



3729 Cahuenga Blvd. West - N. Hollywood, CA 91604
Main phone: (818) 985-2711 - Fax: (818) 763-7526 - Studio phone: (818) 985-5735

MINUTES

Local Station Board Meeting of August 20, 2017
Fire Station 82 Annex, Second Floor
1800 North Bronson Avenue, Los Angeles, CA, 90028
Local Station Board (LSB) Meeting

I. Call to Order / Opening Business 10:40 a.m.

A. Roll Call Taken:

Present are KPFK LSB Members Grace Aaron, Ken Aaron, Jonathan Alexander, Marlena Bond, Roberta Eidman, Jaime Gomez, Stephen Kaiser, Doug Kriegel, Maggie LePique, Barbara Marbach, Ismael Parra, Reza Pour, Dorothy Reik, Mansoor Sabbagh, Lance Simmens, Fernando Velasquez, and Lisa Wong. Also present is LSB Secretary Michael Adler.

B. LSB Excused absence requests:

Sandy Childs, Stephen Frantz, Jan Goodman, Ali Lexa, and Myla Reson have requested excused absences. Excused absence requests approved by unanimous consent.

C. Designate Timekeepers:

Steven Kaiser volunteered for individual and Mansour Sabbagh volunteered for segment and were so designated by unanimous consent.

D. Approve July 16, 2017 LSB Minutes:

A motion to approve the Local Station Board Minutes of July, 2017 was made and seconded and the minutes were approved by unanimous consent.

E. Approve Proposed Agenda:

A motion was made to have the GM report added as II.A and GM QA added as IIB (10 minutes each). The motion was approved by unanimous consent. A motion to approve the revised Proposed Agenda was made and seconded. The agenda was approved by unanimous consent.

F. Set time certain to adjourn LSB

A motion was made and seconded to time certain to adjourn the KPFK LSB at 1:00 PM and approved by unanimous consent.

G. Announcements

Announcements were made by the KPFK Local Station Board Members.

Programming Oversight committee to meet on September 5th at 7 PM.

KPFK Outreach last Thursday of each month at 7:30.

Fund raising starting Tuesday, August 22, 2017. Need volunteers 6:30 to 11 and 3 to 7 PM to man the phone center.

Strategic Planning Committee starting on the 7 PM second Wednesday of the Month (September 13).

II. Reports

A. GM Report

The GM report was presented and is attached as Appendix B.

B. GM Q&A

The LSB asked questions of the General Manager. During this period LSB members volunteered as follows:

Mansoor Sabbagh will try to outreach for volunteers at schools, etc.

Marlena Bond volunteered to be volunteer coordinator if she can do it remotely.

C. Directors Report

Reports were presented by Grace Aaron and Mansoor Sabbagh.

D. Treasurer's Report

Reports were presented by Ken Aaron and Grace Aaron. Of significant note was the fact that the FY15 audit has been completed.

E. Q&A for Directors and Treasurer

Questions from the LSB were entertained by the presenters.

III. Public Comments #1 11:40 – 11:50

Public comments were presented.

IV. **Select next month's meeting location**

Two spoke for and two against meeting again at the fire department annex. The vote was subsequently held with 11 yea, 4 nay, and 2 abstain. Therefore, the next meeting (September 17th) will again be at the fire station in Hollywood.

V. New Business

A. Programming and Listenership Improvement Motion (Governance).

A motion was made and seconded to vote on the following item. The motion was passed on a vote of 15 yea; 2 nay and 0 abstaining.

Whereas, the KPFK Strategic Planning Committee decided in its meeting in early August that the top priority for KPFK should be Programming improvement,

And, further, now that the 2015 Audit has been completed and the 2016 Audit will be started immediately there is a good chance that Pacifica will again be eligible for CPB funding in 2018,

And, because in 2013 KPFK went onto warning status and then lost its entire \$250,000 annual Community Service Grant from the Corporation for Public Broadcasting for an exceptionally low number of listeners,

*And, because on July 27, 2017 the Pacifica National Board adopted 2 resolutions specifically addressing the improvement of programming and **the need for increased** listenership,*

Therefore, be it resolved that the KPFK Local Station Board directs the LSB Chair to advise the KPFK General Manager and Program Director to place as a top priority programming improvement with the intent to increase the number of listeners,

And, further, to advise the General Manager who shall then inform the Program Director of the two PNB resolutions below detailing a change in the job descriptions of all Pacifica Program Directors and the charge to all Pacifica PDs to evaluate programming.

