

Minutes of the KPFK Local Station Board Meeting of June 18, 2014

The regular monthly meeting of the KPFK Local Station Board was held on Wednesday, June 18, 2014, 7:20PM, at the Aris and Carolyn Anagnos Peace Center, 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 two previous meeting (April 16, 2014, May 17, 2014) were approved.

Fourteen members were present, constituting a quorum: Chuck Anderson, Rodrigo Argueta, Fred Blair, Lydia Brazon, John Cromshow, Tej Grewall (Chair), Kim Kaufman, Jim Lafferty, Chipasha Luchembe, Michael Novick (Treasurer), Steve Pride, Lawrence Reyes, Ron Priestersbach, John Wenger.

Nine members were excused: Ankine Antaram, Steve Brooks, Chris Condon, Nancy Kazar, Fred Klunder, Brenda Medina (Vice-Chair), Dutch Merrick, John Parker, Lamont Yeakey.

One member was absent: Aryana Gladney.

Also present: 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 April 16, 2014. The date and location was posted on KPFTX.org on April 16, 2014. Additional notice was posted on KPFK.org, KPFK.org and other websites beginning on June 10, 2014 (see Appendix A). An announcement was broadcast on KPFK 90.7 FM beginning on June 12, 2014. Automatic e-mail reminders from pnb@kpftx.org were sent to Board members on June 11, June 16, and the day of the meeting.

Audio Recording: All available KPFK Local Station Board and Delegates minutes and audio may be retrieved through the master index page on KPFK's website:

<http://www.kpfk.org/index.php/lspbpbmenu/160-meetingminutes>

[Audio Part 1 kpfk140618a.mp3]

I. CALL TO ORDER / OPENING BUSINESS (7:20)

The meeting was **called to order** by the Chair at 7:20 PM.

I.a. GROUND RULES FOR COMMUNICATION (7:20)

The Chair reiterated principles for Board communication and public participation.

I.b. WI-FI CONNECTION (7:20)

The Chair announced the Wi-fi Network: peacecenterwest; Password: peace3916.

I.c. ROLL CALL (7:21)

An initial quorum of 14 was established.

I.d. EXCUSED ABSENCE REQUESTS (7:23)

The excused absence requests of Antaram, Brooks, Condon, Kazar, Klunder, Medina (Vice-Chair), Merrick, Parker and Yeakey were **accepted** without objection.

I.e. DESIGNATE TIMEKEEPER / ESTABLISH TIME LIMIT FOR SPEAKERS (7:23)

Novick volunteered to be the timekeeper. A 90 second limit for individual speakers was established without objection.

I.f. AGENDA APPROVAL (7:25)

Individual items were amended without objection and the Amended Agenda (see Appendix B) was **approved** without objection.

I.g. MINUTES APPROVAL (7:34)

Brazon **moved approval** of the open session minutes of April 16, 2014 and May 17, 2014, which were forwarded electronically to the Board prior to the meeting. Lafferty seconded.

Minutes **approved** by a show of hands: Yes—7, No—0, Abstain—6.

I.h. ANNOUNCEMENTS (7:36)

Argueta noticed a July 12, 2014, 7:00 PM fund-raising event for KPFK Spanish language programming at Radio Station KPFK. The life of Pablo Neruda will be highlighted in a multimedia presentation.

Novick noticed a meeting to revive the *ChangeLinks* community newspaper. Prospective stories can be sent to fdorrel@sbcglobal.net. There will be a Potluck Mailing Party on Sunday, July 6, 2014, 11:30 AM to 1:30 PM, at The Peace Center.

Reyes noticed an art exhibit featuring the work of *ChangeLinks* publisher John Johnson at The UnUrban Coffee House, 3301 Pico Blvd, Santa Monica, beginning July 26, 2014.

Lafferty noticed an anti-war protest at Pershing Square, Los Angeles on Saturday, June 21, 2014, 1:00 PM.

Grewall noticed the B-Boy Summit (BBoysummit.com), June 20-22, 2014 at the Roosevelt High School Campus, Boyle Heights. Grewall also noticed Grand Performances and the Summer Series Concerts.

