



WPFW COMMUNITY ADVISORY BOARD January 27, 2014 Meeting Minutes

Attendees (in person): Cynthia Hartley (Chair), Keith Braswell, Barbara Patterson, Aminyah Mbacke, Nancy Switkes, Brittani Riddle

WPFW Staff: Vincent Jack (Volunteer Coordinator),

On the record at approximately 6:45 pm.

ROLL CALL

Six CAB members were in attendance. A quorum was met.

APPROVAL OF AGENDA

Agenda was modified to postpone the adoption of December's minutes to a future meeting. Introduce. Mr. Braswell made the motion to approve the Agenda. It was approved.

INTRODUCTION OF NEW CAB MEMBERS

Ms. Aminyah Mohammed Mbacke, Ms. Nancy Switkes and Brittini Riddle are new members.

VICE CHAIR AND SECRETARY NOMINATIONS

Brittini Riddle volunteered to be Secretary and Nancy Switkes volunteered to split the job with her, as Co-Secretaries.

Mr. Braswell nominated Aminyah Mbacke as Vice Chair. Ms. Hartley seconded the nomination. Ms. Aminyah Mbacke accepted the nomination.

LISTENER COMMENTS

Mr. Woodruff: "I've been an avid listener for years and I'm glad to be a part of what's going on. I think the current path is good and the move downtown was very positive. I'm looking forward to participating down the road." Ms. Hartley thanked him and said we will always need volunteers, on and off the Board to work with us

2014 INITIATIVES

Ms. Hartley read the intro to the CAB bylaws to give perspective to the CAB's purpose. For the CAB to perform its functions, the iGM needs to provide a written statement of the station's programming goals, services provided by the station, and policy decisions made by the station. These are aspects of WPFW that should exist. If they do not, they will need to be develop. Only after that can we have a means for reviewing goals vs. realities.



Mr. Jack said that he would follow up with the iGM on Ms. Hartley's request for the programming goals/services/policies document. The Programming team is working hard to enhance community news by allowing community members to record what's happening in the community. This is currently in the development stage, but he will ask Mr. Bates or Michelle Price to report on its progress shortly. Ms. Hartley indicated that the CAB introduced idea of community-generated news reporting two – three years ago. She asked for a report on progress for the next meeting.

Chair Hartley read Ms. Price's report, also given to the PNB.

Questions about the need or wisdom of paying a national call center were raised:

- Is there a cost/benefit analysis of what's coming in and being spent? Net costs are always more meaningful than gross costs in revealing how we are doing.
- If our finances are dire, why are we spending money on grant writers and a call center when we have volunteers with those skills?
- Is there any data regarding the number of calls that were dropped by volunteers? How can the station justify contracting with a call center rather than training volunteers in a better way?
- Is the call center only taking donations for WPFW or also for Pacifica's drive?

Mr. Jack said that since Dec. 2012, we've had a drop in volunteer support due to many reasons. We are now rebuilding the database of volunteers that we had a one time and the website. The volunteer training would be an excellent thing, maybe as an online option on the re-built website. After the last pledge drive, listeners and volunteers started coming back.

Mr. Braswell suggested that the parking is an obstacle to volunteering. If WPFW can pay for volunteers' parking, it will increase volunteerism. Ms. Hartley said volunteers should be informed that when they are volunteering their time to a nonprofit organization, transportation costs, including parking are tax deductible.

Ms. Hartley added that since the station is constantly talking about how it needs volunteers, it should list on its website the tasks and skills for which it is in need of volunteers.

COMMUNITY COMMENT

Mr. Andrew Dunn has been a 10-year WPFW member/ volunteer, via phone bank and other support of programmers. He came out of curiosity. Ms. Hartley encouraged him to apply as CAB member since we only have the 5 members that meets the minimum requirement. Seven is ideal.



2014 INITIATIVES — BRAINSTORMING

Review WPFW policies regarding community needs to verify that they are fairly written, understood by people, and applied fairly.

Define what is the community?

- more than residents of DC.
- more than those who listen.
- more than those who pay dues (the voiceless who can't afford dues).

Identify the demographic makeup and cultures of the community.

Assess what current programs are on-air now.

Develop surveys to learn the cultural needs of the community. Culture = food, music, art, religion, language, customs...CAB can survey the artistic community to learn their needs. Possibilities may include workshops, establishing a creative writing award, scholarships for writing, facilities for music groups, etc.

Verify that we are meeting WPFW's Mission Statement.

Review services provided by the station. According to bylaws of Pacifica, the station should be promoting the study of political and economic problems. Besides on-air programming, what can WPFW provide along these lines? Through strategic planning, CAB can work with LSB to have the station provide other services. Talented volunteers can also participate.

Review station policy decisions. Previous CAB resolutions were ignored. Rather than continue to issue further resolutions at this time, we need to focus on more pressing issues.

How to better manage membership information

Develop Collaboration Policy so there is a steady checklist of criteria that we want in a collaborating organization.

As a recipient of CPB and as a non-profit that is making decisions without there being written policies, the station is vulnerable.

The motion by Ms. Hartley was unanimously accepted, to institute an anonymous peer-review process for CAB members, every six months. Using a spreadsheet, every member will evaluate each other member. CAB members will have the opportunity to revise the template-evaluation that Ms. Hartley will write up with the Vice Chair's help..



Results Framework or a strategy of how we will meet our goals or the CAB Mission will be sent to CAB members. Chair's Results Framework will include list of resources needed for those activities and indicators to measure progress of those activities.

When website is improved, the CAB page can be improved to include the members of CAB, how others can support us, etc.