

Minutes of the KPFK Local Station Board Meeting of October 26, 2013

The regular monthly meeting of the KPFK Local Station Board was held on Saturday, October 26, 2013, 1:15 PM, at The Peace Center, 3916 Sepulveda Blvd., Culver City, CA 90230, the Chair (Tejvir Grewall) being in the chair and the Secretary (John P. Garry III) being present. The minutes of the previous meeting (September 21, 2013) were approved.

Sixteen members were present, constituting a quorum: Chuck Anderson, Ankin Antaram (arrived 2:35), Rodrigo Argueta, Fred Blair, Lydia Brazon, Steve Brooks, Chris Condon, John Cromshaw, Tejvir Grewall, Kim Kaufman, Fred Klunder, Brenda Medina, Michael Novick, Lawrence Reyes, Ron Spriestersbach, Lamont Yeakey (arrived 2:12).

Five members were excused: Nancy Kazar, Dutch Merrick, Steve Pride, Summer Reese, John Wenger.

Three members were absent: Aryana Gladney, Jim Lafferty, John Parker.

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 Chair changed the date of the meeting on October 8, 2013 and informed the Board by email. The new date was posted on KPFTX.org on October 8, 2013. Additional notice was posted on KPFK.org, KPFK.org and other websites on October, 10, 2013 (see Appendix A).

Audio Recording: The audio of the meeting is available at KPFK.org:
http://www.kpfk.org/jupgrade/index.php/lspbmenu/160-meetingminutes#.UnR_i0ZpqFk

[Audio Hour 1]

The meeting was **called to order** by the Chair at 1:15 PM with an initial quorum of 14.

I.a. GROUND RULES FOR COMMUNICATION (1:15)

The Chair reiterated principles for Board communication and public participation.

I.b. ROLL CALL (1:15)

Recorded above.

I.c. EXCUSED ABSENCE REQUESTS (1:17)

The excused absence requests of Kazar, Merrick, Pride, Reese, and Wenger were **approved** without objection.

I.d. TIMEKEEPER/ SPEAKING LIMIT (1:17)

Medina volunteered to be the timekeeper.

I.e. AGENDA APPROVAL (1:17)

Kaufman **moved to amend**: Include a Finance Committee Report for 5 minutes (Item X.b.) Brooks seconded. Amendment **passed** without objection. The overall length of the Agenda was discussed, but no time was eliminated in consideration of the time-certain for adjournment.

Brazon **moved** approval of the Amended Agenda. Reyes seconded. Agenda **approved** without objection.

I.f. MINUTES APPROVAL (1:22)

Brazon **moved approval** of the minutes of September 21, 2013, which were forwarded electronically to the Board prior to the meeting. Reyes seconded. **Passed** without objection.

I.g. ANNOUNCEMENTS (1:22)

Novick reported on the legal case of Member Aryana Gladney and solicited donations for her defense fund. Grewall reported briefly on the Eyewitness Syria event at the Glendale Public Library on October 19, 2013.

Brazon read a Bylaws Amendments Process motion passed by the Pacifica National Board:

“All proposed Bylaw Amendments must be received by the Secretary of the PNB by midnight of Oct 24, 2013. They will be posted on the Pacifica Foundation Website the following day, Oct 25, which will be the notice date as specified in the bylaws. The iED is instructed to see to it that the notices on air required in each of the stations, informing the listeners of the Bylaws Amendments process being under way, commence on that day. Voting by the PNB and the LSB’s shall commence on Dec 9th, 45 days after the notice date, and shall be completed by Feb 7, 60 days after the commencement of voting. The results shall be posted within 15 days of the completion of voting on the Pacifica Foundation website.”

II. SCHEDULING / LOCATION / ANNOUNCEMENT OF MEETINGS (1:27)

Kaufman **moved to reschedule** the November LSB meeting for Wednesday, November 20, 2013, 7:00 PM. Motion **passed** by a show of hands: Yes—6, No—3, Abstain--4.

III. IMPLEMENTATION / FOLLOW UP / ACTION ITEMS (1:31)

- a) Chair personally forwards meeting announcements to the Board. Fulfilled by the Chair.
- b) Chair forwards September 21, 2013 excused absence requests to the Board. In process.
- c) Finance Committee Chair provides PNB budget approval process. Fulfilled via email on 9-21-2013.

d) GM confirms that lsboard@kpfk.org is posted on KPFK.org. Confirmed by the GM. Novick committed to forward log-in information for this address to the Board.

e) Brazon to forward the minutes of certain PNB committees to the Board. Not completed, Brazon will follow-up.

