

WPFW- LSB Regular Meeting Minutes March 12, 2025

Teleconference via Zoom Washington, DC

Kamau Harris – Chair

Robert Gordon – Vice Chair

Thomas Chase - Treasurer

Ellen Williams Carter - Secretary

1. Call to Order started at 6:34 pm with Chair, Kamau Harris

2. Logins/Greetings/Roll Call

- | | |
|------------------------------|-----------------------------|
| 1. Anita Irene Adams | 15. Robert Gordon |
| 2. Bill Curtis | 16. Michael Hersh |
| 3. Craig Green | 17. Wanda Gnahoui |
| 4. Julie Hewitt | 18. Dennis Williams |
| 5. Arthur Hyland | 19. Violetta Diamond |
| 6. David Kiasi | 20. Susan C Goodwin |
| 7. Verna Avery Brown | 21. Kamau Harris |
| 8. Minerva Sanders | 22. Ron Pinchback |
| 9. Michele Tingling-Clemmons | 23. Ambrose Lane Jr. |
| 10. Wayne Bruce | 24. Thomas Chase non-voting |
| 11. Michael Byfield | 25. Ellen Carter non-voting |
| 12. Vanessa Dixon Briggs | |
| 13. Tony Leon | |
| 14. Mariah McClain | |

Excused Absence: Eric Ramey

3. Resignation: No resignations.

4. Approval of the Agenda and Minutes

The agenda and February 12, 2025, minutes were approved.

5. Management Reports:

- **Miyuki Williams, Interim General Manager, reported: (submitted a written report see Attachment A).**

- a. Pledge Drive

The Winter pledge drive was successful and the Spring pledge drive begins on May 3 and ends on May 19.

- b. Special Programming

Special programming on May 3, a tribute to James Brown and on May 19, Malcom X.

- c. 48th Anniversary Celebration

On April 26, 2025, we will celebrate WPFW's 48th Anniversary at 3914 Bexley Pl, Hillcrest Heights, MD. Navasha Daya will perform.

- **Katea Stitt, Program Director: (submitted a written report see Attachment B).**

Katea Stitt was unable to attend the meeting.

- **Sataria Joyner, Membership Coordinator: (submitted a written report see Attachment C).**

Sataria was unable to attend the meeting.

6. Finance Committee:

Thomas Chase, chair reported: **(submitted a written report see Attachment D)**

He stated that the WPFW Finance committee identified several areas for the committee to focus on during the coming year including the following:

- a. Continuing working with WPFW management and PNO to improve the timeliness and completeness of our monthly financial reports, especially in the identification of deviations from budget.
- b. Work with WPFW management and PNO to improve analysis and reporting of membership data, especially for assessing the effectiveness of various fundraising strategies.
- c. Identify and promote/execute strategies to increase revenue

7. Relocation Committee Report:

Dennis Williams, chair reported: **(submitted a written report Attachment E)**

Motion:

1. Be it Resolved that WPFW extend its studio lease and rent office space at Sirius XM through 2026 with an option for 2027 (maintaining the 60-day mutual out clause).

Vote: Unanimous

2. The committee also agreed unanimously to recommend that it continue to meet as currently constituted in order to explore and recommend next steps for securing a permanent location. This process will include exploring financial requirements, developing communication strategies and seeking input from stakeholders to determine needs and desires for a permanent space.

Vote: Unanimous

8. Program Committee Report

Minerva Sanders, chair, reported: **(submitted a written report Attachment F)**

- a. On the status of the LSB Show
- b. The Committee will review WPFW's programming.

9. Community Outreach Committee Report

Violetta Diamond, chair, reported: **(submitted a written report see Attachment G)**

- a. The Newsletter is great.
- b. The 5k run has been confirmed and will cost \$40. for each participant.
- c. They are planning the Town Hall meeting.
- d. A proposal was submitted to do a membership drive with flyers
- e. Exploring a cite for the retreat

Motion

The Outreach Committee moves to explore the possibility of a relationship between DCTV and WPFW to secure a location to secure a location for the annual LSB retreat

Vote: Unanimous

10. Community Comment

Myla said, "I am happy about the jazz and justice format of WPFW". She is also impressed with the LSB.

Martha stated the Community Outreach committee is doing quite well.

Marsha wants an open relocation committee and voting members on the committee, rather than commentators. She wants full and open meetings.