II. SCHEDULING / LOCATION / ANNOUNCEMENT OF MEETINGS (7:41)

Program Oversight Committee: Monday, June 23, 2014, 7:00 at KPFFK
 Town Hall Task Force, Tuesday, June 24, 2014, 7:00 PM at KPFFK
 Outreach Committee Picnic: Sunday, July 6, 2014, 12-6 PM at Griffith Park Carousel.
 GM Search Committee: Wednesday, July 9, 2014, 7:30 PM at The Peace Center.
 PNB Committee of Inclusion: Sunday, July 13, 2014, 1:00 PM at The Peace Center
 Governance Committee: Monday, July 14, 2014, 7:30 PM, The Peace Center
 Finance Committee: Tuesday, July 15, 2014, 7:30 PM at KPFFK.
 LSB Meeting: Saturday, July 19, 2014, 1:00 PM, The Peace Center
 Personnel Committee: TBD

Without objection, it was agreed that the next LSB meeting shall include a Delegates Assembly for Proposed Bylaws Amendments.

III. IMPLEMENTATION / FOLLOW UP / ACTION ITEMS (7:43)

III.a. Excused Absence Policy / Governance Committee (from May 17, 2014). Wenger (Governance Committee Chair) reported that the issue was not addressed at the last Governance Committee meeting. It will be taken up at the next meeting.

III.b. Development Task Force. Novick reported.

IV. INTERIM GENERAL MANAGER REPORT (7:46)

The iGM was absent. His report was forwarded electronically to the Board prior to the meeting (see Appendix D). Reyes **moved to suspend** this agenda item. Lafferty seconded. After debate, the motion and the second were withdrawn without objection. The Board discussed the report.

Following a request from Wenger, Novick **committed** to distribute written documentation of CPB funding changes. Brazon **committed** to provide this documentation as well.

Wenger **moved to extend** five minutes. Brazon seconded. **Passed** without objection (8:12). Discussion continued.

[Audio Part 2 kpfk140618b.mp3]

Lafferty **moved**: No programs shall be rescheduled or cancelled based on how much money they raise, every programmer shall have access to all fund-drive premiums, and programmers shall be allowed to select and add premiums appropriate to their audience to the general list.

Kaufman **moved to extend** five minutes. Second not recorded. **Passed** without objection (8:27). Speaking time was limited to one minute per speaker. Discussion continued.

Wenger **moved to extend** one minute. **Passed** without objection (8:32). Discussion continued.

V. PUBLIC COMMENT I (8:34)

Public comment was heard for 13 minutes.

The Interim General Manager Report continued at 8:47.

Kaufman **moved to amend**: The iGM shall have a conversation with the programmers to explain the fund drive process and discuss the programmers' concerns. Novick seconded.

Passed by a show of hands: Yes—9, No—2, Abstain—2.

Amended Main Motion:

Lafferty **moved** (amended by Kaufman): No programs shall be rescheduled or cancelled based on how much money they raise, every programmer shall have access to all fund-drive premiums, and programmers shall be allowed to select and add premiums appropriate to their audience to the general list. The iGM shall have a conversation with the programmers to explain the fund drive process and discuss the programmers' concerns.

Passed by a show of hands: Yes—10, No—1, Abstain—2.

VI. GENERAL MANAGER SEARCH COMMITTEE REPORT (8:59)

Novick reported and **moved** the General Manager Job Description:

KPFK-FM in Los Angeles seeks a General Manager (GM) to provide leadership and vision, who is serious about innovative, high-quality, community-based non-commercial programming. KPFK was established in 1959 as the second listener-supported radio station of the non-profit Pacifica Foundation, which is a mission-driven organization dedicated to free speech, peace, social justice, and cross-cultural understanding. Broadcasting at 112,000 watts, KPFK serves much of Southern California, from Santa Barbara to San Diego, and webcasting at KPFK.org, with an eclectic mix of public affairs, news, arts, culture, music, and health and spirituality programming, including some in the Spanish language. Go to kpfk.org/index.php/jobatkpfk#.U5uziPldXhc for details.

Responsibilities

The General Manager is responsible and accountable for overall administration, including personnel, programming, financing, technical operations and public relations of the station. Working with the staff, the Local Station Board (LSB), and the community, the GM is responsible for monitoring and guiding the station, which has more than 20 FTE employees and more than 200 unpaid staff.

