



WPFW COMMUNITY ADVISORY BOARD MEETING MINUTES

April 20, 2015

William O. Lockridge (Bellvue) Library

Attendees: Aminyah Muhammed-M'backé (Chair), Nancy Switkes & Collette Dawud (Co-Secretaries), Carlos Ellerbe Jones, Astrid G. Munn, Enyinnaya Anicho Udo, Antonio Johnson-Bey, Phillip Everett and T. Alan Young.

Excused: Toussaint Tingling-Clemmons
Guest: Starr Bowie.

ROLL CALL

Quorum was met. Meeting started at 7:10 pm.

APPROVAL OF AGENDA

Aminyah asked if there was anything that need to be added, removed or switched around on the agenda. Astrid proposed talking about the Latin Soul Fundraiser that took place on March 21, 2015 be discussed at 830PM during the Update on 2015 CAB Calendar and Hot Issues slot. Carlos wanted to discuss when we get updates from the LSB at the 830PM time slot as well. Motion to approve the agenda with the additions was made by Carlos and 2nd by Antonio.

COMMITTEE UPDATES

Community Outreach Committee Chair: Astrid Munn
Fundraising Committee Chair: Enyinnaya A. Udo
Membership Committee Chair: Carlos Ellerbe Jones
Programming Committee Chair: Toussaint Tingling-Clemmons
Communications and Technology Committee: T. Alan Young (Chair on a pro-tem basis)

Aminyah mentioned in last meeting that she was going to meet with all Committee Chairs.

Communications and Technology Committee-Met on March 21, 2015

Discussion included the following:

1. Purview of what the Committee should be
2. Recording on PSA's with Phillips voice
 - a. Spoke with Vinnie of WPFW to arrange a date and time over the next two weeks to record the PSA's at WPFW with original music; will record a 45 sec and 1 1/2 minute PSA
3. Business email
 - a. Google Business Account- 15 email accounts for \$12.a month with Domain of www.wpfwcab.com available. Aminyah mentioned that we have a Go Daddy account for \$12.98 a month with domain of www.wpfwcab.org. Unsure of how many email boxes come with it but that she will give all the details of that account to the Committee to make the final decision.
4. Conference Call Service
 - a. We already have FreeConferenceCall.com where we can have 1,000 attendees at one time
5. Hotline for Listeners
 - a. How long will the listener have to leave a message
 - i. Time frame of 2-3 minutes
 - b. Who would listen to messages and what venue will be used to address responses
 - i. Allan proposed that the Outreach Committee address the concerns
 - ii. Amiyah mentioned that once we have reached into the community that we could train volunteers to help pull messages and answer some of the concerns
 - iii. Carlos mentioned that we should include in the CAB Training instruction on how to head up activities to take within the CAB
 - c. Time when hotline will be available
 - i. Certain amount of hours on the weekend
 - d. How many voicemails will the box hold
 - i. Number of messages we want to address
6. Presentation CAB Orientation- other than Classroom Style
 - a. PowerPoint Presentation or Video to be added to the WPFW website
 - i. Phillip would be camera man and Amiyah would be presenter in video

7. Source to record CAB Meetings

a. Something that is easily transferrable and cost effective

i. Allan will look into it for next meeting, but mentioned it would be less than \$50

Aminyah mentioned that she chose the people on the Communications & Technology Committee because Phillip and Allan has access to a studio and Collette had knowledge of what to do with CAB Recordings. She also mentioned that CAB members can join as many Committees as they choose, however, you will be held accountable for performing all work on each.

Membership Committee-Met on March 22, 2015

Discussion included the following:

Aminyah and Carlos finalized the answer to the following question:

Is the focus of the Membership Committee on CAB Membership or WPFW Membership? ANSWER: Determined that it is both

Aminyah proposed a question to the CAB:

What have you heard on the air about being a member of WPFW? ANSWER: Common response from CAB Members was to give a preset donation and receive a premium

Aminyah's response was the following:

- Message that is given on the air is to give the preset amount and you will receive a premium if it is available to be become a member
- By-laws say the fee is \$25 or 3 hours year of volunteer work (never a discussion of this on the radio), it has been brokered at \$35 and recently the amount has been stated at \$50 (Not in Pacifica By-laws) and you will receive a premium gift, the right to vote in elections and help make decision about the station
- Radio station is under Pacifica By-laws
- Members are not being educated about their rights as a member and the CAB has an obligation to educate them
- WPFW recruits volunteers to attend events as participants or workers
- She has heard that WPFW has Affiliate Stations, have not seen in budget and is a Media Sponsor for events
- She would like to recruit someone from the Development Department to help us understand aspects of being a member

Carlos proposed that we define Membership, Community and duties of Membership and Community along with the responsibilities of CAB to members. If we do, then

there will be no confusion and then we could move on to performing the needed work.

Aminyah mentioned that as a community radio station, duty is to the members of the community as a membership organization. It was said that we have 10k members and 110k listeners and it takes 50-60 votes to elect someone to the LSB.

Alan mentioned that if the focus once a year was on a membership drive instead of a fundraising drive, this would help with membership recruitment.

Aminyah mentioned that we can make that decision, we need to look at the By-Laws to see the concept of membership expressed by the Founder Lou Hill. She believes that the concept is "Listeners that would be members who fund the station can then promote the programs, ideas and ideal he puts forth The message is not clear to people who want to be members. Perhaps we should propose a resolution to the LSB that the message to potential members is not clear.