Programming Committee Motions (adopted by the Pacifica National Board on July 27, 2017)

Programming Directors:

That the job descriptions of all Pacifica Program Directors include the following:

The Program Director is expected to improve the listenership of the station. If the station does not subscribe to Nielsen ratings, the listenership shall be estimated based on the following metrics, each one given equal weight:

- 1) The number of online listeners tabulated by an analysis of the information available on <http://stats.pacifica.org/> and/or individual downloads or online listeners tracked on individual station websites.
- 2) The gross revenue of the station, as improved listenership generally is reflected in improved revenue.
- 3) Increased membership, as improved programming builds larger audiences and results in more listener support and loyalty.

[11Y – 4N – 2A: Motion passes]

Program Evaluation:

Listenership at all 5 stations has been declining, as far as we can tell without subscribing to Nielsen ratings.

Declining listenership has resulted in declining membership and income. This has been forcing stations to lengthen fund drives and resort to other measures to make ends meet. Because of this it is imperative that programming improvement be a top priority. Therefore, it is necessary to evaluate programs on an individual basis.

Thus, the Program Director is charged with evaluating every program using the following criteria:

- 1) Nielsen ratings (if available).
- 2) Amount of money generated by the program.
- 3) Amount of membership generated by the program.
- 4) Does the program content conform with the Pacifica Mission?
- 5) Willingness of the programmer to create learning opportunities for interns, including affording them some on air experience.
- 6) Sound quality of the program.
- 7) Production values of the program.
- 8) Does the program subject matter add diversity to our grid in terms of appeal to varied demographics and interests?
- 9) Does the program have a social network presence and is the programmer and/or producer promoting through social media and other outreach?
- 10) Input from stats.pacifica.org, Community Advisory Boards, PNB National Programming Committee and Audio Port program sharing history.
- 11) Amount of Volunteer participation of programmer in station operations and events.

Programs should be judged based on their placement on the grid. In other words, as morning drive time has a higher potential audience it should be expected to produce more income than shows in a less advantageous time slot. The Program Director should first evaluate all programs involving paid staff. The next evaluation priority will be all programs in daytime hours during the week and on weekends.

[9Y – 4N – 3A – 1NV: Motion passes]

Supporting information:

<https://mail.google.com/mail/u/0/#search/kpfk+cpb+funding/144e280b7b0b9e9d>



March 20, 2014

For Immediate Release

March 20, 2014

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As Expected, Pacifica National Board Offers Interim Ed Position to Former LA Manager Who Lost All CPB Funding for KPFK-FM

Berkeley-As expected, the Pacifica National Board, meeting in closed session, moved to immediately fill the executive director position they claim is vacant with Bernard Duncan, the recently resigned general manager of their LA station. During Duncan's two years of running KPFK, the LA station went onto warning status and then lost its entire \$250,000 annual Community Service Grant from the Corporation for Public Broadcasting for an exceptionally low number of listeners.



<http://kpfk.org/index.php/home/from-the-general-manager/9415-report-to-the-local-station-board-24-january-2016#.WZKW71GGMuE>

In November 2013 KPFK was notified that it was no longer eligible for Corporation for Public Broadcasting grants, a nearly \$120,000 annual blow to station income.

B. KPFK Pension Plan Remedy Motion

The following motion was approved by unanimous consent:

Whereas KPFK is three years in arrears for unpaid Pension Fund Contributions amounting to \$50,000, which is an unavoidable obligation, and

Whereas an arbitration meeting with the union (SAG/AFTRA) which is scheduled for September 15, 2017, and will result in added penalties, interest payments, and legal costs, estimated as an additional cost of at least \$15,000, and

Whereas the KPFK iGM, with great frugality, has been able to aggregate a special savings account to the amount of \$40,000 and has a reasonable plan to pro-actively satisfy the union and avoid further penalties, interest, and legal fees, and

Whereas KPFK's responsibility and obligation to its employees and its relation to the union are separate and in no way connected to those of any other Pacifica unit,

Therefore the KPFK LSB requests that the CFO approve the KPFK iGM's plan and allow the expenditure of the KPFK funds to remedy the arrears and avoid the arbitration and its added costs.

VI. Public Comments #2 12:33 – 12:43

Public comments were presented.