The GM supervises a management team including the Program Director, Business Manager, Operations Director and others, in the administration of all station operations, including fund-

raising, programming, human resources, budgeting, long-term planning, web and social media presence, and FCC compliance. The GM makes reports to both KPFK's elected Local Station Board (LSB) and Pacifica's Executive Director (ED) in implementing the Pacifica Mission.

Financial Accountability and Responsibilities

- Maintain the fiscal integrity of the station through membership/fundraising activities, budget management, and compliance with Pacifica National Board and Pacifica National Office policies and practices.
- Supervise the preparation of a strategic annual budget for the station in collaboration with the LSB, Pacifica's Chief Financial Officer (CFO) and ED, obtain LSB approval and submit the LSB-approved budget to the National Finance Committee and Pacifica National Board for review and approval.
- Implement the budget throughout the year, responding to quarterly review by the LSB.
- Supervise the preparation of reports for revenue and expense oversight by the LSB and National Office, and ensure that the station maintains a balanced budget, with accurate records for the annual audit.

General Operations/Physical Plant

- Ensure transmitter function and compliance with all necessary local, state and Federal laws and regulations. See to the maintenance of KPFK's re-transmission and booster equipment throughout the region.
- Ensure maintenance of physical plant in conjunction with the Chief Engineer and/or Operations Manager.

Programming

- Ensure program content complies with all necessary State and Federal laws and regulations as well as Pacifica programming policies and requirements.
- Establish, maintain, and review programming goals and services in line with the Pacifica Mission, and maintain a regular process of evaluation and improvement.
- Oversee technical broadcast operations, and program content, delivery, format and schedule.
- Supervise the PD and communicate programming goals and initiatives to the staff, LSB and listeners.

FCC, CPB, EEO, AG Reports

- Ensure completion of and compliance with necessary public file reports, annual CPB Station Activity Surveys, FCC license renewal applications, EEO mandates, charity registration with the CA Attorney General, OSHA regulations, and/or other necessary local, State and Federal filings.

Governance

- Serve as a non-voting ex-officio member of the station's LSB, giving a report once per month.
- Select a regular Program Director from a pool of candidates presented by the LSB.
- Work with the Local Elections Supervisor (LES) on implementing Pacifica governance election procedures and policies, including regarding outreach to and education of listener-sponsors, maintain accurate, up-to-date records of the station's two classes of members

(listener-sponsors and staff), and provide adequate station resources to help ensure the election meets quorum.

Personnel/Trade Union

- Supervise all station staff, paid (20+) and unpaid (200+)
- Attend trade union contract negotiations, handle grievance process, and manage union employees.
- Follow all Pacifica procedures and state and Federal laws, regarding employment processing, recruitment and selection, hiring, termination, and other personnel actions, and follow the Pacifica Foundation employment handbook and union contracts.
- Ensure that public safety measures are in place at the station for paid and unpaid staff, members of the general public, and visitors.

Community Relations

- Represent the station and Pacifica at public forums. Handle media relations for the station.
- Broadcast monthly reports to the listeners with at least half the scheduled time allotted for listener call-ins.
- Engage in broad community outreach and audience development.
- Maintain publication of appropriate station and network information, including those required by-law (i.e., EEO) or by policy.

Development

- Develop strategies and plans for fund-raising on- and off-air, and supervise their implementation.
- Meet with donors.

Internet

- Oversee development and maintenance of KPFK's Web services and social media engagement.

Training

- Oversee training of paid and unpaid staff in regards to policies, operations, program quality, fund-raising and audience development.

REQUIREMENTS:

Demonstrated commitment to the Pacifica Mission. Bachelor's Degree or commensurate experience in related field. 3-5 years of management experience in radio or related media required, non-commercial radio preferred. Candidate must be committed to creating a diverse workplace and serving the needs of a diverse audience. Candidate shall possess excellent management skills and a proven ability to work collaboratively with paid and unpaid staff. Candidate shall possess strong interpersonal and communications skills and the ability to lead and motivate staff and volunteers. Fund-raising experience required. Bilingual English-Spanish desirable.

