed** by a show of hands: Yes—9, No—2, Abstain—1. (2:47) [30:51]

Reese committed to provide the Board with the PNB budget approval process flow chart.

b) Schedule special budget meeting for July. (Saturday July 27 or Wednesday July 31).

Merrick **moved** to hold a special budget meeting on Saturday July 27 or Wednesday July 31. Reese seconded.

**Point of order** from Condon: There doesn't have to be seven-days notice for this meeting, it can be a continuation meeting. **Point of order** from Wenger: We don't need the GM's presence at the meeting.

The Board was polled as to its preference. Saturday, July 27 received no votes in a hand poll. [37:00]

There was an objection to holding the meeting on Wednesday, July 31, necessitating a vote: Special budget meeting **passed** by a show of hands: Yes—12, No—0, Abstain—2. [38:57]

#### IX. PROGRAM DIRECTOR SEARCH COMMITTEE ELECTIONS (2:56) [39:56]

Cromshow **moved**: The LSB shall postpone any further action on the PD Search Committee process until we had a ruling on the legality of including the public in this Committee from the Pacifica Foundation. Yeakey seconded.

**Point of order** from Novick: The body already voted to not consider this motion at this time. The Chair **ruled** the motion out of order. Cromshow **challenged** the ruling of the Chair.

Shall the ruling of the Chair be sustained? The Chair was **sustained** by a show of hands: Yes—9, No—8, Abstain-0. [48:52]

#### LSB MEMBER ELECTION (8 seats available)

- a) Secretary reads LSB nominees (see Appendix E for list)
- b) Nominee statements (one min each). In the interest of time, candidates made 30 second statements.

**Point of order** from Yeakey: An objection was made to the process of the prior vote. The Chair disputed the facts of the objection and ruled a recount out of order. Candidate statements continued.

[Play All--Audio Hour 3]

Candidate statements continue.

c) Public Comment II (comments on PD Search elections and nominees) (3:18) [3:20]

Public comment was heard for six minutes.

PD Search Committee resumed at 3:24. [9:15]

Condon **moved to reconsider** the previous vote. Yeakey seconded.

**Point of order** from Cromshow (referring to another member): This is not the motion on the floor. The Chair asked the speaker to address the motion on the floor. After discussion Kaufman **moved to end debate**. There was no objection to ending debate.

The Board **voted** to reconsider the previous vote by a majority show of hands:  
Yes-9, No-7, Abstain-0. [19:58]

Shall the ruling of the Chair be sustained? In a revote, the Chair was **not sustained** by show of hands: Yes-7, No-9, Abstain-0. [21:25]

Kaufman **moved to adjourn** to closed session. Motion withdrawn by the maker after discussion.

Cromshow **moved**: The LSB shall postpone any further action on the PD Search Committee process until we have a ruling on the legality of including the public in this Committee from the Pacifica Foundation. Yeakey seconded.

PUBLIC COMMENT III (3:40) [25:06]

Public comment was heard for nine minutes.

PD Search continued at 3:49. [34:03]

The Chair acknowledged the public for their participation in the PD Search process.

Condon **moved to amend**: Proceed with the LSB member election only. The closed session shall be delayed by 30 minutes. Motion **failed** for lack of a second.

Kaufman **moved to end debate**.

Motion to end debate **passed** by a show of hands: Yes—9, No—7, Abstain—0. [39:57]

Motion to postpone PD Search **passed** by a roll call vote: Yes—9, No—7, Abstain—0. [40:59]

Yes—Blair, Condon, Cromshow, De Simio, Kaufman, Pride, Reese, Wenger, Yeakey.

No—Anderson, Brazon, Medina, Merrick, Novick, Parker, Reyes.

Present not voting—Grewall.

Kaufman **moved to adjourn** and **reconvene** in closed session. Meeting **adjourned** without objection at 4:00 PM. [45:00]

The Board reconvened in closed session in the same location.