IV. GENERAL MANAGER REPORT SUMMARY AND Q&A (1:34)

The GM summarized his October Report (see Appendix C), which was distributed electronically to the Board prior to the meeting. Discussion followed. He announced that the Development Director position has been disestablished and Jennifer Kiser has been laid off as of October 25, 2013.

The GM committed to follow up on a car donation by a Board member and determine whether or not the Membership Department was informed of the donation. He also committed to look into the functionality of computers used by programmers.

Point of order from Medina. This should not be a dialogue—questioned should be asked and answered. The Chair facilitated this.

V. PUBLIC COMMENT I (questions to GM) (1:53)

Public comment was heard and questions to the GM were posed for eight minutes.

VI. GM RESPONDS TO PUBLIC COMMENT (2:01)

The GM responded to public comment.

VII. PNB REPORTS (2:06) [51:30]

Brazon, Cromshow and Medina reported.

[Audio Part 2]

Reyes reported on the Governance Committee. Blair reported on the Audit Committee. Novick reported on the Election Committee and the National Finance Committee. Discussion followed.

Board members posed questions to PNB Directors.

VIII. PUBLIC COMMENT II (questions to PNB Directors) (2:37)

Public comment was heard and questions to the PNB Directors were posed for eight minutes.

IX. PNB DIRECTORS RESPOND TO PUBLIC COMMENT (2:45)

PNB Directors responded to public comment.

Condon **moved** to thank and acknowledge Christine Blosdale for her contribution to the recent fund drive. Seconded by Kaufman.

Reyes **moved to amend**: Also thank phone answerers, programmers, pitchers, the people who take out the garbage and the listener-sponsors. Seconded by Priestersbach. Amendment **passed** by a show of hands: Yes—8, No—6, Abstain—1.

Amended main motion: To thank and acknowledge Christine Blosdale for her contribution to the recent fund drive; also to the programmers, pitchers, phone answerers, the people who take out the garbage, and the listener-sponsors for their contribution to the recent fund drive.

Motion **failed** by a show of hands: Yes—4, No—7, Abstain—3.

Brazon noticed a motion, to be introduced at the next LSB meeting, which will specify an LSB event to be offered as thanks to station staff and listeners.

X. COMMITTEE REPORTS (2:59)

a) PROGRAM DIRECTOR SEARCH COMMITTEE (2:59)

Novick (Chair) reported on the PD Search process, which is currently suspended by PNB action. Discussion followed.

b) FINANCE COMMITTEE (3:00)

Kaufman (Finance Committee Chair) reported briefly on station financials.

XI. PUBLIC COMMENT III – Omitted due to the time-certain for adjournment.

XII.-XIII - Omitted from the approved agenda.

XIV. Time-Certain Adjournment to Closed Session (3:02)

The Chair **adjourned** the meeting at 3:02 PM.

The Board reconvened in executive session in the same location.

Respectfully submitted by John P. Garry III, Secretary
(these minutes were approved on January 11, 2014)

Appendix A—Public Notices

Emailed by Terry Goodman on October 10, 2013:

The KPFK Local Station Board will meet on Saturday, October 26, 2013 at 1:00 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.

A closed session is scheduled to begin at 3:00 pm and end at 4:00 pm.

Note: This meeting may originally have been scheduled for October 16th, 2013.

Refs:

<http://www.kpfb.org/jupgrade/index.php/lsb-calendar-pointer-2/7543-lsb-open-and-closed-10-26-2013-1-00-pm>

<http://www.kpfb.org/jupgrade/index.php/eventcal/icalrepeat.detail/2013/10/26/1529/-/lsb-meeting-open-and-closed>

http://www.kpfb.org/pacalendar/cal_show1.php?eventdate=20131026

Appendix B—Approved Agenda

Proposed Agenda for KPFK LSB Meeting of October 26, 2013
(all times include board discussion time)