Pacifica Foundation Radio/KPFK is an Equal Opportunity Employer, and does not discriminate on the basis of race, nationality, gender, age, disability, or sexuality.

Brazon **moved to amend**: Include a salary range: \$70,000 to \$80,000 depending on experience. Reyes seconded.

Brazon **moved to extend** five minutes to finish the stack. Cromshaw seconded. **Passed** without objection (9:14). Discussion continued.

Amendment **passed** by a show of hands: Yes—11, No—0, Abstain—2.

Amended GM Job Description **passed** by a show of hands: Yes—8, No—5, Abstain—0.

[Audio Part 3 kpfk140618c.mp3]

VII. PUBLIC COMMENT II

Omitted.

VIII. TREASURER'S REPORT (on LSB finances) (9:18)

Novick (Treasurer) reported on Town Hall expenses. Brazon **committed** to donate \$100 to the Town Hall budget.

Novick **moved to appropriate** \$650 from the LSB budget for the Town Hall (to be offset by funds raised at the event). Spriestersbach seconded. **Passed** without objection.

IX. PNB REPORTS (9:25)

Argueta, Brazon, Reyes and Kaufman reported. Discussion followed. Novick reported on the National Finance Committee and the Elections Committee. Responding to a request from Wenger, Novick **committed** to distribute financials for all five Pacifica stations to the Board. Discussion followed.

X. PUBLIC COMMENT III (questions to PNB Directors) (9:44)

Public comment was heard for 11 minutes.

XI. PNB DIRECTORS RESPOND TO PUBLIC COMMENT (9:55)

Omitted without objection.

XII. PROPOSED BYLAWS AMENDMENTS (9:55)

Brazon reported on the Bylaws Amendment process and timeline. Without objection, discussion of the Proposed Amendments was deferred until the next meeting in the interest of time. Printed copies of "Pacifica Foundation Radio 2014 Proposed Bylaws Amendments" were made available to the Board and the public.

Reyes **moved to extend** ten minutes in order to allow the next agenda item to proceed.
Motion **passed** by a show of hands: Yes—8, No—1, Abstain—2 (9:59).

XIII. COMMITTEE AND TASK FORCE REPORTS (9:59)

COMMUNITY ADVISORY BOARD REPORT (9:59)

Dave Johnson and Bella De Soto (members of the public) reported on the most recent meeting of the CAB (June 7, 2014).

OUTREACH COMMITTEE REPORT (10:04)

Reza Pour (member of the public) reported.

TOWN HALL TASK FORCE REPORT (10:05)

Bella De Soto (Task Force Chair, member of the public) reported.

The remaining committee reports and Item XIV were omitted due to the expiration of time.

XV. ADJOURNMENT (10:10)

The meeting **adjourned** due to the expiration of time at 10:10 PM.

Respectfully submitted by John P. Garry III, Secretary
(these minutes were approved on July 19, 2014)

Appendix A—Public Notices

Emailed by Terry Goodman on May 20, 2014 and June 10, 2014:

The KPFK Local Station Board will meet on Wednesday, June 18, 2014 at 7:00 pm at the Aris and Carolyn Anagnos Peace Center, 3916 Sepulveda Blvd., Culver City, CA 90230, in the ground floor meeting room (Rms 101-102). The meeting is open to the public and all are welcome. Thirty minutes will be allotted for public comment, during which listeners may comment on station policies. There is free parking behind the building. Dial 22 at the intercom for entry. Tej Grewall is the Chair. Brenda Medina is the Vice-Chair. Michael Novick is the Treasurer. John P. Garry III is the Secretary.

Refs:

<http://www.kpfb.org/index.php/lsb-calendar-pointer-2/8109-local-station-board-6-18-2014-7-00pm>
<http://kpfb.org/index.php/eventcal/icalevent.detail/2014/06/18/778/->