Respectfully submitted by John P. Garry III, Secretary  
(these minutes were approved on September 21, 2013)

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#### Appendix A—Public Notices

Emailed by Terry Goodman on July 10, 2013

A regular, monthly meeting of the KPFK Local Station Board will be held on Saturday, July 20, 2013, beginning at 1:00 pm at Peace Center West, 3916 Sepulveda Blvd., Culver City, CA 90230. The agenda includes electing members of the PD Search Committee. There will also be a closed session to complete the GM evaluation process.

If you would like to serve on the KPFK LSB Program Director Search Committee as a listener or staff member you can nominate yourself at this LSB meeting. Additional details are posted on the KPFK website's Local Station Board Calendar and Notices page at:

<http://www.kpfk.org/lsbpnbmenu/93-calenderandnotices/7283-program-director-search-committee-deadline-7202013.html>

#### Refs:

[http://www.kpfk.org/eventcal.html?task=view\\_detail&agid=3218&year=2013&month=07&day=20](http://www.kpfk.org/eventcal.html?task=view_detail&agid=3218&year=2013&month=07&day=20)

<http://www.kpfk.org/lsbpnbmenu/93-calenderandnotices/7284-lsb-meeting-open-and-closed-7202013-100-pm.html>

[http://www.kpftx.org/pacalendar/cal\\_show1.php?eventdate=20130720](http://www.kpftx.org/pacalendar/cal_show1.php?eventdate=20130720)

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## Appendix B—Approved Agenda

Proposed Agenda for KPFK LSB Meeting of July 20, 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) Agenda Approval	
d) Minutes Approval	
e) Ground Rules for Communication	
f) Announcements	
II. Scheduling / Location / Announcement of Meetings	(5 min)
a) The next scheduled LSB meeting is Wednesday, August 21, 7:00 PM KRST Unity Center, 7825 S. Western Ave, LA, 90047.	
III. Implementation / Follow Up / Action Items	(5 min)
a) GM provides Staff Voters list. (carried over from June 19, 2013).	
IV. Community Advisory Board Report	(5 min)
V. General Manager Report Summary and Q&A	(20 min)
a) GM summarizes report (5 min)	
b) Board Q&A (15 min)	
VI. Public Comment I (questions to GM)	(7.5min)
VII. GM responds to public comment	(2 min)
VIII. Finance Committee Report	(10 min)
a) Motion Against Budget Adoption Without Revenue Justification	
b) Schedule special budget meeting for July. (Saturday July 27 or Wednesday July 31).	
IX. Program Director Search Committee Elections	(30 min)
LSB Member Election (8 seats available)	
a) Secretary reads LSB nominees (see Appendix for list)	
b) Nominee statements (one min each)	
c) Public Comment II (comments on PD Search elections and nominees)	(7.5 min)
d) Teller Instructions / Distribution of Ballots / Voting	
e) Ballot Collection / Count / Teller's Report	
Listener / Staff Election (3 seats available)	
a) Self-Nominations from the public.	
b) Listener / Staff Nominee Statements (one minute each)	
c) Teller Instructions / Distribution of Ballots / Voting	
d) Ballot Collection / Count / Teller's Report	
e) Secretary reads complete PD Search Committee roster into the record	
f) Scheduling of first PD Search Meeting	
X. PNB Reports	(15 min)

a) Directors	
b) Committees	
XI. Public Comment III (questions to PNB Directors)	(7.5 min)
XII. PNB Directors respond to public comment	(3 min)
XIII. New Business	(0 min)
XIV. Old Business	(10 min)
a) Motion on CIA payola issue (from June 19, 2013)	
XV. Public Comment IV (during debate on pending motion)	(7.5 min)
XVI. Adjournment	Open Session total 150 min
<b>Closed Session</b>	(45 min)
I. Call to Order / Roll Call	
II. Personnel Committee	
a) GM Evaluation	
III. Personnel Matter (Condon, Wenger)	
IV. Drafting of Report-Out	
	Open and Closed Sessions total 195 min

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## Appendix C—General Manager Report

