



**WPFW COMMUNITY ADVISORY BOARD
March 24, 2014 Meeting Minutes**

Attendees: Cynthia Hartley (Chair), Aminyah Muhammed-M'backe (Vice Chair), Keith Braswell, Brittani Riddle (Co-Secretary), Nancy Switkes (Co-Secretary), Barbara Patterson and Marcel Reid. Ariel Medley was excused as absent.

WPFW Staff: Vincent Jack (Volunteer Coordinator), Katea Stitt (Interim Program Director) and Miyuki Williams (Interim Programming Development Manager).

Guests: Eric Ramey, Pete Tucker, Tony Norman, Ron Benjamin, Lorenz Wheatley.

Meeting on record at approximately 6:47 pm.

ROLL CALL

Seven members were in attendance and quorum was met.

APPROVAL OF AGENDA

Nancy made a motion for two of her agenda topics to be reordered. Item 15 on the agenda, Promotional Flyers, replaced item 11, Programming Survey. Aminyah made a similar motion to move item 10, Board Orientation, further down the agenda. Both motions passed.

APPROVAL OF MINUTES

January meeting minutes and February meeting minutes were approved.

LISTENER COMMENTS

Lorenz Wheatley comment on changes at the station – the studio phone lines were not working, there were interruptions with online streaming, and overall programming is difficult to follow e.g. today's "Live at Five" was a repeat from last week.

STATION MANAGEMENT REPORT

Katea Stitt announced her new position as Interim Program Director, which Michelle will be announcing shortly. With regard to the phone service, it could not be repaired over the weekend due to lack of budget and funds. The station contracted with Ventana's engineer, Mark, for five hours per week to help get the station transmission up and running. The station is now at 60% after having

operated at less than 15% for more than a year. One of the GM's main goals is to get transmission back up to at least 80%.

Miyuki Williams, a longtime programmer, introduced herself and indicated that she will be working with Katea as Interim Manager of Programmer Development.

Katea indicated that she and Miyuki met to discuss preliminary ideas for grid changes. Music in the morning will return between 6:00 am and 8:00 am. Parisa Norouzi has been an outstanding producer and will likely get her own show. WPFW wants to bring the focus back to local, Pacifica's mission, and music that listeners love.

The spring pledge drive needs to raise \$500K. There is a need to find a new station home. Michelle looks at 3 – 5 spaces per week, but to move we need money.

A new programmer evaluation process is going to be implemented. Each programmer will meet with Miyuki and Katea for an evaluation of skills. After 90 days they will have needed to demonstrate their ability to improve or reevaluate their role.

Tony Bates has a new position under the Development department. He will be a Drive Producer to help pitching with programmers and creating pre-recorded programming. Tony will also continue to do Live@5.

Cynthia asked Katea to report on a discussion held several months ago regarding having community members engaged in gathering and reporting on local news. Katea was keen on this idea, but this was the first she had heard of this. She would speak with Askia Muhammed, WPFW News Director, and report back in April.

Katea needs a working list of volunteers to be developed of people available during the day to make computer data inputs, call pledgers, etc. to be sent through Vinnie. Alternative ideas to pledge drives must be presented through Katea to iGM by 4/8.

Marcel stated that the core mission of the CAB and other station boards is to organize activists. The board does not know that its mission is to engage in political activism. We are doing it through radio, but we are not a radio station.

(Note: Article One, Section Two, Paragraph Four of the Pacifica bylaws state, "In radio broadcasting operations to encourage and provide outlets for the creative skills and energies of the community; to conduct classes and workshops in the writing and producing of drama; to establish awards and scholarships for creative writing; to offer performance facilities to amateur instrumentalists, choral groups, orchestral groups, and music students; and to promote and aid other creative activities which will serve the cultural welfare of the community.

In radio broadcasting operations to engage in any activity that shall contribute to a

lasting understanding between nations and between the individuals of all nations, races, creeds and colors; to gather and disseminate information on the causes of conflict between any and all of such groups; and through any and economic problems and the causes of religious, philosophical and racial antagonism.

In radio broadcasting operations to promote the full distribution of public information; to obtain access to sources of news not commonly brought together in the same medium; and to employ such varied sources in the public presentation of accurate, objective, comprehensive news on all matters vitally affecting the community.”)

Miyuki stated that immediate needs of the station include volunteers to answer phones every day during the drive; word of mouth that the station is up to 60% power; daily updates regarding weather, traffic, etc.; a list of volunteers to support the drive, database entry, and responding to donors. Volunteers should be directed to Vinnie. Cynthia added that she met with Tiffany a couple of weeks ago to discuss volunteer needs, including database entry. Tiffany replied that all volunteers could do was answer the phone and possibly be soundboard operators. Miyuki said she would get clarification on this.

Aminyah added that she has never been involved with an organization that has not utilized volunteers to its fullest capacity. Miyuki asked Aminyah if she would be willing to work with Vinnie to help develop a volunteer structure. Vinnie and Aminyah agreed to work together.

FUTURE MEETING LOCATIONS

A discussion was held on the location of future meetings in that the Tenleytown library had limited parking and the MLK library is slated to undergo renovations. A final proposal resulted in the two CAB secretaries, Nancy and Brittani, identifying three D.C. libraries with evening hours, easy parking, and central location. Two meetings in a row will be held at each chosen location. A motion was made and unanimously agreed upon.

SOP DEVELOPMENT

Barbara developed and presented for discussion templates for CAB letterhead, criteria for removing a board member, agenda, and meeting minutes. Feedback was provided on various procedures related to CAB activity. Barbara will finalize and resubmit for the board.

DOCUMENT STORAGE

Aminyah raised the issue of storing documents on Google Docs. It is not a secure site. An option to store documents on DropBox was presented, but nobody wanted to be responsible for transferring the files. It was agreed that files would be store on Google Docs, but files would be distributed to CAB member via email.

REVISION OF PREVIOUS RESOLUTION

Nancy made a motion to have peer review assessments among CAB members, of each other, and those results will be tabulated by community volunteers who will compile it into a report and give it back to the CAB. It passed unanimously.

SOPS (Standard Operating Procedures)

Barbara presented her draft SOPs, created as instructions for how to perform the tasks of the CAB. Members gave feedback.

Marcel volunteered to obtain and distribute the call-in number for the next meeting.

ADJOURNMENT

The next meeting will be April 21 at Martin Luther King Library. As an even-number month there is an option for phone-in attendance for those with difficulties traveling:

Dial-in Number: [\(712\) 432-1212](tel:(712)432-1212)

Meeting ID: 405-730-784

PIN: 9264