

MINUTES

Local Station Board Meeting of August 21, 2016 (approved 9/18/16)

Aris & Carolyn Anagnos Peace Center

3916 Sepulveda Blvd, Culver City, CA 90230

Local Station Board (LSB) Meeting

I. Call to Order 12:00 noon

Roll Call Taken, Excused absences: Maggie LePique, Ali Lexa, and Leslie Radford have requested excused absence.

- a) Present are Chair Sharon Brown, Vice-Chair Roberta Eidman, Secretary Jaime Gomez, Treasurer Fred Blair, Parliamentarian Barbara Marbach, and LSB Members Grace Aaron; Ken Aaron; Jonathan Alexander; Christian Beck; Sandy Childs; Leslie Fox; Charles Fredricks; Jan Goodman; Steve Kaiser; Michael Novick; Reza Pour, Steve Pride; Dorothy Reik; Myla Reson; Mansoor Sabbagh; and Fernando Velasquez. Absent are Lydia Brazon; Aryana Gladney; and Tej Grewall. Excused absence request noted for Ali Lexa, Maggie LePique, and Leslie Radford.
- b) **Share Out:** At the closed Executive Session preceding this meeting, confidential personnel matters were discussed, and the Program Director search process has been postponed until further notice.
- c) Steve Kaiser agrees to be timekeeper.
- d) Proposed agenda approved.
- e) Minutes of 07/17/2016 approved 13 to 3, with two abstentions.
- f) Time certain to adjourn of 2:00 agreed upon by consensus.

II. General Manager's Report

Chair summarizes GM Report, as GM is not present. (Appendix B)

III. Public Comments #1--12:15

IV. PNB Directors and Treasurer Reports:

Jan Goodman: Our finances are a total wreck. We are trying to convene discussions on how to address this. We are also in the midst of a period of bylaws amendments, but figuring out what people can agree on is a problem. The audit committee, we have finished the 2014 audit. 2015 audit needs to be started. Elections are going forward. Happy to report we are on bylaws timeline for elections. Myla Reson: We are in final stages of audit. 2014 Draft audit has been provided, and is under review.

Grace Aaron: WPFW and WBAI are failing stations. KPFK revenue income generation has decreased and other stations (KPFT and KPFA) are floundering. CFO says we must improve income,

Most shocking is that our insurance has been suspended. We have temporary 60 day coverage. National Board must figure out how to improve revenue. Bylaws amendments have failed. There were a number of reasons for revoking insurance. Mainly has do with financial position of Pacifica.

Jonathan Alexander: Another problem with getting insurance approved is we need a turnaround plan to be approved. Our CFO raises many concerns that we do not get to hear because we are spending an inordinate amount of time on things like approving the agenda. No adequate representation from WBAI, and also, affiliate directors are improperly seated. Bankruptcy concerns are looming.

Michael Novick: Concern about plan to continue operations. PNB Director has stated that any excess funds should be directed towards paying for completion of audit, and for mailing of election ballots. We are also looking at mortgaging excess property. Also a directive from PNB directing LSB's to help with fundraising. Also discussed mailing lists of prospective donors. Also I have proposed an economy amendment to decrease number of elections required by bylaws.

Fred Blair: The latest consolidated financials are from June. Some of the numbers I have state that bank balance is 71,000 dollars, and that 50,000 dollars are also on hand. Not sure if that is a separate account. GM has reported that staff is now on 100% salary, which should cause a monthly increase of about \$20,000. Income has been averaging slightly above our income. Our station doesn't have a deficit at this time. Arrears to Central Services is about 250,000 dollars, from prior years. We are current to Central Services for our current year. We are not making enough to pay down long term, or even short term debt. I have been having trouble getting fund drive information from GM.

Q&A from LSB

V. Public Comments #2-12:55

VI. Committee Reports;

Fundraising (Reik): We are working on getting Donor list from GM. Also want to develop archive premiums. Also working on survey to bring back former listeners. (Kaiser) Development of all-star premium packages can be an answer to our financial needs, not only at KPFK but also at the national level. Secondly, we need to find out why our former subscribers have left us, and that is what this is about. It is a former subscriber questionnaire. We need to ask these people seven questions to figure out how we can better meet their needs.

Finance (Blair): Main problem is that GM did not attend meeting. It is hard to do anything if we do not have the information we need. Budget should be done by GM with CFO and ED.