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

**Saturday, July 20, 2013  
(Bernard Duncan, General Manager)**

#### **Manager's Overview**

- KPFK is experiencing ongoing delicate cash flow management issues largely due to the delay in the receipt of funds from the Corporation for Public Broadcasting (CPB). It is a balancing act controlling the available funds, but we will navigate our way through it.
- At this meeting the LSB will consider the management draft of a budget for the station for the 2014 fiscal year.
- A fund drive is planned for August, and while we had planned to begin on the 20<sup>th</sup>, it looks like that may change to Tuesday 13<sup>th</sup>. It will run for at least 12 days. One of the days will be dedicated to raising funds for the Pacifica Radio Archives to ensure its survival and to aid in matching a recently won grant.

- Accompanying this report are lists of paid and unpaid staff (programmers and volunteers) which will form the basis of a mailing list for LSB election ballots. The unpaid staff list has been distributed to programmers for updating twice, and placed prominently near master control at the station, and despite the list being more than 200 strong, responses are consistently only coming from the same ten to 20 people. It is worth noting that a member of the LSB said at a previous meeting that the list was out of date in many areas, but neglected to help improve it. Staff are at a loss as to how the list may be brought up to date without the cooperation of the volunteer programmers.

## **Outreach and Development**

- This past month has been dedicated to outreach at KPFK events, development planning, and reporting and preparation of documentation in advance of the audit for license renewal. Several meet and greets with potential strategic partners and donors were realized this past month, centered on the development of a local news department and the organizing for California prison hunger strike.
- Community Engagement & Donor Development – Theresa Shoatz, daughter of Russell “Maroon” Shoatz, visited the station to promote Maroon’s book and make a short presentation. In attendance were a few of our listener-members of note, Elliot Gould and Tim Robbins. Then, Black Panther and freed Angola 3 member Robert Hillary King visited KPFK for several live interviews with *Sojourner Truth* and the *Lawyers Guild Show*. In addition to the interviews promoting the screening of *In the Land of the Free* in Ojai, Margaret Prescod conducted a long-form interview which will be added to the Pacifica Radio Archives and made available during the August drive. In this way KPFK will be fulfilling the Pacifica mission by providing continuous coverage of issues related to the hunger strike – among them, long-term solitary confinement, a social justice cause. Finally, a connection has been made to the Robert F. Kennedy Foundation headed by Kerry Kennedy, as well as the local group Artists for Human Rights, founded by actress Anne Archer.
- Event Outreach – KPFK is media sponsor of the Ford Summer Series, Grand Performances, Levitt Pavilion Concerts in the Park (MacArthur and Pasadena), and the Skirball Sunset Concert Series. We are in the midst of cross-promotions for these events, which includes time for interviews and the preparation of outreach materials.
- Planning – Project planning is underway for a basic publicity campaign and upcoming fundraising events in the Fall, funding permitting.
- Community Advisory Board (CAB) – Convener Dave Johnson will be presenting a CAB report to the LSB on Saturday, July 20, with a recommended roster of core membership with which to move forward.

## **Programming**

- Program Changes – With Sonali Kolhatkar’s return from parental leave, we have decided to try out *The Thom Hartmann Program* live in the 2pm hour for the remainder of the summer (i.e. up until the Fall fund drive). The Hartmann show performed well as a replacement for Uprising during Sonali’s leave. We also received a significant amount of communication from listeners

asking us to keep the show on KPFK. Of course, the Hartmann show that aired at 8am was one day old. Now, we will be airing Hartmann live, and KPFK listeners will have the opportunity to call in.

It took a couple of weeks to work out the technical glitches that came with airing Hartmann live. Now that these are sorted out, we will begin a promotions campaign encouraging people to participate in the “national town-hall conversation” (to borrow a phrase from Hartmann).