VII. Closing Business:

There was a motion made to adjourn that was unopposed and passed by unanimous consent.

The meeting was adjourned at 12:50 PM.

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’s Report to LSB**GENERAL STATION/STAFF UPDATE – (CHRISTINE BLOSDALE)**

I am happy to report that the well-being and health of the station is my top priority this month as we continue to pay off premiums from past drives, make timely payments on monthly central services, payroll + benefits, utilities and other required expenses.

I have had our air conditioning and vent system checked to make sure that the air we breathe is as healthy as possible, along with having the carpets steam cleaned in offices and public spaces that have incredibly obvious stains and dirt. I don’t think these carpets have been cleaned in years. And it shows. I am also requesting that staff do their best to maintain a cleaner work space for themselves and others.

I am currently making steps to procure funds from outside of the fund drive model of raising money, as well as looking at ways to cut costs in our day to day operations. But in order to make it thru September a mandatory second mini drive is required (beginning August 22 for 10 days). As before, preemptions will be required of some regular programming, but the results in dollars raised by this practice in the last drive (and past drives) shows that we have raised hundreds of thousands of dollars that would not have come in otherwise.

I am ONCE AGAIN begging/imploring the assistance of the LSB and their network of friends and allies to come answer phones during our next mini drive (again, Aug 22-31). I am working on getting a back up system in place although we may not be able to in time...so please realize that if we have only a few people taking calls we are simply losing money. So PLEASE come in and help the station out in this capacity. We need to raise close to 30K a day and we simply cannot do it with just our staff who are busy with operating the station.

I am also looking at ways to save money on our electricity bills (which average about \$12K a month) and currently have a solar company providing us with an estimate to go solar. I do not wish to ask our listeners for such funding but instead would like to approach a few large donors to see if they would cover the costs associated with such a venture.

In the meantime KPFK now has a new Solar Campaign to educate the public on becoming more Green and so we can raise some money outside of fund drives.

I have recently filed our most current EEO Public Report, which is now at the front desk available for inspection as well as online at

http://www.kpfk.org/images/documents/KPFK_2017_ANNUAL_EEO_PUBLIC_REPORT.pdf

Promotional carts continue to air calling for candidates to apply for the General Manager position with a heavy rotation as well as postings on KPFK.org and various other websites and the GM Search Committee has been meeting regularly.

We recently received a \$10,000 check which was the matching grant from the Maximum Difference Foundation plus we were able to raise over \$9000 with the Oliver Stone/Robert Scheer Event held last month. Some of that money was in ticket sales and some was gathered via a LIVE auction of signed memorabilia. Additional funds will be generated from the DVD of the event paired with Stone’s latest book The Putin Interviews which will be offered in future fund drives. The response to the live event was overwhelmingly positive and he even stayed to take questions and sign books.

I am also requesting yet another \$10,000 matching grant from the Maximum Difference Foundation for the current drive beginning Aug 22...I am currently waiting to hear back for approval...let's cross our fingers on that one!

The overall mood and energy at the station is upbeat, generally happy and productive although we have many things that can be improved. It is my wish that I can have the ability and fortitude to accomplish as many positive changes as possible in my time as interim General Manager of this incredible radio station. Thank you for your time in reading this report.

KPFK BUDGET AND FINANCE STATUS – (BARRY BROOKS)

KPFK's current balance is \$109,247.60, as of August 18, 2017. We expect an additional deposit of approximately \$22,000 from the July 2017 fund drive and online donations. We are scheduled to have another fund drive on August 22, 2017. The May-June 2017 fund drive raised approximately \$325,000 and we exceeded initial expectations of \$250,000. Way to go and congratulations to KPFK's staff and volunteers!

KPFK's payables are current and being paid in a timely manner. The summer fundraising of this year and the fund drives associated with record donations, should prove to be a good months for Listener support revenue, cell phone app donations and online support revenue.

We have streamlined some of our vendor list to go with vendors that provide services at a reduced rate. KPFK's web design and marketing services has been switch to Mail Chimp from Constant Contact. This will provide a savings of just over a \$1,000 per year. We have decided for the time being to stay with Miva for web design and streaming the OS Commerce system.

The FY2015 audit being conducted by Regalia & Associates is completed and finish. The audit was finished in timely manner and passed with flying colors. Woo Hoo! We are now gearing up for the FY2016 audit.

