

2013-08-15 PNB Development Taskforce Minutes
Agenda

- I. Call to order & roll call
- II. Approval of Agenda
- III. Approve Minutes: 2013-06-20
- IV. Car Donation Program- Teresa Allen
- V. Pacifica 65th Anniversary- Joy Moore
- VI. Survey of Development at Units- Joy Moore
- VII. New Business
- IX. Adjourn

15. PNB Development Taskforce Minutes

1. The meeting was called to order at 8:45pm ET

Present: Joy Moore, Teresa Allen, Frank LeFever, William Heerwagon, John Brinkley, Raul Salvador(CFO)

II. Approval of Agenda: T Allen moved to postpone minutes to next meeting, move up Survey and Pacifica 65th Anniversary on the agenda as J Moore must leave early. No objection

III. Survey of Development at Units- Joy Moore took more contacts for her survey (what efforts are being made for development/fundraising). **J Moore asks everyone to encourage GM's and Development Directors to return the surveys.

IV. Pacifica 65th Anniversary- Joy Moore KPFA began April 15, 1949
Each station should have an annual Pacifica event.

Affiliate involvement. Prepare individualized promos celebrating relationship with affiliates.

Invite vendors, major donors and local businesses & comy. groups that rely upon the station to celebrate with us (in any way meaningful). Put local people on the air. Local Box Top Stories.

Song for this year: "Will You Still Need Me, Will You Still Feed Me, When I'm 64" by the Beatles

Mail campaign

Salute to elders, (seasoned, knowledgeable...)

Get local programmers involved.

Joy Moore wants us to look at bigger picture

Anniversary Subcommittee: Joy Moore- chair, Teresa Allen, Raul Salvador, Frank LeFever, **T Allen will recruit from WPFW, KPFK and talk to Ursula Ruedenberg

Articles (ex: Toastmasters Magazine), press releases featuring the Anniversary

**members are encouraged to send ideas to Joy Moore

V. Car Donation Program- Teresa Allen discussed formula for effective car donation program— 1) repeated airing of (locally-tailored) wild and crazy promos for 3 weeks each before changing, 2) interviews with donors to share their personal stories. Stories drive home the community radio aspect of our mission— they are motivational and empowering. **each member is encouraged to make a specific effort to improve the program at his/her local station

IV. Meeting adjourned at 10:08pm ET.

Respectfully submitted,

Teresa J. Allen

Secretary

Submitted: 2013-08-15

Approved: 2013-09-19