- Programmers’ Meeting – In advance of these changes, and because it was long overdue, the Interim Program Director held an all-programmers meeting in late June. Among the many things that were covered at the meeting was the issue of bringing Hartmann on, in a trial run, in the mid-afternoon. Four years ago, KPFK introduced two new daily shows at 7am and 5pm respectively. At the time, the Interim Program Director declared that this was an experiment. Four years later, it is clear that this experiment was successful, by the two discernible measurements that we have at our disposal: listenership data and fund drive totals. Our recent mid-afternoon programs, in contrast, have not succeeded on these fronts. While a nationally syndicated show like Hartmann’s is unlikely to make a direct contribution to our fund drive totals, there is ample evidence that the show will attract a significant audience to KPFK. Also, the huge fund drive numbers that we achieved at 8am during the past two fund drives (when Hartmann was on) could, though it is not provable, be the product of the show’s popularity.

Bringing Hartmann to 2pm, of course, displaces a significant number of shows. However, due to a variety of programmers taking breaks this summer, virtually no shows have been canceled yet. *Ring of Fire Radio* will move into the same category as *Alternative Radio* and *Explorations* (shows in waiting). *Hear in the City* is on leave due to a family illness. The sporadically produced *Axis of Justice Radio* will now be appearing as a set of specials whenever new shows are produced.

A new programming schedule will be published by Tuesday of this week at KPFK.org.

The all-programmers meeting in late June was very successful. After a presentation by the Interim Program Director, a dialogue developed among the large number of programmers present, which produced a document making constructive requests of management. There will be a follow-up all-programmers meeting in early September.

- Specials – Margaret Prescod produced a California-wide special on the ongoing prisoners’ hunger strike that aired on Friday, July 5<sup>th</sup>. Looking forward, the programming department is working on national Pacifica specials on the Trayvon Martin case as well as the 50<sup>th</sup> anniversary of the March on Washington on August 28<sup>th</sup>. We are also planning a live broadcast from the Zeitgeist Media Festival on August 4<sup>th</sup>.

## **Operations**

- Facilities – The digi-cart system Zetta has been set up. Training has been going on for the past few weeks. Training was made available on the weekends as well. We are projecting going live with the new system in early August.

Over the 4<sup>th</sup> of July weekend, the A/C unit that services the archives had some minor electrical issues and has been repaired.

We had a personnel change in our janitorial services due to unsatisfactory service

Security is becoming more of a pressing issue and we need to find ways to truly secure the building during non-business hours specifically over the weekend. This issue will need to be addressed.

- Telecommunications – AT&T will be raising our long distance rates by 20% starting August 12<sup>th</sup>. We don't have many lines with them and our longest long distance call last year was 15 minutes. Our bill hovers around \$5 monthly, so this won't be too significant to the bottom line
- FCC License Renewal – The Pre-filing announcement requirements have been met as of July 15<sup>th</sup>.

As part of this process, the 2012-2013 EEO report is being reviewed by our legal counsel for corrections, and EEO is expected to be filled on time

The Pacifica bylaws and a copy of our 2005 EEO audit were added to the public file.

The public file is almost complete for inspection by the FCC for our license renewal, however we are expected to be fined for missing programming reports from 2006 – 2008. We are reconstructing them to the best of our ability but since they were never filled this is difficult.

- Social Media –

*Facebook:*

FB Total Likes are up 1.6% for a total of 12,510  
People talking about us up 76%

Most “Reach and Engaging” Post with a reach of 10,766 – link:  
<https://www.facebook.com/KPFK90.7/posts/10151465585600965>

*Malibu homeowners intentionally obscure public beach access areas with fake signs and hidden access. This is not only ridiculously selfish, it is illegal. Now a new app will show you exactly where each public access point is up and down the Malibu Coast. It helps you park – ID those fake cones and fake garages. It tells you which signs you can smile at and ignore. Great work by a kickstarter campaign!*

*Twitter:*

87 New Followers in June

Total Mentions for June down to 168 from 193 in May.

Most Mentions: Continues to be the BradBlog with 52. His efforts have helped us add more followers on Twitter. Programmers should be encouraged to mention KPFK in their posts with an @ or # symbol right before KPFK. Brad is the only programmer that consistently mentions KPFK more than 20 in given month.