11. PNB Report

Minerva reported:

WPFW is doing well. They will bring together the audit, and governance committees.

Julie reported:

A motion was passed in a closed meeting.

Dennis reported:

The Finance Committee is looking at the past and present Pacifica economy.

Ron reported:

The ED wants all station managers in permanent positions in the next 6th months. The ED will post job announcements on the pacifica websites. She is asking LSB's to encourage people to apply for management positions.

12. New Business**Financial support for Zoom and Parliamentary****Motion:**

I move that the LSB membership will pay between \$41 and \$50 per member for the year to cover the cost of the zoom and Parliamentary through donations to WPFW.

Vote: Unanimous

Additional New Business

- a. Confirmation of Individuals participating on WPFW LSB Advisory Committees.
- b. Non-Disclosure Agreements (NDA's)
 - a. If you are on any of those committees: Finance, Personnel, MASC and Governance you must sign a Non-Disclosure Agreement.
- c. The Motion, The Future of Public/Non-profit Media, was submitted by Michelle Tingling-Clemons.

Motion:

I move that a temporary WPFW LSB committee be created to explore, The Future of Public/Non-profit Media.

Vote: Unanimous

13. Adjourn: Kamau Harris, Chair, Adjourned the Regular Meeting at **10:06 pm**

Minutes submitted by: Secretary, Ellen Williams Carter

Attachment A

IGM Report March 12, 2025

Finances

WPFW wrapped up a successful **two-week Winter Drive**, strengthening our financial footing as we continue to build a sustainable future.

Relocation & Future Planning

After a comprehensive review of our circumstances and financial outlook, Moe, Dennis, Chair of the Relocation Committee, the Relocation Committee, and I have decided that WPFW will remain at 1500 Eckington Place NE for the next two years, with an option to extend for a third year. The 60-day opt-out clause for both parties remains in effect, providing flexibility if needed.

This decision allows us to conserve funds while shifting the Relocation Committee's focus toward a Capital Campaign—an initiative aimed at securing a permanent home for WPFW.

During this period:

- We will maintain one small office at Eckington Place.
- We will set up phone banks in the office to reduce costs during fundraising drives.

Envisioning WPFW's Future Home

The Relocation Committee will reimagine what WPFW's future space should be in 2025 and beyond, addressing key questions:

- **How much space is needed?**
- **How many studios are required?**
- **What capabilities should be included?**
 - Podcasting
 - Production
 - Recording
 - Meeting rooms? One or multiple?
- **Ideal location**

- **Potential partnerships?**

Capital Campaign: Investing in WPFW's Future

In tandem with this planning, we will launch a Capital Campaign to raise the funds needed to secure our own space.

WPFW will celebrate **50 years** in just two years. This milestone presents an opportunity to **proactively shape our future**. Institutions like **Imagination Stage and Dance Place**—which, like us, emerged in the mid-to-late '70s—have successfully secured permanent homes and transformed the communities they serve.

I am relying on the cooperation and collaboration of the Local Station Board (LSB) to ensure that we move forward together. It is my hope that you **agree this decision positions WPFW for the best possible future**—one where we operate from a place of **strength, stability, and vision**, rather than scrambling for space every decade.

WPFW, **50,000 watts strong**, has the power to **secure its place for the next generation**. Let's build this future—together.

There will be a Celebration of Life for Larry Appelbaum 3.23.2025 at Westminster Church, 400 I St., SW, 2 PM. We hope that LSB members will attend.

WPFW will celebrate 48th Anniversary on April 26, 2025. Details to follow.

Attachment B

PD Report for the March 12, LSB Meeting

PROGRAM DIRECTOR REPORT

FEBRUARY 2025

In addition to regular PD duties, the projects listed below were also spearheaded by me, and are now underway or still manifesting:

WINTER PLEDGE DRIVE

Conducted pitch workshop; worked with Programmers on their pitch programs; pitched several hours each day.

PROGRAMMER EVALUATIONS

We began this process last Spring by having Programmers complete and submit a self-evaluation. We're designing the next phase which is a one-on-one meeting with the PD to discuss their answers, review how their program is doing, both curatorially and financially, and what can be done to strengthen their work.

SOCIAL MEDIA MEETING FOR PROGRAMMERS

In an effort to increase social media literacy and increase participation in our social media campaign, organized and facilitated meeting with Kwadjo Danso, our social media consultant, for Programmers.

