



**2013 WPFW COMMUNITY ADVISORY BOARD  
August 19, 2013 Meeting Minutes**

*Attendees (in person): Cynthia Hartley (Chair), Keith Braswell (Secretary)*

*Attendees (via phone): Barbara Patterson, Perry Redd, David Vega*

*WPFW Staff: Vincent "Vinnie" Jack (Volunteer Coordinator), John Hughes (General Manager)*

On the record at approximately 6:35 pm.

**ROLL CALL**

Thomas Raney and Alvernon Garey were absent with excuse. Tony Sadler, Atonn Mohamad, Chad Alexander were absent without excuse. All other members were present. A quorum was reached.

**ADOPTION OF AGENDA**

Mr. Braswell made a motion to adopt the agenda. Ms. Patterson seconded the motion.

**ADOPTION OF MEETING MINUTES**

Pursuant to review, a motion to approve the July 15, 2013 meeting minutes was made by Mr. Reid and seconded by Mr. Braswell. The minutes were approved by unanimous vote with no abstentions.

**COMMUNITY FEEDBACK AND INPUT TO LSB**

Mr. Rashid presented to the CAB information on a building located on Benning Road NE in Ward 7 that is available for purchase as an option for the future home of WPFW. Ms. Hartley advised Mr. Rashid that the CAB does not have the jurisdiction to undertake issues related to the relocation of the station. This matter falls under the purview of the LSB's relocation committee. Mr. Redd added that since Mr. Rashid has brought this up on several occasions and as Mr. Rashid is part of the listener community, we are not going to ignore

his concern. The CAB is working on a way to ensure that community concerns are brought to the attention of the appropriate party. Mr. Braswell asked Mr. Hughes for the contact information of the relocation committee. Mr. Hughes informed the CAB that Michael Byfield is the chair of the relocation committee. Mr. Braswell asked what the means of communication has been between the relocation committee and the station management and who signs off facility choices. Mr. Hughes indicated that he has visited potential facilities that have been presented to him by the relocation committee, but the Pacifica National makes the final determination on facilities.

Mr. Yaya Fanusie indicated that he has left several messages for Mr. Hughes and Ms. Tiffany Jordan, Director of Development, regarding a fundraiser that members of the African community wish to hold for WFPF, but has received no response. Mr. Hughes replied that he has not received any messages regarding this topic and offered his email address, john\_hughes01@comcast.net, for Mr. Fanusie to contact him directly.

### **Community Outreach Committee**

Mr. Redd provided a preliminary report for the community outreach committee. The key issues were listed as committee objectives, outreach tools, on the ground efforts, outreach evaluation, and reporting our work. Approaches to gather feedback from the community include email surveys, physical surveys, PSAs, and airtime. Constituency building requires on air announcements, perhaps a 30 minute CAB segment where members of the CAB could voice concerns of the community. This allows the community to know that their concerns are being heard. Outreach tools and methodologies include the Morning Brew, developing an means of open communication between the CAB and the LSB, and increased access to information from staff. The CAB should have a presence at various events in order to allow the community an opportunity to present their concerns and comments as well as for the CAB to survey the listeners. Perhaps a "jazz in the park" event could be held whereby CAB members can survey listeners about their views on the station. Ms. Jordan had informed Ms. Hartley that she would welcome assistance from the CAB to collect members' emails addresses into a list serve that would be the source of a mass email campaign. Surveys must also be evaluated and quantified, when possible, in order to inform our decisions. Outreach conclusions should be written, signed and dated, and include relevant outreach/survey details. Collaboration with the LSB should be communicated via email or during the LSB meetings. Approval of the program director nor general manager are required to approve or provide input to the CAB efforts as quoted by the Corporation for Public Broadcasting requirements which state, "*The composition of the Community Advisory Board must reflect its independent role, and may not include members of the station staff or governing body in anything other than an ex officio or administrative capacity.*"

Mr. Vega expressed a concern regarding whether access to member email addresses would be proprietary and not available to the CAB. Ms. Hartley replied that she discussed with Tiffany Jordan who expressed that she did not have the resources to compile email addresses into a platform, such as MailChimp, so that mass outreach could be facilitated. Mr. Hughes indicated that while the station could not provide a list of members to the CAB, it could facilitate communications for the CAB to communicate to membership. Mr. Perry asked why does Mr. Hughes have concerns with the CAB having access to the membership

list when the CAB is a part of the station and moreover, this information is required to reach out and communicate with listeners to obtain their input for community concerns and programming. Mr. Hughes replied that if there is any communication that needs to be distributed and uses the membership list, the station has no issues in providing assistance to the CAB to facilitate the communication.