Mentioned by Most Notable (w/ the highest Klout) @democracynow

- *KPFK Dispatch* – Our email list is currently at 15564.  
Our open rate continues to hang around 18%

## **Engineering**

- Studios – The KPFK studios are operating well without any serious problems.
- Malibu 90.7 Booster site – All tests of the new microwave path from Oat Mountain to the Malibu booster site have been completed and documented. FCC approval is the next step and that will take 30 to 60 days.
- Rancho Bernardo 93.7 translator site – The system is in good condition and operating very well covering much of northern San Diego County.
- Santa Barbara 98.7 translator site – During these hot summer days 90.7MHz from Mexico has been causing interference in some of the shadowed areas of Santa Barbara. The 98.7MHz translator is doing a good job covering Santa Barbara and is in good condition and working well.
- Mt. Wilson 90.7 transmitter site – The Nautel transmitters are operating reliably and at full power.

## **Business Office**

- Details from the business office as at July 19 are as follows –
  - Total Cash in Bank on July 19 is **\$108,000** (\$331,900 on June 19). This includes the \$50,000 grant secured by Maggie Lepique for work on Studio A, which is held separately from operating bank accounts.
  - Total payables stand at \$24,000.
  - National Office payments are up-to-date.
  - On Monday credit card monthly installments will be processed, resulting in cash in bank of more than \$40,000 and we have authorized a transfer of \$100,000 from the recently received bequest to tide us over until August fund drive revenues are realized, or until outstanding CPB funds are received. Cash flow is an issue at the moment because of the lack of CPB funding pending the end of the audit of the 2012 accounts, which is expected to be concluded next week.

Bernard Duncan  
 General Manager  
 July 19, 2013

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## Appendix D—Community Advisory Board Report

A Community Advisory Board (CAB) meeting was held at KPFK's location in No. Hollywood on Saturday June 1st. from 12:00 noon to 2:30 PM.

In attendance: Approximately 20 people including the CAB Facilitator Dave Johnson, staff member and program host Roy Tuckman and two LSB members, Margie Murray

and John De Simio observed the meeting but did not participate. Several other listeners were in attendance but failed to sign in.

The meeting began with a brief description of the CAB, and a discussion of rules of conduct proposed by Dave Johnson. Attendees agreed on the proposed meeting rules by a show of hands. Meeting agendas were available to attendees.

The Community Advisory Board (CAB) purpose and function was discussed including the taking of community needs assessments, who are CAB members and what are their responsibilities. New CAB members are being asked to serve based on the member's CAB application form and from follow up interviews conducted by Dave Johnson.

### Issues and Comments Discussed at the Meeting

#### Comments on Programming:

Members were split between wanting more or less Spanish language or "Chicano" programming. One person suggested a Spanish "health and spirituality" program. Spanish language proponents listed most of the Spanish language programs as their favorites.

One person wanted a program dedicated to atheist and socialist issues.

A bio diversity program was wanted; focus on pollution mass extinction, planet health.

More programs with two hosts or diversity of ideas and on air debate.

A daily daytime classic rock program in place of some of the 'Global Village' lineup.

Programs that educate. Liked the health consciousness programs

Enjoyed the R. Wolf economics program. More - different economists, different ideas

Several attendees stated that Gary Null and the special fund raising programs were

their favorites. Should play some on the weekends, Sat. mornings and raise money too

A couple people mentioned their enjoyment of our "Africa" centered programs.

Several attendees liked the strip programs as being their favorites while a minority objected to them for dominating our air time that could be used for more diversity.

Need programs that appeal to young people. Need new, younger listeners. Music and other young person programs suggested.

Several listeners requested a regular rotation of new programs and to feature some new programs during the 'Roy of Hollywood' overnight show. Several attendees mentioned Roy's show as their favorite.

#### Comments on Fund Raising and Fund Drives:

Fund drives are too long; mentioned that they know they are necessary

Several people objected to the "selling" of the controversial products by people that appear to have 'questionable' credentials

Concern that KPFK sounds like a commercial station selling goods during fund drives

Develop our web site to do better fund raising. Use the internet for more fund raising

Develop better Spanish language special fund drive programs (like the ones in English)

Join with other organizations with mutual interests. More events for fund raising.