RETURNING WPFW APP

Continued to work on getting WPFW established as an iOS and Google Play Developer

NEW SOCIAL MEDIA INITIATIVE

We continue to work closely with Kwadjo to primarily brand WPFW by telling our story, both historical and contemporary; highlighting regular and special programming; and educating on what listener-supported radio and WPFW are, their significance, and how to support us through compelling visual and video content. Please check out and share our Instagram profile – WPFWDC. By doing this, you'll be helping grow WPFW!

48TH ANNIVERSARY CONTRIBUTIONS

Have been meeting with Miyuki and Sataria to discuss details of and logistics for the anniversary event.

UPCOMING SPECIAL PROGRAMMING:

BE REAL BLACK FOR ME: A TRIBUTE TO ROBERT FLACK AND ROY AYERS

Both musicians are so beloved by the DC community that we'd be remiss in not organizing a day to honor them. Date TBD

SAY IT LOUD: A TRIBUTE TO THE ARTISTRY AND LEGACY OF JAMES BROWN

We begin our Spring Pledge Drive on May 3, the birthdate of James Joseph Brown. Scooter Magruder had this excellent idea to honor James Brown. We will present his music and highlight his legacy as an entrepreneur and activist who believed in Black economic empowerment as a vehicle for Black liberation.

BLACK SHINING PRINCE: MALCOM X AT 100

We close our Spring Pledge Drive by celebrating and unpacking the life and legacy of one of the most brilliant and charismatic intellectuals and Pan-Africanists of the 20th Century on his centennial. The teachings, speeches and writings of el-Hajj Malik el-Shabazz continue to impact, inform, and guide millions around the world in their quest for liberation. The title is a reference to Ossie Davis' eulogy of Malcolm X where he referred to him as "our own Black shining prince."

PAST SPECIAL PROGRAMMING:

On Saturday, March 8, beginning at midnight for 24 hours, WPFW presented *One Heart, One Fight, One Sisterhood: Visioning Justice, Freedom, Peace and Security for the Women of the World*, in commemoration of International Women's Day! The programming centered the voices of women and girls protecting their communities and resisting imperialism, racism, xenophobia and homophobia across the globe! It's in the archives and definitely worth a listen! Schedule was as follows:

12-3a *Women's Liberation MOVEment* hosted by DJ Housecat

3-6a *Behind the Mic* hosted by Coka-Lani

6-10a *Warrior Women Worldwide* hosted by Drea Thompson and Helen Viksnins/Sophie's Parlor

10-11a *Women in The Labor Movement: Sheroes on the Front Lines Demanding Justice for All* hosted by Joni Eisenberg

11a-12p *The Women Who Empower Us* hosted by Julianne Malveaux

12-1p *Southern Soul Sisters* hosted by Lady C

1-3p *Women and Resistance from Congo to Sudan to Palestine (live coverage of intersectional IWD marches in DC and Philadelphia) and On the Feminist Agenda in South Africa: South African Feminist Louise Haysom in Conversation with Schuyler Borton* hosted by Katea Stitt

3-4p *From Prison to Power: Formerly Incarcerated Women Speak* hosted by Nkechi Taifa

4-7p *Radical Sister Love: The Heart, Soul, Resilience and Strength of a Woman Through Song, Poetry and Positive Affirmations!* hosted by Kim Bey

7-9p *Women's Engagement for Hayti's Liberation* hosted by Eugenia Charles

9-10p *African Women in Struggle: Andrée Blouin's Legacy & Victoire Ingabire's Fight for Justice* hosted by Polina Vasiliev/Capitalism, Race & Democracy

10p-12a *We Were There - We've Always Been There As Movers & Shakers. On A Move!* hosted by Mimi Rosenberg

PSAS AND PROMOS

I continuously write, edit, choose music for all PSAs and Promos, with production assistance from our engineers.

OTHER DUTIES

Coordinating Subs

Curating additional and/or special programming

Board-Oping when necessary

Correspondence and phone calls with Listeners as necessary

Other duties as assigned or required.

Attachment C

Membership Report

Satoria Joyner Report

Winter Drive February 9-22, 2025 (14 days)

\$175,662.46 through calls and our website

\$9773.47 via CashApp and PayPal

Total: \$185,435.93

New: 222 Renewing: 1237 = 1459

This is very significant because the February 2024 Drive had 205 new members and it took 3 weeks to get them.

