



**WPFW COMMUNITY ADVISORY BOARD
MAY 19, 2014 MEETING MINUTES
Dorothy I. Height Benning Library**

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

WPFW Staff: Michelle Price-Johnson (Interim General Manager)

Guests: Denise Douglas, Starr Bowie, Tony Norman, Bob Griss, NaJezullaj Rasheed

Meeting on record at approximately 6:47pm

ROLL CALL

Six members were in attendance and quorum was met.

APPROVAL OF AGENDA

Cynthia requested a motion to table approval of April meeting minutes until June meeting. Aminyah made motion and it was approved at 6:52pm without objection.

LISTENER COMMENTS

Denise Douglass commented on potential location for WPFW near Suitland area. Cynthia commented that relocation was not under the CAB's purview. Michelle Price-Johnson stated that she will forward information to re-location committee.

Tony Norman, member of LSB commented on court ruling on executive director being moved out. Cynthia asked questions to elaborate on former Director's barricading herself and important files in office. Mr. Norman mentioned an assessment is being held by the Chair and Executive Director of Board on the files.

Star Bowie expressed several comments on community needs such as establishing procedures to define what the CAB's role is, how to keep programming on the air, how shows are implemented. Ms. Bowie also questioned how programming and staff are vetted before being allowed on the air and how new management will be able to change the shows as well as potential conflict of interests with underwriting on shows. Cynthia explained what the purpose of the CAB is and referred to the CAB section on the WPFW website for reference. Cynthia explained in length purpose of CAB as a voice of the community and explained the CAB has no role in station management and finances. Cynthia also mentioned holding meetings at various locations in hopes to have more community involvement.

Bob Griss mentioned that he has an interest in community radio and was an invited guest of Nancy. Cynthia invited Bob to view the survey for feedback.

STATION MANAGEMENT REPORT

Michelle Price- Johnson introduced herself as Interim General Manager. She addressed the listeners concerns about the purpose of the CAB and called the CAB vital to research and programming concerns of the community. Michelle also distributed Katea Stitts' (Interim Program Director) programming report. Copies were made available in person and electronically for CAB members.

Michelle mentioned some of the changes taking place at the station, trusting Katea as interim program director, and new grid. Michelle expressed that she and the station view the CAB as an independent research committee and looks forward to receiving its input. Michelle mentioned not having a political agenda in regards to the survey. She is waiting for the survey in order to get solid input to revising the grid. She is eager to get DC's voice go out to the world

Michelle also mentioned that one of the programming goals is to build better shows for possible syndication of shows such as Dr. Brewer's show.

Barbara asked what the process is for proposing new shows. Michelle explained show ideas are passed along to Program Director but acknowledged that a checks and balances should be available in the future.

Nancy inquired about CAB access to pledges data or membership list for distribution purposes of survey. Michelle made note of having access to everyone and said she would tell Sataria to send the membership list of 10,000 names to Cynthia.

Keith inquired about premium gifts not being distributed in timely fashion and enjoying some of the new shows. Keith also inquired a station manual for policy and procedures. Michelle explained that premiums had not been distributed because money had been spent on bills and not

reimbursing vendors premiums. Subsequently, the station started reducing the number of premiums used during fundraising so that it would not be burdened with additional debt. This has impacted the station's ability to reach its goal of \$500,000 fund drive goal. However, of the \$200,000 raised during the first two weeks of the drive, only \$185,000 has been used directly for the station. Michelle has committed to not using premiums and not paying for them in order to pay for the station's other expenses. The HR person has developed and distributed an employee policy to staff.

Michelle also mentioned the LSB Programming Committee is supposed to be putting together a programming manual. If one is not forthcoming, Michelle will finalize the manual she had begun prior to learning of the LSB's manual.

Miyuki is undertaking a three step programmer analysis and evaluation with classes and meetings. Some programmers believe that their program is their spot. There is a club. For this to change, there needs to be an evaluation of programmers. For new programs to get on the air, there needs to be new space.

Cynthia mentioned not receiving feedback: from CAB on survey and having a realistic timeline of survey. Cynthia encouraged CAB members to provide substantive feedback on survey roll out, particularly with regard to reaching community members who do not have internet access.

BOARD ORIENTATION

Keith and Aminyah addressed the purpose of board orientation, which is to define what is the CAB, its purpose, etc. The orientation will be in place to help CAB members get adjusted to CAB work and their responsibilities. The draft is still being completed and will be presented as the process is completed. Aminyah also mentioned making potential dates for CAB members. Keith and Aminyah will prepare and facilitate the orientation. June 28th was named at the tentative date from 11am-3pm.

BASELINE PROGRAMMING ASSESSMENT

Brittani distributed generic copy of grid, which explains various day parts of shows with link to electronic grid. Brittani mentioned possibly developing a WPFW mobile app, as well as suggesting shows that focused on more local news and community issues as well as international news. Training for personalities as far as content and on-air presence as well as process for show implantation.

Cynthia mentioned expanding the baseline assessment to reflect the type of show formats as well comparing current grid to older grids. Cynthia also stated that the purpose of the baseline assessment is to be able to measure progress against future initiatives.

SURVEY ROLL OUT

Cynthia mentioned needing feedback for survey from CAB Members. Michelle mentioned that the station would budget \$1,000 to be used for postage needed to distribute the survey to those without access to the internet. Keith also mentioned having a grassroots method for distribution of surveys.

ADJOURNMENT

Meeting adjourned at approximately 8:30pm.

The next meeting will be Monday, June 16th at the Dorothy Height Benning Library. As an even number month the conference call option is available.

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

Meeting ID: 405-730-784

PIN:9264

A handwritten signature in cursive script, reading "Nancy Swipes". The signature is written in dark ink on a light background.