Attend "Freedom of Speech" open mic nights in Hollywood to draw in listeners/donors  
Need more small donors - attract new listeners with new programming  
Need to appeal to large donors. Explore donations from sympathetic organizations like the ones that sponsor 'Democracy Now' - large foundation grants  
Ask celebrities into the station to build up relationships and to gain film/music industry donations. Offer their recorded interviews as CD premiums  
Establish a movie review program and invite industry folks to the station for film releases. A Friday film show about the current movies in the theaters for the weekend  
Several attendees mentioned that they strongly object to the "make money - get rich" fund drive hosts  
Establish a permanent "fund raising" committee to bring new ideas and new programs that can be used during pledge drives instead of the same Gary Null and other fund drive programs that have been run over and over during the recent fund drives.  
Recruit volunteers to work on premium mailings and premium problem follow ups with donors. Complaint that the membership dept. "does not get back to you" when you call about a problem with a premium.

#### Other ideas and subjects

Print new KPFK flyers, decals and new bumper stickers for interested KPFK members to give out to people to promote the station  
More station transparency and financial transparency wanted. Where does our money go? How much does it cost to run the station? Are we financially stable? Can WBAI or other Pacifica stations in financial distress effect KPFK?  
Should promote third party candidates on KPFK during election cycles  
Support the station to improve it - don't tear it down. Improve on what we have  
Create a printed form to be used in the phone room to record premium problems (not on pieces of scratch paper)  
We had a person volunteer to come in to help translate some of our "better" english programs into Spanish and to help with spanish language fund raising  
Many attendees indicated that they listen to KPFK all the time - morning, noon and night  
Several attendees indicated that some of their favorite programs are only played during fund drives  
Please keep the CAB independent of station management

#### Web Site

Web site needs an update as it looks dreary. Add color.  
Make more interactive - add polls - add new video clips  
KPFK needs a better internet presence, links to/from other sites, social media, a current U-tube video site. Add host/staff photos  
Add pop up window appeal for donations/membership  
Add better meeting notices for LSB, CAB and other KPFK meetings  
Link to station financial documents - better transparency wanted  
Add a daily pledge drive dollar total "gauge" on the web site so we can see progress  
Over half of attendees indicated that they listen to KPFK on-line and on their radios

Suggestion; add, 'KPFK.org' as well as '90.7 FM' on all station promotion materials

#### Future Meetings

Dave Johnson requested that attendee help in obtaining future CAB meeting sites in the greater KPFK listener area. Asked to contact Dave Johnson ([ace063562@msn.com](mailto:ace063562@msn.com)) or the station's Jennifer Kiser with any suggestions. Dave mentioned that we need CAB meeting locations that would be available at no cost to KPFK.

#### ATTENDEE ROSTER

(phone numbers and email addresses omitted by the Secretary in the interest of privacy)

##### Signed-in Attendees:

Joe L. Matthews	Member KPFK
Daniel Niswander	TheSyndicateInfo
David Dale	Listener
Roy Tuckman	KPFK staff member
Eddie Evans	Member KPFK
Augustin Cebada	Listener
Rolando Salmeron	Occupy LA
Margie Buckley	Listener
Gricelda Carbajal	Listener
Dele Ailemen	Listener
Bella De Soto	Peace/Freedom
Dr.Thomas Halle	Member KPFK
T.J.Morris	BRO
Woodrow Coleman	Member
Clifford Bright	Listener
Jerry Van	Member

Several other persons attended the meeting but did not add their names to the roster

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#### Appendix E--Program Director Search Committee LSB Nominees

Chuck Anderson, Lydia Brazon, Ankine Antaram, Rodrigo Argueta, Fred Blair, Chris Condon, John Cromshow, Aryana Gladney, Tej Grewall, Michael Novick, Steve Pride, Lawrence Reyes, John Wenger

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