Open Session

- | | |
|--|----------|
| I. Call to Order / Opening Business n (1:00) | (15 min) |
| a) Ground Rules for Communication | |
| b) Roll Call | |
| c) Excused Absence Requests | |
| d) Designate Timekeeper, establish time limit for speaking | |
| e) Agenda Approval | |
| f) Minutes Approval (September 21, 2013 open session) | |
| g) Announcements: Bylaws Amendment Deadline (see Appendix for text) | |
| II. Scheduling / Location / Announcement of Meetings | (5 min) |
| LSB: Saturday, November 16, 2013, location TBD | |
| III. Implementation / Follow Up / Action Items | (5 min) |
| a) Chair personally forwards meeting announcements to the Board. | |
| b) Chair forwards September 21, 2013 excused absence requests to the Board. | |
| c) Finance Committee Chair provides PNB budget approval process (fulfilled via email on 9-21-2013) | |
| d) GM confirms that lsboard@kpfb.org is posted on KPFK.org. | |
| e) Brazon to forward the minutes of certain PNB committees to the Board. | |
| 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	(30 min)
a) Directors (10 min)	
b) Committees (5 min)	
c) Board Q&A (15 min)	
VIII. Public Comment II (questions to PNB Directors)	(7.5 min)
IX. PNB Directors respond to public comment	(3 min)
X. Committee Reports	(15 min)
a) Program Director Search Committee (10 min)	
b) Finance Committee (5 min)	
XI. Public Comment III (during debate on pending motions, final comments)	(15 min)
XII. New Business - Omitted in the interest of time	(0 min)
XIII. Old Business - Omitted in the interest of time	(0 min)
XIV. Time-Certain Adjournment to Closed Session (3:00)	
	total open session time 125 min

Closed Session (60 min)

I. Roll Call	
II. GM Evaluation	
III. Drafting of Report-Out	total open and closed sessions 180 min

Governance Committee Motion

Consistent with long-standing PNB policy, the KPFK LSB shall not schedule committee meetings on the same calendar day, unless one is in the afternoon and the other is in the evening. **Passed** without objection on August 19, 2013.

Motion re: Bylaws Amendments Process.

All proposed Bylaw Amendments must be received by the Secretary of the PNB by midnight of Oct 24, 2013. They will be posted on the Pacifica Foundation Website the following day, Oct 25, which will be the notice date as specified in the bylaws. The iED is instructed to see to it that the notices on air required in each of the stations, informing the listeners of the Bylaws Amendments process being under way, commence on that day. Voting by the PNB and the LSB's shall commence on Dec 9th, 45 days after the notice date, and shall be completed by Feb 7, 60 days after the commencement of voting. The results shall be posted within 15 days of the completion of voting on the Pacifica Foundation website.

Passed by the Pacifica National Board on October 10, 2013

Appendix C—General Manager Report

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

**Saturday, October 26, 2013
(Bernard Duncan, General Manager)**

Manager's Overview

- KPFK began its fall fund drive on October 8, and will continue until at least October 28. The drive has been maintaining its required daily average to result in a total of \$1,000,000 by its end.
- This report is a little shorter than usual due to the emphasis on Fund Drive during the period, and the General Manager's absence for some days appearing in court in New Zealand. Some personnel changes will be referenced at the October LSB meeting.

Programming

- Fund Drive – October was dominated by the Fall fund drive, which has been a success in terms of the funds raised. The drive began averaging over \$45,000 per day for the first week, which was the best first week in memory. The momentum was maintained through the second and third weeks, and this may end up being a \$50,000 per day fund drive – at any rate, it looks certain to end above the \$47,600 that was necessary to reach \$1,000,000 in three weeks - making it the only one million dollar fund drive to be only three weeks long in over five years.

One other positive about this drive is how well a few of our public affairs shows did compared to some recent drives. In particular, *Uprising* had its most successful fund drive in a few years. Similarly, *Democracy Now!* performed better than in recent drives; while *Letters and Politics* now holds its own in comparison to the drive time public affairs shows. *Background Briefing* with Ian Masters only includes fund drive pitching for one third of the show; so, while the show's raw totals are merely comparable to the other drive time shows, it is actually raising more money per minute of pitching than any other show.

The downside to this fund drive was the tremendous number of exemptions that were required to maintain such a high daily average. Also, since the drive time public affairs shows often include numerous references to the news of the day, they are very difficult to rebroadcast; which means the overwhelming balance of re-broadcast shows are not public affairs related – but alas the best of these shows prove able to raise thousands of dollars even when they are being re-aired many, many times.

- Upcoming Programming Changes – Coming out of the fund drive *The Car Show*, David Feldman, *Think Outside the Cage*, and *Liberated Sisters* will return from their hiatuses. A couple more shows will move onto hiatus as two more temporary series will come onto our airwaves in November. We may also be introducing a new show into our mid-afternoon schedule in early November, but those details will be in the November report.