Personnel Committee (Goodman): Did not meet quorum

Outreach (Pour): We go out to all parts of the city to make food for the Black Lives Matter. When Fernando Velasquez was in charge of the news, we were in every part of the city. We are not doing that now. It is missing, so please, one thing we have to do is that we need to hear the program in different parts of the city.

Programming (K. Aaron): No new business, we are looking at disclosure statement and possibly a survey.

Governance (Eidman): Please take up business in appropriate committees instead of using Governance as a bypassing committee for motions wanted to be placed on the agenda.

VII. Old Business:

- a. Programming Motion: *Vet Quality/Placement of Spanish Language Programming*. Motion carries 14 to 1, with 3 absentions. (Appendix C)
- b. Finance Motion: *Spanish Language Programming Changes*. (Tabled until next LSB meeting)
- c. Governance Motion: *Select/Elect Members to Hardship Waiver Task Force*. (Tabled until next election season)

VIII. New Business:

- a. Fundraising Motion: *Request GM to Provide Name of Celebrities with Past Promos*. Motion carries by consensus (Appendix D)
- b. Fundraising Motion: *GM to Allow Access to Names of Lapsed Donors*. Motion carries by consensus (Appendix E)
- c. Fundraising Motion: *Request GM Help Create/Promote Premium Archive Packages*. Motion carries by consensus (Appendix F)
- d. Governance Motion: *LSB to Form/Appoint Task Force to Conduct Town Halls*. Motion carries by consensus, with two abstentions. (Appendix G)
- e. Governance Motion: *Create Strategic Planning Committee*. Motion carries by consensus, with one abstention. (Appendix H)

IX. Closing Business

Meeting adjourns at 2:00 p.m.

Appendix A - Required Notices

Proper notice of this meeting was posted on the KPFK Calendar and at the Pacifica Calendar as required.

Appendix B – General Manager Report

Report to the Local Station Board, 21 August 2016

PERSONNEL

Salaries were restored this month to 100%.

We have posted openings for the business manager and program director positions. We have confirmed a job description for the chief engineer with National Technical Director and will be posting that shortly.

One of our membership department folks has taken extended unpaid leave. We have brought in an interim person who has previously worked in membership to help out.

Seven of our supervisory employees have completed the AB 1825/AB2053 training, and four remain. Two of those four had the program crash during their training and lost their progress. We are asking the provider to pay for the lost time, and the remaining employees will complete the training when that's resolved.

We continue to work with the Union toward a settlement, which may be a matter of days away.

FUND DRIVE

The 15-day mini fund drive has opened well, with an average of about \$25,000 over the first three days. I've seen several of you in the phone room—thank you, and I encourage the rest of you to come in and chat with our listeners.

FINANCES

We are current on our bank reconciliations and are completing the first set of auditors' requests for FY15.

You have a payables report current as of today that now includes the most recent estimate of outstanding premiums. For comparison to last month's payables, when the estimated premium expenses are removed the total outstanding is \$365,048.08. We haven't received an income statement from the National Office for July.

We have spent over \$12,000 on premiums in August and anticipate spending \$3,000 more by month's end.

We've completed one director's inspection and have completed most of a second.

The current operating bank account balance is \$71,119.36, and we have \$50,000 for general operations in the savings account.

ELECTIONS

We are currently running carts for LSB listener candidates, and we're scheduling on-air candidate forums for September 12-16 at 7:00 p.m. and 8:00 p.m.

Our Local Elections Supervisor has taken another job. The NES is looking for a replacement and will probably be coming to Los Angeles.

OPERATIONS

There are no major operations problems again this month, although we did replace a thermostat, unclogged the sewer line, and did a routine replacement of the power supplies at Mt. Wilson. We've purchasing a couple of replacement computers and about six replacement headsets.

On this Tuesday, August 23, Southern California Edison will be doing maintenance at Mt. Wilson that will entail intermittent power outages. The engineer has confirmed that our generators are ready to take the load, and he will be on site during SoCal Edison's work.

PROGRAMMING

We have now complied with the PNB's requirement to add an additional five hours of programming in Spanish with Radio Maiz, a mix of talk and music oriented to a younger audience that airs at 8:00 p.m. The interim Program Director is moving the former 8:00 p.m. programming to new timeslots.

We lent our interim Program Director to the National Office to spearhead the Republic and Democratic campaign coverage, and we carried coverage of the Green convention.

