



WPFW COMMUNITY ADVISORY BOARD
June 16, 2014 Meeting Notes
Dorothy I. Height - Benning Road Library

Attendees: Cynthia Hartley (Chair), Aminyah Muhammed-Mbacke (Vice Chair), Keith Braswell, Nancy Switkes (Co-Secretary), Brittani Riddle, (Co-Secretary), Barbara Paterson. Ms. Marcel Reid and Ariel Medley are excused as absent, unable to dial in on conference call.

WPFW staff: Vinnie Jack

Guests: Starr Bowie, Ron Benjamin, Clyde Cavanaugh, Bob Griss, and Denise Douglas.

On the record at approximately 7:00 pm.

ROLL CALL

Six members were in attendance, and quorum was met.

APPROVAL OF AGENDA

Brittani proposed tabling the Program Grid Baseline Assessment until July. Barbara made a motion to approve the Agenda as revised. It was seconded by Keith and approved without objection.

APPROVAL OF MINUTES

Nancy proposed minor editorial changes to April's minutes. Brittani made a motion to approve April's Meeting Minutes, typos notwithstanding. The motioned was seconded by Barbara, and approved by all except Aminyah Muhammed-M'backe who abstained.

As the May meeting minutes were distributed earlier that evening, the Cynthia proposed to table the approval of the May Minutes until July's meeting. Keith made the motion, which was seconded by Aminyah. All approved without objection.

STATION MANAGEMENT REPORT

None was provided.

LISTENER COMMENTS

Starr Bowie questioned why there were not enough agendas to distribute to guests at CAB Meetings, noting that the Local Station Board provides sufficient agendas for attendees at their meetings. Ms. Bowie questioned why some individuals within the community were allowed to receive a copy of the survey and others were not. The chair explained that the copy of the survey distributed was a beta test and a full survey would be distributed to the larger community when it is finalized.

Ron Benjamin said that in 2013 he suggested the CAB consider doing the things mandated by the CPB - to review the programming and review the station's policies. Now halfway through the year, he's pleased to see the beginnings of that and hope that CAB is able to follow through.

Clyde Cavanaugh read a statement from an LSB meeting in order to provide input, as a community member, regarding programming:

- Acie Byrd on-air tribute was way too short at 2 hours.
- Community Comment program has not returned to its original format that allowed listeners to call in and provide unfiltered comment on the topic of the day.
- Esther Iverem has had good programming on domestic and international political issues.
- Askia Muhammed should be returned as host to News Views.
- DJ Lance on House of Soul brings a professional atmosphere to the show and complements James Funk very well.

Bob Griss suggested that we post upcoming agenda's on the website, if one wants to encourage the public to attend CAB should make the Agenda topic available in advance.

Bob looks to CAB as a vehicle to transform and help the listeners think more critically. He is frustrated that WPFW, a powerful tool, is not more transparent and more of a tool for community transformation. The concept of Community Advisory Board is a powerful one, and he looks to the CAB as a vehicle for addressing the programming issues. He is glad the government, via the CPB, funds required that this type of board assist WPFW.

Denise Douglas looks forward to attending CAB and hopes that in future meetings, the Members and Community will come closer together.

Cynthia agreed to work with WPFW to post agendas on the website. Vinnie said that he could post agenda's prior to the meetings on Pacifica's website.

Aminyah addressed the need to help the public feel more included and welcomed at CAB by suggesting:

- Have a growing CAB-Guests email group that will receive the agenda and meeting announcement that CAB receives.
- Seating arrangement: Have guests sit at CAB's table, not beyond it.
- We must be more open and transparent about decision-making or we are not a *community* advisory board.
- We elicit community feedback throughout our meeting, not just during community comment.

Aminyah started a discussion about CAB's need for more independence outside of WPFW staff.

- Providing agendas on a website, operated by CAB Members rather than the staff Volunteer Coordinator.
- She is concerned that community comments should not be addressed to Vinnie, but to a CAB member.

Brittany suggested that we have standard language to use for PSA and the language be edited to accommodate new dates and times. Cynthia said that a PSA template was developed and used when she recorded PSAs, which she sent to Brittani. However, when a CAB member was unable to record PSAs the station recorded them and changed the language.

Cynthia commented on Aminyah's concerns about inclusivity stating that the LSB takes a long time to move through their agenda because their board is too large; everyone wants to provide input. The CAB has a small board that pushes the agenda forward, and should we stop to incorporate community feedback at each step it would take a long time to get through the agenda and very little would be accomplished. The community can provide feedback through email, and if it should be addressed, it can be added to the agenda. Since the meetings that take place are board meetings, but are open to the public to attend, having the community provide input into every decision is not conducive to progress.

Cynthia, Aminyah and Keith expressed a need for other volunteers besides CAB members to undertake tasks and work on CAB committees, though not as chairpersons. Guests who wish to volunteer in this way can be included. Keith continues to update the Excel sheet with would-be volunteers who we could be following up with.

SURVEY BACKGROUND

Cynthia read a summary of the genesis of the CAB's decision to survey the community. The summary was developed through a review of the official CAB meeting minutes found on the WPFW website. The survey has been a

topic of discussion for the CAB since 2010 and in a concerted manner starting in 2013. However, the basis of the current survey is not the initial survey created in 2010. It is based on 2014 CAB input.

It is unknown how frequently the survey will be conducted. That will be a topic of CAB discussion.

Aminyah asked if the survey could be expanded to cover a broader range of topics other than programming. Individuals may get weary of being asked to complete too frequently. Nancy stated that this is a matter of distribution. If we get 300 responses for one survey, we can still get another 300 responses for another survey, albeit from different respondents. Cynthia concern with expanding the topic was that the station has gone through numerous programming grid changes over the last two years, all without input from the community. The current iGM is keenly eager to get the results of the survey so that it can potentially inform programming. That is why this first survey is exclusively designed for programming. If we tie in other topics, the survey will take more than 15 minutes. A survey should ideally take 6 – 7 minutes.

Nancy would like to get a spectrum of opinions. Denise offered to get 10 friends to do the beta test.

BOARD ORIENTATION

Will take place on Saturday, June 28. Aminyah will provide an agenda by the end of the week. Among other topics, the orientation will explore where the CAB fits in the DC nonprofit code.

RESOLUTION ON MISCONDUCT

Tabled for discussion at the board orientation or in separate closed meeting.

ADJOURNMENT at 8:30 pm.

The next meeting will be July 21 at Southwest Library.

A handwritten signature in cursive script that reads "Nancy Swipes". The signature is written in dark ink on a white background.