Nancy announced that she would like to be a part of the Membership Committee.

Outreach Committee-

Aminyah still needs to meet with the Chair of that Committee

Fundraising Committee-Met on March 22, 2015

Discussion included the following:

1. Establish a monthly Budget from each Committee to come up with a yearly budget for the CAB
2. If we raise money, how would we manage it
3. Interfacing with Station

Aminyah mentioned that she does not want to put money in the hands of the station because we may not have access to it when we need it. Reasoning is because of prior history. She will reach out to the Washington Peace Center by way of Dani S. to see about the possibility of them acting as a fiscal sponsor.

Udo mentioned the following:

1. Each committee should come up with a budget
2. We need to reach out to the Washington Peace Center for assistance
3. Money should filter thru the station

Nancy mentioned that she objects to that because the CAB needs to be independent. Aminyah mentioned that money funneling through the station will be used for other

things and not be available to the CAB when needed. Antonio mentioned that we need to set up an independent account.

Udo insists that funds must go thru WPFW financials because we have no way of accounting for it on our own, however, we can manage it. Even though management is poor, we should do what we are supposed to do. Accounting has to be done because the people who will be giving us the money would like to get a tax write-off and the fact that we are not registered makes that impossible. Perhaps we can just get the station to not use our money for other things.

Aminyah mentioned that perhaps we could get WPFW to sign an MOU regarding our funds. Perhaps the new Executive Director can assist since he used to run the Houston NPP Station and revenues grew. We could approach them with some kind of document to show how we will manage the money and get approval for funds to be spent.

Carlos suggested we get our own 501(c) 3 status and get our own funds.

Allan suggested we give Udo some concrete action items to move forward with:

1. Check with station to see how much autonomy do we have; if none
2. Can they give us funds to operate
3. If not, then how can we raise the funds on our own

Nancy mentioned that perhaps we look at other avenues to raise money without having to give documentation for donations. Suggestion was to raise money amongst ourselves.

Aminyah mentioned the following:

1. Must maintain independence
2. We need funds
3. Fundraiser
4. MOU to WPFW national or Local Station
5. Approaching the CFO of the National Office

Udo mentioned the following:

1. Must establish understanding of management of funds with WPFW
2. Money passing thru the station will not jeopardize the CAB's independence
3. Need to account for funds since we are not registered

Carlos mentioned that we need to be our own entity. Aminyah replied that we cannot be a non-profit.

Overall, Aminyah and Udo will reach out to the WPFW Interim General Manager to address this issue.

LISTENER COMMENTS

Ms. Starr Bowie (Volunteer on LSB Programming Committee) gave a follow-up on items mentioned in the last meeting to include the below problems with the functioning of the Local Station Board:

- WPFW management sends a representative to an LSB meeting with a report of a fairly major decision that has already been made, although the by-laws require a *consultation* (not a cursory presentation); the LSB should help develop policy.
- Members have more rights than usual:
 - Vote on LSB Members
 - Can attend Town Hall Meetings (have not had one since April of 2013)
 - Can attend LSB Meetings
- Have not met with Interim Program Director since last summer of 2014, no one knows what is going on
- Deficiencies in the Pacifica by-laws foster this dysfunction; due to shared healthy social/spiritual/political connections among programmers, LSB Members and management *do* consult, but it's outside the purview of the LSB. Rubber-stamping decisions is not healthy for the station.
- The Programming Committee of the LSB asked for information three months ago regarding what underwriting was being given at the station. "No underwriting was going on," was the response given twice, though we had evidence that a family foundation was underwriting one of the shows.
 - Update: Was supposed to have a debate on Underwriting at last Programming Committee Meeting but it did not take place
 - Subcommittee on Programming will meet on April 22, 2015 at Petworth Library with scheduled 45 minute discussion on Underwriting
- Recently *Community Comment* "free periods" were restored after a full year of requests, and only after the station became aware that I had an e-list of 100 listeners names I was emailing with things that were irregular or not being done.
- A February 27 fundraising *event's* plan was not presented to the LSB's meeting until 10 days before the event, too late for the LSB to have any input or involvement in advertising it.
- A conflict of interest: Pacifica by-laws allow a set number [6] of the 24 LSB seats that are for on-air programmer representatives. However, some LSB members who are just supposed to be listeners, have relationships with programmers and are guests on their shows. So these LSB members want to not press management.

**LETTERS ACKNOWLEDGING SERVICE AND TERM OF SERVICE FOR
PRIOR YEAR CAB MEMEBERS**

Aminyah proposed we address this in next CAB Meeting.

UPDATE ON 2015 CAB CALENDAR AND HOT ISSUES


Astrid mentioned that she attended the Latin Soul event on March 21, 2015 at the Silver Spring Civic Building. It was a good turn out and well organized. The fundraising goal was 10k and 8k was raised through ticket sales and silent auction. David Vega put together the event and used funds that were provided to him from WPFW.

Aminyah mentioned that there is an issue with the financial management practices of funds being used for Fundraisers.

The next meeting will be held on May 18 at 6:30 pm at the Dorothy I Height Benning Library locateed at 3935 Benning Road, NE, Washington, D.C.

A motion to adjourn the meeting was made by Antonio and seconded by Phillip. Meeting was adjourned at 8:42 pm.

Signed this 28 day of May 2015 by my hand:


Collette M. Dawud, Co-Secretary
WPFW Community Advisory Board