OUTREACH, FUNDRAISING, DEVELOPMENT

About twenty major donors have confirmed that they will be attending a luncheon on August 27. We have prepared a "prospectus" for them and are finalizing the agenda. The interim program director, the news producer, one of our program hosts, the LSB Chair, and I will be representing KPFFK; the interim Executive Director will be representing the Foundation.

We had about 200 people attend the People's School of Broadcasting town hall, where four students received certificates for completing the course.

We continue to table at the Skirball Sunset Concerts and the Levitt Pavilion. A report on our sponsorship program is attached.

I'd like to thank Ian for planting and watering succulents and cacti along the front of the building; Doug for all the maintenance work that too often goes unrecognized, Adam for keeping the People's School of Broadcasting moving forward, Tucker for doing pretty much anything he's asked to do, and the phone room volunteers for their time, patience, and cheerfulness.

Thanks to Maggie LePique and Adam Rice for their help with this report.

Respectfully submitted,

Leslie Radford
General Manager, KPFK
19 August 2016

Appendix C – Motion: *Vet Quality / Placement of Spanish Language Programming*

Whereas KPFK has suffered from persistent and continuous declining listenership and revenue for the past 2 years, and

Whereas programming changes must be done in a "fair collaborative and respectful manner to provide quality programming" as mandated by Pacifica Bylaws Article Seven, Section 3, and

Whereas new programming should be shown to be of proven potential benefit to KPFK listenership, membership, revenue and achievement of the Pacifica Mission Statement, before it is granted a major broadcast position.

Therefore, the KPFK LSB requests the General Manager work cooperatively with the interim Program Director to:

- 1) Vet the quality of proposed new Spanish Language Programming before it is broadcast, and
- 2) Consider in their deliberations alternative placement and the most appropriate times for the new programming, and
- 3) Discuss with current programmers affected by the additional five hours of Spanish language programming where best to reschedule their shows during the broadcast day, and
- 4) Announce the new schedules for current and replacement shows on the air both during their current time slots and new times, and at other times during the day and week for one month prior to the change.

Appendix D – Motion: *Request GM to Provide Name of Celebrities with Past Promos*

The Fundraising Committee requests the KPFK General Manager to provide the names of celebrities who have supported the station in the past with promos.

The intention of the Fundraising Committee is to re-establish relationships with these past supporters as part of long-term fundraising strategies.

Appendix E – Motion: *GM to Allow Access to Names of Lapsed Donors*

The Fundraising Committee requests the KPFK General Manager to allow access to the names and contact information of lapsed KPFK donors. The intention is to contact these individuals by phone from the station, ask some survey questions and try re-establish a relationship.

Appendix F – Motion: *Request GM Help Create/Promote Premium Archive Packages*

The Fundraising Committee requests the KPFK General Manager to work with the Fundraising Committee and staff at the Pacifica Archives to create and promote set of Premium Packages to be used for targeted KPFK Fundraising.

The Fundraising Committee has identified various topics of interest to subscribers and Mark Torres of PRA has offered to work with the team on this effort.

Appendix G – Motion: *LSB to Form/Appoint Task Force to Conduct Town Halls*

Article Seven, Local Station Boards, Section 3: Specific Powers and Duties of the Pacifica Bylaws imposes the following responsibility on a local station board:

H. To conduct "Town Hall" style meetings at least twice a year, devoted to hearing listeners view, needs and concerns."

Therefore, in order to fulfill this requirement and form closer ties to the community BE IT
RESOLVED:

That the LSB select or appoint a Task Force of 2 or more members to accomplish this goal: conduct the two mandated Town Halls, in different parts of the signal area, serving different demographics, before the end of the current Board Term (December 2016).

The Town Halls are to be promoted on the station website, social media and local print. To maximize attendance, priority should be given to locations that are popular with the public, inviting and where outreach has been limited.

Appendix H – Motion: *Create Strategic Planning Committee*

Whereas station KPFK is currently facing a severe financial crisis, requiring a lowering of expenses and/or increase in income and,

Whereas the Advisory Committees incidental to the usual day-to-day functioning of the station are not sufficient to meet this crisis.

Therefore, be it resolved in accordance of with Article 7, Section 10 of the Pacifica Bylaws that the LSB hereby creates an Advisory Committee to develop imaginative ideas and short, medium and long-

term plans for augmenting station income and the general improvement of the station. This Advisory Committee shall be known as the "Strategic Planning Committee."