KPFK continues to upgrade its servers and computers through the IT department and by the help desk ticket system. The new Great Plains and FRX upgrade for the new version has been put on hold till after the FY2016 audit is complete, sometime in September 2017. The Great Plains training will start on August 23, 2017 by an outside Consultant firm hired by the Pacifica Foundation National office. Possible completion date, September 2017.

The start of the 2018 Budget process has begun and KPFK should be completed the first week of September 2017. As of this date, KPFK should be well positioned in meeting its financial obligations. Including its Health Benefits for its employees, payroll funding, NO Central Services and other Accounts payable obligations.

OPERATIONS – (CHIEF ENGINEER STUART LANDAU)

We have had a successful month with no more then momentary transmitter outages, caused by utility power problems on Mount Wilson. We still provide our usual good sounding, wide-coverage signal extending from the San Diego area to Santa Barbara. I had a chance to hear the Ridgecrest translator last week, and noticed that the coverage is very limited. On highway 395, it is quite weak. We are not responsible for that service.

The station is looking into the possibility of using solar power to reduce electric power utility costs at both the transmitter and studio sites. The air conditioning requirements are tapering off at Mount Wilson, as the temperatures are going down from the very high peak summer afternoons.

PROGRAMMING: ALAN MINSKY – INTERIM PROGRAM DIRECTOR

The programming department is gearing up for the ten day fund drive from August 22-31. Our numbers were weaker last drive; perhaps, not surprisingly, as summer fund drives are always difficult - still, we will be hoping to improve on those numbers this time around, and we will proceed with a set of targeted pre-emptions to give us the best shot possible to reach the goal in the days allotted. Our intention is to avoid any fund drive days in the month of September.

Of course, we'd be remiss if we did not highlight the exceptional job KPFK has done in the wake of the white national rally/violence in Charlottesville last week-end. Simply put, KPFK is the only major broadcast media outlet in Southern California (as the Pacifica Network is in the country) that does not consistently put the history, and continuing reality, of American racism under erasure - as such, the understanding and analysis that we put forward in moments like these shines above and beyond all of our "competitors." There is a palpable sense of gratitude expressed for this by listeners who are calling into our talk shows, as well as the wave of complimentary e-mails and phone calls we are receiving. KPFK will be broadcasting a two hour national special on Charlottesville and Beyond on the Monday the 21st from 1pm to 3pm, which will be co-hosted by KPFK's Margaret Prescod.

We had a positive response to a pilot series we ran in late July, Eco Justice Radio. The series is co-produced by the Southern California branch of 350.org (the international environmental activist organization). The shows were in a 30-minute format; and our plan is to proceed with a longer (13 week) pilot series, beginning in the fall. Similarly, we are developing a parallel environment-related show, California Solartopia, hosted by legendary activist and author Harvey Wasserman (and there is even a third environmental pilot series in development with Russell Greene, a local lad who represented the Sanders campaign on environmental matters on the Democratic Platform committee in 2016, and is a longtime anti-fracking and global climate change activist).

There are a few programming changes to report. The great DJ JRocc, host of Adventures in Stereo, has moved from Sunday night to the more prominent Friday 8pm two-hour timeslot. This move allowed us to return LA Theater Works to its intended two hour format. LATW is currently airing at 10pm on Sundays. Also on the music front we have settled on another marvelous DJ, Kevin Lincoln, as our Tuesday Global Village host. We will be settling on the Monday Global Village host in the coming days.

Also, as you may have noticed, we have incorporated four 30-minute shows into the Monday through Thursday drivetime 6:30pm timeslot. These are: the award-winning Deadline LA on Monday; the David Feldman Show (David has a closet full of media awards too) on Tuesday; Indymedia on Air on Wednesdays; and a great new addition, The Laura Flanders Show, on Thursdays. There may be further changes in the 6:30pm schedule in the coming months, but that is how things are for now. Of course, it remains our goal to expand our locally-produced evening and afternoon news; and there are also plans afoot to develop a national contribution to the evening news - but, for now, we'll be going with what we feel is a strong line-up at 6:30pm to compliment the 30 minutes of news that begins at 6pm.

WEBSITE/SOCIAL MEDIA – (ALI LEXA)

We have greatly expanded our social media presence and reach, with a dedicated team of programmers, staff and volunteers posting updates to Facebook, Twitter and Instagram.