Operations

- Facilities – We have completed our installation of Zetta, our new digi-cart system. We chose this system because it suits our current needs (which the current DRS system isn't able to) as well as provides us a platform that may be used to automate an online radio stream separate from our live web stream.

The SoCal gas company installed an advanced gas meter which provides the opportunity to:

1. View up-to-date hourly and daily usage information and estimated costs
2. Set and achieve your savings and conservation goals
3. Take an energy survey to learn how to conserve energy and save money
4. Analyze our usage over time

Our lease on copy machines with Ricoh will come to an end in August next year. We will reserve the right in accordance with the terms set forth in the lease agreement to discontinue so that we can negotiate a better deal and or find a comparable but competitive lease. We have begun to negotiate with Xerox and Ricoh to get us out of our current lease and negotiate the terms of a new lease with no cost to us. So far we have identified a possible saving of approximately \$2,000/ yr for KPFK and \$1,000/yr for Pacifica Radio Archives. We hope to strike a deal by the end of October

- Air-conditioning – HVAC unit 6's compressor has failed again. We first had an outage on May 13th, in which there were leaks found in our compressor tank and lines leading from it. The compressor was replaced then. ACCO continued to advise us that we need to replace the unit and that as we keep replacing the compressor the integrity/ efficiency of the unit will degrade. These recent repairs will cost us approximately \$3,000 - \$6,000. A new unit will cost about \$15,000, and it will be inevitable that we will need to replace another one.
- Energy – Our energy costs are on the rise most notably the costs to power our transmitter has nearly doubled since we have activated our second transmitter. According to our past usage data from 2012 we are now using anywhere in between twice as much or as little as 15% more electricity than last year.
- Social Media – We began our end of the year social media campaign in October with our Vehicle donation program. A social media kit for the vehicle donation program will be made available to programmers soon, once a social media playbook is completed for our end of year campaign, which will also include a membership benefits card for 2014 and a seasonal t-shirt. The campaign is being run in association with the car donation company we use.

Vehicle Donation Program Campaign Information:

- Landing page: <http://www.kpfk-cardonations.org/>
- The Campaign includes social media posts, emails, and Google Adwords

Facebook: FB Total Likes is 13,382 with an average of 13 likes per day

Twitter: Total Followers are now 2,573 with an average growth of 3 daily

Most Mentions: Aside from KPFK Radio (our Twitter page) Brad Blog and Kristi Lomax have given the most KPFK mentions

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

Most popular link shared on twitter Antoinette Tuff: Meet the Woman Who Prevented a Mass School Shooting Yesterday. Link: <http://ow.ly/o91eX>

Engineering

- Studios – The studios are generally in good condition and operating properly. We will replace the studio microwave transmit antenna in November. This will increase the signal to the Mt. Wilson transmit site and help improve the reliability of the system.
- Malibu 90.7 Booster site – The booster is operating very well. We are still waiting for FCC approval for the Oat Mountain program audio microwave system. In the mean time we are allowed to operate the microwave system during a test period. KPFK booster coverage of Malibu and Santa Monica mountain canyons is excellent.
- 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 –The 98.7MHz translator is in good condition and is doing well covering the Santa Barbara area.
- 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 October 24 are as follows –
 - Total Cash in Bank (not including the restricted Studio A grant of \$52,000) is **\$237,000** (\$92,300 on September 18).
 - Total payables stand at \$30,000.
 - Central Services payments owed to National Office stand at \$6,500 and \$12,300 to Pacifica Radio Archives.
 - We have still yet to receive the second installment of our CPB funding.

Bernard Duncan
General Manager
October 25, 2013

Appendix D—Community Advisory Board report

A Community Advisory Board (CAB) meeting was held at KPFK's studios in No. Hollywood on Saturday September 21st. from 10:30am to 12:30 PM.

Approximately 22 people signed the attendance roster sheet including the CAB Facilitator Dave Johnson. Several other listeners were in attendance but failed to sign in. Meeting agendas and CAB member application forms were available to attendees.

The meeting began with a brief description of the CAB, and a discussion of proposed meeting rules of conduct, which were unanimously agreed upon by a show of hands.

The Community Advisory Board (CAB) purpose and function was discussed including the taking of community needs assessments. The independence of the CAB from the LSB and station management was discussed.

Staff member, Jessica Wood, the KPFK Volunteer and Outreach Coordinator was invited to speak with the meeting's attendees. Jessica described her role at the station, KPFK's outreach programs and the need for volunteers.