Spring Drive: May 3-19, 2025 (17 days)

Goal is \$225,000

We are kicking off the drive with James Brown's Birthday celebration on May 3rd and capping it with the Centennial of Malcolm X's birth on May 19th.

We would like to keep pushing for new members and sustainers. They will be necessary for our continued success. I will be sending out some language for new members and sustainers. I am also open to any of your suggestions that have worked to influence you in the past.

After speaking with one of the programmers, I realized that I never told you that the link for the tally page does not change from drive to drive. So, save it to your device for ease of use.

<https://pledge.wpfwfm.org/phone/talley.php>

The "In Case You Missed It" eblasts have 99.9% delivery rate, a 35.6% open rate and 0.5% click rate. For Example: the latest one was delivered to 16,400, 5700 people opened it and 31 people clicked the links. These rates are similar to what we see with other eblasts except ICYMI has a lower click rate. Noah has been doing a great job of putting it together and sending it out.

WPFW 48th Anniversary Celebration - 4/26

wpfwLogo jazzjustice001

Navasha DayaWPFW 48th Anniversary Celebration 04/26/25 6pm

This wonderful celebration will feature dinner, a performance by Navasha Daya, an awards presentation, silent auction and dancing! It will be held at Eloquent Touch Ballroom which is located at 3914 Bexley Pl, Hillcrest Heights, MD on April 26, 2025.

\$150 per ticket. Lump Sum Payments via Credit Card ONLY. Names will be at will-call.

[CLICK HERE FOR TICKETS](#)

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Sataria M. Joyner (she/her)

WPFW 89.3 FM

Membership Coordinator

Correspondence: PO Box 42099 Washington, DC 20015

Send Contributions: PO Box 426022 Washington, DC 20042-6022

Phone: 202-588-0999 ext. 326

Email: sjoyner@wpfw.org

Attachment D

Finance Report

WPFW 89.3 FM Jazz & Justice Radio

Treasurer's Report to the Local Station Board (LSB)

March 2025

WPFW Finance Committee met on Monday, March 10, 2025, and reviewed and provided comments to the Management Report to the Local Station Board Finance Committee. The updated management report is attached.

The WPFW Finance Committee identified several areas for committee focus in the coming year including the following:

1. Continuing working with WPFW management and PNO to improve the timeliness and completeness of our monthly financial reports, especially in the identification of deviations from budget.
2. Work with WPFW management and PNO to improve analysis and reporting of membership data, especially for assessing the effectiveness of various fundraising strategies.
3. Identify and promote/execute strategies to increase revenue

Submitted by:

Tom Chase

WPFW Treasurer

WPFW 89.3 FM Jazz & Justice Radio

Management Report to the
Local Station Board (LSB) Finance Committee

March 2025

Ending Cash Balance @ 2/28/25	\$283,342
Truist Checking Account for Operations @ 2/28/25	131,138
Industrial Interest-Bearing Operating Account @ 2/28/25	100,000
Industrial Account Balance for Relocation @ 2/28/25	52,204
Contributions received in February	\$160,966
Expenses during the month	
Salaries, Wages & Benefits	47,816
Central Services	12,640
Licensing	6,998
Relocation	6,825
Tower Rent	6,486
Electricity	5,950
Call Center Services	4,508

Telephone	1,400
Bank & Merchant Fees	1,048
Other Expenses	436
Marketing	65
	<hr/>
Total Expenses	\$94,172
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Notes:

1. Relocation - Industrial Account, \$6825 for engineering consulting for new location
2. Outstanding expenses of significance ~ \$100,000:
 1. Rent for Eckington Place, 3 months + 1 month deposit
 2. Verizon Disputed Balance for 1990 K St
 3. Health Insurance for Payroll
 4. ASCAP
 5. Relocation

Attachment E

Relocation Committee Report

Dennis Williams, Chair of the committee

March 12, 2025

The Relocation Committee met on February 19 and March 5. Both meetings were dominated by discussion of the option to extend WPFW's residence at Sirius XM in order to save money while refocusing our efforts on a longer-term ownership solution.

Between the two meetings, IGM Miyuki Williams along with Treasurer Tom Chase and Committee Chair Dennis Williams met with the property manager at SXM to raise that possibility and also to explore leasing office space there. The response was positive for extending our lease and also for leasing office space (at an additional cost of no more than \$1,000 a month including parking).