Here are some current statistics –

Total Social Media Audience: **40,305**

Engagement (clicks, likes, etc): 26,860

Active Audience (comments, shares, etc): 16,373

We are continuing to grow our social presence with live videos from the studio, give-aways and discussion forums.

The Pacifica/KPFK app. has been restored and updated! It's now available for iPhone and iPad for free on the iTunes Store. An android version is still being developed and will be available on the Google Play store soon, hopefully within a week or two.

We are continuing to explore ways to develop and improve our off-air fund raising. We continue to bring in a growing amount of income via web pledging, online tickets sales and offering some exclusive gifts between Fund Drives

KPFK / Pacifica's Text to Pledge system continues to achieve positive results.

The KPFK.org website smart phone interface has improved functionality and navigation after clearing out odd modules installed over the previous year, that were inhibiting mobile accessibility on the site.

OUTREACH, FUNDRAISING, DEVELOPMENT – MAGGIE LEPIQUE

Grand Performances: June-September 2017

Hollywood Bowl Summer Season June-Sept. 2017

Levitt Pavillion Los Angeles MacArthur Park June-Sept. 2017 week of Aug 14thDuttyArtz/Mariachi Divas

Ford Amphitheatre 2017 Summer Season

FIGat7th Downtown Series Quetzal Aug 25th 2017

Sunset Concerts at the Skirball Cultural Center July 27th-Aug. 31st 2017

Jazz Bakery Moveable Feast Series continues in August 2017 Alan Broadbent 8-16-17 (just passed)

Sheila E. Live performance ICONIC Release Party

Thu, August 31, 2017 - 9:00pmConga Room

Upcoming Partnerships in September 2017:

Screening of the film Embargo: Sept. 8th through Thurs. Sept. 14th

Beginning with a rare meeting with Fidel Castro, Director, Jeri Rice, takes us on her personal journey to find out why the U.S. embargo against Cuba has persisted, long after the Cold War decade that marked a division between two countries, only 90 miles apart. Hola, this is Hector Elizondo. Embargo's relevance to today's political climate is a perfect point to begin a new conversation. Embargo opens Friday, September 8th through Thursday September 14th at the **Laemmle's Monica Film Center**, 1332 2nd St., Santa Monica, CA 90401. Four screenings daily. For tickets or more information visit KPFK.org. KPFK is a proud Media Sponsor.(on-air promo is scheduled to be recorded Mon 8-21-17 @ 3:30pm

Documentary Film "Dolores" screening Sept 8th @ Landmark's Nuart with Carlos Santana (producer of the film) and Peter Bratt (director of the film) 7:30pm screening is sold-out and they've added an earlier screening which KPFK will be part of. Run of engagement passes have been secured to offer in Aug Fund Drive.

Dolores Huerta is one of the most important, yet least known, activists in the fight for racial, class and gender equality in American history. She was an equal partner co-founding the first farm workers union with Cesar Chavez, but her enormous contributions have gone largely unrecognized. Even as she empowered a generation of immigrants to stand up for their rights, her own fiery dedication and relentless

work ethic were constantly under attack. False accusations from foes and friends alike, of child neglect and immoral behavior from a woman who married three times and raised 11 children, pushed Dolores out of the very union she helped create. Still, she remains as steadfast in her fight as ever at the age of 87. Director Peter Bratt's provocative and energizing documentary reveals the raw, personal stakes involved in committing one's life to the fight for justice and sets the record straight on one of the most effective and undervalued civil and labor rights leaders in modern U.S. history. Winner of Audience Awards for Best Documentary at the San Francisco, Seattle and Minneapolis Film Festivals.

Sept. 16th 2017:

Glendale Arts is a non-profit organization which integrates the arts into the identity, growth, and economic vitality of the City of Glendale by presenting programming and creating partnerships that benefit youth, patrons, artists, organizations, and businesses in the community and at the Alex Theatre.

2017 LA Green Festival Expo Los Angeles Sept. 23-24th 2017

Also forthcoming: Desert Daze Music & Art Festival Oct. 2017

As the universe expands, our infinite eternal now drifts immanently towards the 6th installation of the Desert Daze Music & Art Festival in Joshua Tree, California, October 12th-15th.

UCLA Center for the Art Of Performance Fall/Winter Season Oct. 2017-April 2018

Royce Hall

12 shows KPFK is partnering with as designated Media Sponsor