The majority of the meeting discussion time was spent on three subject areas; on air programming, fundraising/pledge drives and miscellaneous topics.

Comments on Programming:

Request for substantial JFK programming, exploring all issues for the 50th anniversary of the president's assassination in Nov.

One attendee requested programming dedicated to atheist and socialist issues.

The car show the 1960s 'Wizard Show' is missed - please bring them back

Continue the 'Middle East in Focus' program with a new host

Several attendees mentioned the strip programs as being their favorites, such as 'Background Briefing' and 'Democracy Now' while a minority would prefer fewer of them in order to increase programming diversity.

Several attendees requested more programs that would appeal to college age and other young people. "Please increase the numbers of new younger listeners."

Event coverage, music or other programs of interest to a younger audiences were suggested.

Please increase anti war issue and activists coverage

Several listeners mentioned that they particularly enjoyed the 'Roy of Hollywood' overnight show, and they indicated that they would like Roy to continue to vary the rotation of featured artists and subjects during his program.

A couple persons felt that there was a little too much Thom Hartman on the air.

Please bring back some Gary Null programming

Please discuss the effects of large corporations whose policies are destroying our social networks, worker self esteem and have negative effects on family and society.

Would like an evening UFO and paranormal issues program similar to the vintage Art Bell 'Coast to Coast' program.

Please cover the restoration of the Los Angeles River issues and news (FOLAR.org)

Comments on Programming cont.

Coverage of labor and worker issues are welcomed

Food topics - GMO foods and other issues would be welcome

Want to know what's the basis for programs being added or dropped. Would also like better notification of program changes. What are the guidelines or methodology for program changes? How is the scheduled designed? Are changes at the whim of the program director?

Is there a relationship between air time and a programs ability to fund raise?

Is there a program committee? If not why not?

Increase community news

Spanish programming needs to be bilingual and content expanded; appeal to all people

Request for a program dedicated to senior citizens including meet-up events for people to connect

Comments on Fund Raising and Fund Drives

Please add phone text donations (\$10.00) like what KPCC has started doing

Would like more information about KPFC and Pacifica finances. Is KPFC sound?

Do our fund raising dollars go to the other Pacifica stations?

On air fund drives are too long and too frequent

Objections raised about controversial fund drive products promoted by people that appear to have 'questionable' credentials. Concern about "commercial selling"

Use posted U-Tube videos raise funds.

Make donation requests more dominant on the web site.

Add more events with local groups for fund raising and membership development

Attend open mic nights in Hollywood to draw in listeners/donors

Develop closer relationships with Hollywood and music celebrities. Offer recorded interviews as CD premiums

Please develop/implement new, small and large fund raising strategies

Would a program that could raise money be give a schedule time slot?

Other Misc. Topics/Subjects

Would it be possible to volunteer enough hours to qualify for the Film Club?

Print new KPFC flyers, decals and new bumper stickers for interested KPFC members to give out to people to promote the station.

Please develop strategies and materials that could be given to volunteers to hand out to prospective listeners. Develop a "street team" to hand out materials around town

Place 'KPFC.org' as well as '90.7 FM' on all station promotion materials

Attract new listeners with bench or rapid transit advertisements

Concern about KPFC's financial condition and requested additional transparency

Improve on what we have at KPFC - "stay the course"

Please keep the CAB independent of station management and the LSB

Misc. Topics. cont.

Need to bridge the gap between listeners, current movements and the station to increase the numbers of activist/listeners and serve their communities

Difficult getting announcements on the air

Wish the station offered audio and video training programs - Use the Timebank.org for volunteers with unique talents or SYNDICATE.INFO and evolvesociety.org

Misc. Topics cont.

Need to build listener movements inside and outside the station to increase station membership. Link up with other organizations; networking

Web Site issues

Add video clips from KPFK event and in studio guest interviews

Offer better info. with on air advertising for links to Facebook & Twitter, social media sites. The web site is hard to search for notices for LSB, CAB and other KPFK meetings

The KPFK and the Pacifica audio archives cannot be searched by topic - not user friendly

Future CAB Meetings

The scheduling of future CAB meetings in local communities is encouraged.

Any listener that can help facilitate a future meeting is requested to contact Dave Johnson at the CAB email link on the web site or call Jennifer Kiser at the station to leave a message. Meeting sites are needed to be donated to the KPFK CAB.