http://www.kpftx.org/pacalendar/cal_show1.php?eventdate=20140618

Appendix B—Approved Agenda

- | | |
|--|-----------|
| I. Call to Order / Opening Business | (20 min) |
| a) Ground Rules for Communication | |
| b) Wi-Fi connection: Network: peacecenterwest Password: peace3916 | |
| c) Roll Call | |
| d) Excused Absence Requests | |
| e) Designate Timekeeper, establish time limit for speaking | |
| f) Agenda Approval | |
| g) Minutes Approval (April 16, 2014 open session, May 17, 2014 open session) | |
| h) Announcements | |
| II. Scheduling / Location / Announcement of Meetings | (5 min) |
| a) Program Oversight Committee: Monday, June 23, 2014, 7:00 at KPFK | |
| b) Town Hall Task Force, Tuesday, June 24, 2014, 7:00 PM at KPFK | |
| c) Outreach Committee Picnic: Sunday, July 3, 2014, 12-6 PM at Griffith Park Carousel. | |
| d) GM Search Committee: Wednesday, July 9, 2014, 7:30 PM at The Peace Center. | |
| e) PNB Committee of Inclusion: Sunday, July 13, 2014, 1:00 PM at The Peace Center | |
| f) Governance Committee: Monday, July 14, 2014, 7:30 PM, The Peace Center | |
| g) Finance Committee: Tuesday, July 15, 2014, 7:30 PM at KPFK. | |
| h) LSB Meeting: Saturday, July 19, 2014, 1:00 PM., The Peace Center | |
| i) Personnel Committee: TBD | |
| III. Implementation / Follow Up / Action Items | (5 min) |
| a) Excused Absence Policy / Governance Committee (from May 17, 2014) | |
| b) Development Task Force | |
| IV. Interim General Manager Report Summary and Q&A | (15 min) |
| a) GM summarizes report (0 min) | |
| b) Board Q&A (15 min) | |
| V. Public Comment I | (7.5min) |
| VI. GM Search Committee Report | (10 min) |
| a) Motion on Proposed Job Description | |
| VII. Public Comment II | (7.5 min) |
| VIII. Treasurer's Report (on LSB finances) | (5 min) |
| IX. PNB Reports | (25 min) |
| a) Directors (10 min) | |
| b) Committees (5 min) | |
| c) Discussion (10 min) | |
| X. Public Comment II (questions to PNB Directors) | (7.5 min) |
| XI. PNB Directors respond to public comment | (2 min) |
| XII. Proposed Bylaws Amendments | (15 min) |
| a) Explanation of Amendment Process and Timeline | |

- b) Reading/Summary of Proposed Bylaws Amendments (see Appendix for list)
- c) Discussion
- d) Public Comment III (7.5 min)

XIII. Committee and Task Force Reports

Finance Committee Report	(10 min)
Governance Committee Report	(10 min)
See Appendix for motions	
Town Hall Task Force Report	(5 min)
Community Advisory Board (CAB) Report	(5 min)
Personnel Committee Report	(5 min)
a) Interim Manager Evaluation Motion	
Outreach Committee Report	(0 min)
Programming Oversight Committee Report	(0 min)

XIV. Public Comment IV (during debate on pending motions) (7.5 min)

XV. Adjournment at 10:00 PM

total 180 min

| Passed without objection by the Governance Committee on April 14, 2014:

The LSB shall elect by STV ballot two LSB staff delegates and three LSB listener delegates to serve as point people on the strategic planning process and serve on any committee that is established by the iGM. If it is determined that additional non-LSB listener members should participate in the planning process, the LSB will collaborate with the iGM in recruiting and selecting such additional listener members. The elections shall occur at the first LSB meeting subsequent to the passage of this motion.

Passed without objection by the Governance Committee on April 14, 2014:

The LSB requests that the iGM convene a station brainstorming session at the station with management, paid and unpaid staff, governance and interested listeners to discuss budget priorities and fund raising ideas for the coming fiscal year, as we have done the last two years.

Pacifica Bylaws Amendments 2014

<http://www.pacifica.org/>

Concerning In-person Meetings of the Pacifica National Board
 Restriction of LSB Treasurer Position
 Doubling the Frequency of Bylaws Amendments
 Reduce the Size of LSBs and Delegate Assemblies
 Reduce the Size of the PNB—Equilateral
 Update Notice Requirements
 Foundation Name Change
 Concerning Meeting Notice
 Reduce Affiliate Directors by One
 Election of Station Representative Directors
 Proportional Reduction in Size of PNB
 At Large Directors

Appendix C—General Manager Report

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

**Wednesday, June 18, 2014
(Richard Pirodsky, Interim General Manager)**

Manager's Overview

Once it achieved its present size, the Pacifica network had a foundation of five (at times shaky, at times thriving) radio stations, “profit centers,” and two “cost centers” in the form of the national office and Pacifica Radio Archives. Even the cost centers provided a positive assist to the bottom line of the foundation by providing services from the network level to the individual stations at far below a cost achievable at the individual, local level.