At the March 5 meeting the committee unanimously adopted the following recommendation to the LSB:

Be it Resolved that WPFW extend its studio lease and rent office space at Sirius XM through 2026 with an option for 2027 (maintaining the 60-day mutual out clause).

The committee also agreed unanimously to recommend that it continue to meet as currently constituted in order to explore and recommend next steps for securing a permanent location. This process will include exploring financial requirements, developing communication strategies and seeking input from stakeholders to determine needs and desires for a permanent space.

Submitted by Dennis Williams, Chair

Attachment F

Program Committee

Mee#ng notes from Restream applica#on - free Audio to text conversion. Free AI converter Informa#on placed in notepad and using snipit copied to work.

Feb 24, 2025 mee#ng

Okay. I'm gonna go ahead and set this up to, help me keep track of what's going on. At this #me, we don't have a secretary, so we'll see what comes out of the mee#ng. Okay. Okay?

Yep. Yeah. Good evening, Mike. How are you? Good evening, everybody.

Good evening. Wanted to men#on my name David Kiasi is misspelled on the, agenda. Is it? I am sorry. Yeah.

Well and let's see. Your your last name. Right. Yeah. Right.

The a and the l need to be reversed. Okay. Is it I'm gonna I'm gonna it's I have here what I'm looking at is what was sent out, k l a s l? Yeah. Right.

Okay. Okay. Alright. It was just me and my fingering, but Oh, okay. I got it.

Corrected. No. That was that was me because I'm looking. I thought I copied it as it, was presented on the list that Ellen sent out. But, yeah, I've got it.

I will correct that and apologize to you. I know our names are No problem. Important to all of us, and we wanna get it right. Okay. Let's see.

Good evening, Kamal, and good evening, Michelle. Evening. Okay. And and I shared with the others. I do have the re it's set to record since right now.

WPFW LSB Programming CommiZee Mee#ng

Monday, February 24, 2025

7:00 pm

AZendees: Minerva Sanders, Irene Adams, David Kiasi, Verna Avery Brown, Martha Peterson, Michelle Tingling-Clemmons, Marsha Edwards, Wanda GnahouiBill Cur#s, Vanessa Dixon-Briggs, Mike Hersch, Kamau Harris, Miyuki Williams and Robert Frazier

Quorum met at 7:14pm

Sugges#on was made to post Programming CommiZee mee#ng in the newsleZer as well as ensuring correct Zoom link is included on the websites. Ellen will ensure that this new link is included on the website.

And so, the #me is 07:14PM, and I'm Minerva Sanders, the current chair of the, programming commiZee. And, the date is Monday, February. And the mee#ng was to start at 7PM, but we're star#ng at 07:15. And, I see a hand here. Give me a moment.

Agenda(pasted in the chat)

I. Roll Call

II Agenda Approval

III. Elec#on of Officers (Chair, Vice Chair and Secretary)

IV. Mission Statement - this agenda item sparked in-depth, thoughtful conversation. For a full copy of the minutes, please email Irene @ renijeff@yahoo.com

V. Suggested Activities for 2025 - this agenda item contains lots of information and suggestions. For a full copy of the minutes, please email Irene @ renijeff@yahoo.com.

VI. LSB

Reading of Pacifica Foundation by-laws in regard to the definition and purpose of the programming committee. "To work with station management to ensure that the station programming fulfills the purposes of the foundation and is responsive to the diverse needs of the listener, demographic, and community groups, geographic served by the station and that the station policies and procedures for making program decisions excuse me. Scroll down here.

Emphasis on policies and procedures for making programming decisions and for programming evaluations are working in a fair, collaborative, and respectful manner to provide quality programming. So that is the message that they've identified this committee should be, working with staff and management.

Question raised about suggested ideas for the committee. What does that encompass?

I mean, everyone has come to this committee with ideas in their mind as to what the programming committee should be doing. And, so I wanna give people the opportunity to share what their thoughts are. Okay. Great. That that was my reason for pulling that information so we don't get sidetracked.

Agenda approved.

And as I stated, the first item of business is to elect a chair for the committee. And next, vice chair and a secretary. So do we have any nominations for an individual to chair the programming committee?

Irene Adams nominated Minerva Sanders to continue the great work she has been doing fostering a relationship between management and the committee. All of the work that you have done in the past year has been phenomenal. The collaboration with the other committees have been fantastic. I think that we should continue on that on that trajectory, and you continue to be our chair. Right. Thank you.