### **GENERAL MANAGER REPORT**

The station's tower at American University is still in progress. It is anticipated that the process will be completed in one to two weeks and we can resume broadcasting on the main transmitter at full power. However, the main transmitter is undergoing maintenance, which will require us to continue operating at the backup transmitter. It has recently been learned that there is an issue with the antenna, which will require a substantial inspection, which is expensive. American University intends to build a new tower, subsequently absorb the cost of the new tower and the station would potentially be relocated to the new tower at no cost to the station.

Mr. Hughes provided the PNB with a list of the expenses related to the relocation. He informed the PNB and LSB what expenses he believed to be appropriately allocated to the Leonard grant for relocation expenses.

The mini fundraiser campaign resulted in \$56,714 in revenues for the month of July. The spring membership drive has a fulfillment rate of 72%. \$182,282 was collected in revenue. \$245K was pledged. The second week of fundraising (week 1 of July) resulted in \$78,464 of which \$40,958 was collected. August week 1 received \$18015 in pledges and received \$9500 thus far.

Starting August 21 WPFW will commemorate the 50<sup>th</sup> Anniversary of the March on Washington. Starting tomorrow there will be a Pacifica wide fundraising campaign for the Pacifica archives. Starting Tuesday, a WPFW fundraising campaign will kickoff using speeches and interviews from the archives related to the March on Washington.

Mr. Braswell asked what was the status of the funds raised for the building fund in previous fundraising campaigns. Mr. Hughes responded that the money raised has been recorded so that the station could transfer the money to the building fund once its budget commitments have been met. Pledges for the building fund has been earmarked, but it is not a separate account.

The next full fundraiser is September 8 – 28. Ms. Hartley asked about the net proceeds from the July fundraiser in light of the upcoming and more substantive September fundraiser. More specifically, she asked how much of the \$78,464 is net revenues and how much is expenses. Mr. Hughes said that for the September meeting he would report out on the net revenues from the July fundraiser and the amount of restricted funds raised for the capital campaign in years past.

Mr. Braswell noted that the fundraiser kicks off on September 8, which is the same date as the Adams Morgan festival, and asked if the station could have a table. Mr. Hughes replied

that in previous years the station has had a presence and broadcasted live from the festival. Additionally, the Rosslyn festival is the day before and WFPW has been provided with a tent from which major donors could enjoy the festival. It is hoped that the CAB could help staff the table. Kitea Stitt and Tiffany Jordan are coordinating this event.

Ms. Hartley asked if there were any other events that the CAB should plan for other than the Adams Morgan festival, the Rosslyn Jazz Festival and the U Street Jam. Mr. Hughes replied that the next fund-drive after September will be in December. It is anticipated that several events connected to the December drive that the CAB can support. Moreover, Mr. Hughes asked the CAB to consider a fundraiser connected to the December drive.

Mr. Vega asked for verification on an issue that arose when a programmer allowed a barred individual to broadcast from the station and the individual later stole property from the landlord. Mr. Vega asked if this did happen and what policies were in place to mitigate against this happening in the future. Moreover, are we in jeopardy of being evicted because we are on a month-to-month lease and staff is violating policy. Mr. Hughes replied that there is not a policy per se, but there is a requirement that management make a determination about behavior, particularly behavior that is detrimental to the station. Mr. Hughes replied that he and the landlord meet regularly on every incident that affects the station. The station is subject to any and all incidents that are violations whether they violate process and procedure the facility to those that are more criminal in nature. The station is vulnerable and looking to fortify its lease arrangement outside of a month-to-month lease. Moreover, the landlord is a tenant that is also subject to performance standards.

Ms. Patterson asked if the newsletter was the best way to keep CAB members apprised of WFPW events. Mr. Jack replied that it is. Mr. Hughes added that Katia Stitt is responsible for community engagement events ranging from the Rosslyn Festival to the Green Festival. Ms. Hartley asked if there is a calendar of events. There presently is not.

Mr. Braswell asked when the station would have a full-time program director. Mr. Hughes indicated that there is a line item in the budget for a program director. Currently we have a program coordinator, but the plan is to hire one.

### **Bylaws Committee Report**

The bylaws committee was thanked for their input. The committee chair has compiled their inputs and will submit them back to the committee for a final review. The current timeline is for the CAB to review the bylaws in advance of the September meeting, hold a discussion on the bylaws during the September meeting, and either vote to amend the bylaws during the September meeting or submit suggestions for revisions that would then be approved or rejected in October.

### **NEXT MEETING**

The next meeting will be held Monday, September 16, 2013.