Despite some spikes in profitability during wars in the Middle East, a downward trend began approximately ten years ago when WBAI-NY went from being a wobbling profit center to a consistent and ever-increasing cost center. WPFW-Washington, DC eventually followed suit and now KPFT-Houston finds itself in debt and unable to make central services payments to the national office.

KPFK and KPFA made advance central service payments to keep the national office afloat and so that it could funnel money to other areas of the network. KPFK and KPFA made loans to and met payrolls for other stations; monies which have not been repaid. Essentially, there were just two profit centers desperately trying to support five cost centers. “And then there was one.”

While the numbers are incomplete and still in the process of being “crunched” at the national and local level, the figures now available lead to some grim conclusions about KPFK’s recent past and its imminent future.

Starting at least two years ago, KPFK began running debts. As with all the other stations in the network, cuts were made. But the cuts did not address the main cause of the problem, as clearly identified by the Corporation for Public Broadcasting in its warnings to the station. Simply put, KPFK had far too few listeners contributing far too little revenue to support the station.

KPFK was put on notice that it would have to address these problems by setting aside at least twenty-five percent (25%) of unrestricted funds from the CPB’s Community Service Grant to address these twin deficiencies or else risk losing all CPB support.

KPFK set about making changes to comply with the CPB’s demands. But fate on a national level intervened. The CPB does not recognize Pacifica’s five stations as independent outlets. Holding to the corporate structure, CPB views all the stations as essentially one entity. Thus when it comes to being in compliance with the qualifying terms of the CSG, if one station falls short, all stations are held accountable.

Thus when basic issues of conforming to public notice guidelines cropped up at other stations, CPB funds for all the stations were withheld until they could be addressed. Further complicating the issue was the national office's delay in submitting the audit to the CPB in a timely fashion. Essentially, the CPB has withheld monies over a period of two fiscal years and despite improvements made by all five stations, that money, in the opinion of Otis Maclay, Pacifica's CPB Compliance Officer, will probably be dispersed to stations (if it hasn't been already), but none in the Pacifica network.

While events in Congress have long shown that the CPB is being gradually phased out, there was hope that Pacifica would continue to receive monies from its largest (by far) grantor until the CPB ended its days.

But having been denied recent payments, and by not receiving the CPB's "seal of approval" despite addressing compliance issues, the Pacifica stations are likely to be viewed a "poor investment" in the future for the CPB's ever shrinking funds. Thus it is quite possible that no Pacifica outlet will ever again receive CPB grant money.

The loss of these monies for the recent past, present, and short-term future is devastating to all five Pacifica stations and the network as a whole. No station has been able to generate enough revenue to compensate for the loss of CPB funding.

So despite previous cuts, all Pacifica outlets have no choice but to make further, much deeper cuts. But please know that no one in this process believes this to be anything more than a stop-gap measure. Even iED Bernard Duncan, when asking to see proposed cuts from all the network's GM's, said that cutting will only further degrade operational effectiveness while buying a short amount of time.

The true solution rests with Pacifica's ability to raise more money, much more money, and if need be, leverage (but not sell) certain assets in order to reorganize the network's infrastructure to the point where it can once again be fiscally viable and sustainable.

For those of you on this board and in this room who may be willing to work toward this goal, I both commend and caution you. As you may know, last month a scheduling change was made in KPFA's morning lineup. The individual shows which made up the Mon-Fri 8am block were moved to later in the day, while KPFA's Uprising took their place during drive time.

The results were instantaneously positive in both a sustained rise in listenership (as measured by live stream numbers) and in revenue generation. In the five days Uprising first aired during the last week of the Spring fund drive live at 8 am and repeated in the afternoon or evening, the total amount of money generated for both KPFA and KPFA was over ninety thousand dollars.