Vanessa Dixon-Briggs nominated Michelle Tingling Clemons. She's not currently a programmer, but was a programmer from two decades, three decades ago. Michelle declined the nomination.

Bill Cur#s did not have a nomina#on, but called to ques#on who the vo#ng members would be. Yeah. Chair, I do not have a, a nomina#on, but I was just curious to know who will be the vo#ng members once we do vote.

It's a big mee#ng tonight. A lot of people are here who haven't been here before. The vo#ng Who's who are the vo#ng members? The vo#ng members would be the individuals that we have listed as commiZee members for the, and let me go back to, the list. Let's see here.

Okay. Looking at the informa#on that, Ellen provided with some names being added later, I have Irene Adams, Michelle Tingling Clemons, Verna Avery Brown, Bill Cur#s, Vanessa Dixon Briggs, the Marcia Edwards. Let's see. And we have Sabooh Hakim, but he's not here. We have Tony Leon who is not with us tonight. Martha Peterson, myself, [Minerva Sanders] and, Michael, Byfield, but Michael has said he's gonna be late in joining the mee#ng. But, so that would make up the group. Did I men#on David Kiasi and Craig[not sure], or did I not call their names; Eric Ramey, Wanda Gnough and Mike Hersch..

A concern was expressed that this being the largest group of people that we've had to aZend the program commiZee mee#ng and whether these people going to those who are new, who had just started, are you going to be are they going to be permanent members?

I would like to know that, because if we vote, are we going to only allow the people who are permanent members of the program commiZee to vote, or is everyone gonna vote? Even those who just came. Are they gonna come at the next mee#ng? Are they gonna be permanent?

Chair restated request to use raise hand func#on in mee#ng.

Irene pointed out that the chair never, declined or accepted the nomina#on. Minerva accepted the nomina#on.

Michael Hersch was nominated for Chair. Michael declined nomina#on but volunteered for Vice Chair.

Bill Cur#s nominated Michael Hersch. Michael accepted the nomina#on

Thank you, Bill, and also thank you, Verna, for having confidence in me. I deeply appreciate that. Absolutely. Okay. Is there anyone else that would be interested in taking on that role?

Vanessa Dixon Briggs nominated Verna Avery Brown. Verna declined nomina#on.

Irene volunteered to work with Minerva and Mike in the role as Secretary.

So we do now have our chair, Minerva Sanders, our vice chair, Mike Hurst, and secretary, Irene Adams.

Mission Statement: So we have, addressed the first part of the agenda. And next, a mission statement. And it says it says at the mee#ng, but that was from our January mee#ng. Based on the informa#on that we have from, the PMB. And I don't know if people wanna take #me to work on this now or just think about it in the background as we move on in the mee#ng.

But to, look at, you know, what what would be the mission statement based on the descrip#on that the Pacifica Bylaws has iden#fied, the programming commiZee should be engaged in. Let's see here. .

So let's have individuals the, think about what our mission statement would be, and we can delve into that more as we Mike Hurst, I see your hand up, sir. Yeah. I would like to ask if, people have any changes that would be proposed to, what's in on page 25 of the bylaws, leZer g,

Dram Mission Statement: To work with sta#on management to ensure that sta#on programming fulfills the purposes of the Founda#on and is responsive to the diverse needs of the listeners (demographic) and communi#es (geographic) served by the sta#on, and that sta#on policies and procedures for making programming decisions and for program evalua#on are working in a fair, collabora#ve and respecdul manner to provide quality programming. This to include con#nuing our commitment to progressive values, working to promote program consistency and informing listeners, remaining aZen#ve to listeners' needs and desires by gathering data and informa#on to guide programming decisions, and helping to communicate LSBLSB ac#vi#es via programming. Possible addi#ons:

- a. Some commitment to progressive values.
- b. Program commiZee can be, more, responsive to the needs of the listeners in terms of ensuring that the listeners are aware of just what the program is on PFW. And that would mean that the segments would be more or less consistent.
- c. We need to look into being aZen#ve to what our listeners want to hear. I'd I'd get you get a liZle bit uncomfortable some#mes when we're hearing what individuals want to hear as opposed to, the community, and those are the ones that keep the sta#on on the air.
- d. Clarity on jurisdic#on of the LSB show. Help produce the LSB show
- e. Ensuring proper members are trained, in par#cular taking the compliance training.