But as the saying goes, "no good deed goes unpunished." For reasons both personal and political, a number of KPFA LSB members, unpaid staffers, listeners, and even community groups have protested the change (in one instance jeopardizing the station's license) and continue to call for its reversal while harshly attacking the station via every public means available.

At KPFA's LSB meeting last Saturday, a small representation of these entities was united in its belief that listenership and revenue numbers (which they discount anyway) should play no part in program scheduling decisions. In other words, not only should management not seek to urgently raise desperately needed revenue in the only ways it can, we should hasten the network's decline into insolvency in order to please those unwilling to promote and support the programs of their choosing, but more than happy to attack other programs and the station itself to get their way.

Looking at the bigger picture, if a simple scheduling shift causes protest of this kind, what will happen when the very difficult decisions and choices are made to save the network? And those decisions cannot come soon enough.

At KPFK, it will mean further, much deeper cuts to staffing and services. There will be a realignment of station operations forcing a large increase in responsibilities for those staffers who remain.

No longer will programs generating few listeners and little revenue remain untouched. During the Summer fund drive, all shows and programmers will be given a chance to show a least a spark of hope that they can contribute in a substantial way to the survival of the station. If they cannot, there will be little choice but to move underperforming programs or to replace them with shows which have a proven record of success.

Again, all this will be for naught should the PNB and the national office fail to address the overarching problems which have brought the foundation to its knees. It is ironic that at Pacifica, where politics, caucuses, and ideology dominate, even finding the political will to take action is not enough. Somehow, some semblance of a survival instinct must take hold and special interests must become "selfless interests" in order to save a network, a foundation, and a cause which we have all pledged to support.

Programming

With the financial assistance of KPFA, KPFK handled all aspects of recording and production of The Left Forum, a yearly source of over-the-air content and fund drive thank-you gifts for all five Pacifica outlets. Kudos for all the hard work of KPFK's small, overworked staff of Margaret Prescod, Melissa Figueroa, and Alan Minsky.

The hoped for collaboration with Link TV never quite came to fruition. But there still remains a possibility of the two working together in the future, and in both entities being able to avail themselves of Left Forum videos for use as fund drive thank-you gifts.

KPFK hopes to bring sister station WPFW's sports program with the renowned Dave Zirin to the Los Angeles air waves by late Summer or early Fall. Zirin is at the forefront of journalists who look beyond the stats and scores to find the link between sports and everything from politics to community values. This makes his program of interest to all Pacifica outlets and all Pacifica listeners.

Summer Fund Drive

KPFK will begin its Summer drive on Tuesday, July 22 and is scheduled to run through August 8. As with KPFA, the station is still in the process of determining whether to once again use a roll-over service or to upgrade to a full phone service.

The drive is different from those held recently in that there will be no preemptions during the first week. All program hosts, some who haven't participated in fund drives for years and others who have never pitched, will be required to fulfill that part of their agreement with the station to help it raise funds.

Beyond the revenue that is raised, the data derived from this experiment will be an invaluable part of program review. It is vital that, in addition to listenership, KPFA have an understanding of the degree to which our "listener sponsors" are willing to sponsor those programs which have rarely, if ever, asked for support.

A major effort will be made to make certain all programmers have as much training and support as possible in the coming month to ensure they have the best chance to harvest the support of their listeners.

Development

With the start of the Development Task Force, KPFK's LSB is recognizing the need for more off-air fundraising, and the need for direct involvement of the LSB in that effort. The task force will be a combination of LSB members and station volunteers, who will be assisted by staffers. It will explore numerous opportunities for raising monies and be directly responsible for their implementation and success.

Management Update

On June 23, I will return to Berkeley and continue as iGM for KPFA. At the end of that week I will come back to KPFK. According to a late afternoon phone conversation yesterday with Pacifica's iED, I will be required to travel to Berkeley for the week of July 7. During this time, I will participate in a "hand over" process to my successor, participating in a full debriefing across all areas of station operations and giving the new GM a chance to "hit the ground running." I will return to KPFA no later than the end of that week (July 12), at which time my responsibilities for Pacifica's Berkeley outlet will have come to an end. I will then be able to devote all my time and energies to the service of KPFK.

Richard Pirodsky
Interim General Manager
May 17, 2014