Minerva, Mike and Irene will work in the background to see if they

Suggested possible special mee#ng to work on mission statement.c.

The mission statement will go to the commiZee for review to move to the LSB full board.

Note of concern: If we're gonna be a commiZee that is concerned about the programming and then concerned about the way in which that programming, serves the demographics or geographic, we have to actually have the data to support it.

Suggestions were made about gathering data, who would gather data and how the data could be gathered. (For full copy please request minutes)

So I think we have those things. And, so now we're down to the piece about the, LSB show. And who would like to start that conversation?

Listener member commented on how she enjoyed the show and complimented the fundraising level. Expressed concern for the continuance of the show.

Another listener member expressed concern is that when there was the initial, push to revive the LSB show, nobody stepped forward. Nobody wanted to do it. And finally, Irene and Bill volunteered.

Listener felt show removal appeared punitive and again raised the issue that there should be a consistent way to determine what shows stay on the air and why;

There was discussion about why the show was removed. Reference to the November LSB meeting recording was made.

Discussion on the LSB Chair's proposal for changes of the show. The proposal looked a lot like the show's current format. The commiZee did not have a chance to review the proposal and will look at the proposal and consider it at the next meeting.

Michael? For one, I think, the LSB show has always been we've had it for a long time, and it's always been a very informative program. All of a sudden, we wanna restrict it and narrow it down and do all kinds of things to it. When the only thing that I saw with this new you know, two new people, which was Bill and Irene, was that they raised more money than any other LSD show had ever raised, doing the same thing. So, you know, I I I don't I don't know if we wanna reinvent that wheel, but, the LSB show has not been rocket science.

Member expressed concerns about the content of the other show in the same time slot every Friday. Suggestion that the hosts of that show need are retrained on how to be more gracious host and to be honest.

Member expressed that there is a lack of real communication, protocols, processes, written procedures.

Concern stated that programming commiZee nor current hosts were at the table to assist with proposal submiZed by the chair.

No decision made in regard to the direc#on of the LSB show. Just that commiZee will look at proposal and provide thoughts at next mee#ng.

Mo#on to adjourn Mo#on

passed.

Attachment G

Outreach Committee Meeting Report

3/4/25

In Attendance: Art, Craig, Ellen, Kamau, Mariah, Marsha, Michael, Minerva, Robert Frazier, Violetta ,

Meeting Notes

Newsletter update

- Spring Pledge drive; May 3-19
- Interview with Ambrose Lane Jr.
- Move update
- Legacy Listener Circle links
- Larry Applebaum tribute and upcoming March 23 event at 2pm
 - Donations to WPFW
 - Jazz being played
- 48th Anniversary WPFW party
- Possible program updates

Questions:

- Is there a way to not forward the campaign?
- Subscription language possible?
- Can we add a subscription button to the website?
- Can we list the cadence of the newsletter somewhere?

Events:

- **5K** confirmed; 8am-1pm at Bladensburg Park. Updated ticket price of \$40.

- CAB will talk about survey at the **Town Hall**
 - Can we do less reporting and more engaging of community during the Town Hall?
 - Use our channels to get more people to attend the meetings, radio, outreach, social media and website
 - Switch PSA to talk about current issues and highlight the need for independent media
 - Share the importance and history of WPFW at the meeting; trifold on history of WPFW and use it was a voice to deal with what we're dealing with now
 - Clean up the website and conduct a web audit so it's more streamlined

Membership Drive

- Runs to Farmers Markets and libraries with WPFW flyers
 - We need to have a subcommittee
 - Brochure by the end of the year could be an outreach committee goal

In-person DCTV LSB Board Retreat

- DCTV is looking for PSA time for free space for the retreat; what other benefits can we leverage from this exchange?
 - Potential ideas; WPFW segment and opportunity to broadcast some of our DJ's
- We should review the station, Pacifica, and FCC regulations; it seems they are aware.

Action items:

- Art will ask about who manages the backend and mailing lists if we do add the subscription CTA to website
- Start thinking of sponsors and company for t-shirts
- Send ideas for next Town Hall theme and agenda
- Michael Byfield will create a shared document with Farmers markets and assign weekends
- Present DCTV location motion at LSB meeting next week

Motion

"The Outreach Committee moves to explore the possibility of a relationship between DCTV and WPFW to secure a location to secure a location for the annual LSB retreat"

