



WPFW COMMUNITY ADVISORY BOARD

July 21, 2014 MEETING MINUTES

Southwest Library

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

WPFW Staff: Vinnie Jack

Guests: Denise Douglas, Ron Benjamin, Bob Griss, Marcus Jetter, Jane Gatewood, Tony Norman, Pete Tucker and Vanessa Dixon-Briggs

ROLL CALL

All members were in attendance and quorum was met. Meeting on the record at approximately 6:55 pm.

APPROVAL OF AGENDA

After agenda was amended, Marcel motioned to approve the agenda. Aminyah seconded it. It was approved without objection.

APPROVAL OF MINUTES

Discussion was held in regards to the section about syndication in May meeting minutes. A motion was made by Aminyah to table May meeting minutes until the August meeting and was seconded by Marcel. It passed without objection.

A motion was made, seconded and passed to adopt the June minutes with one minor adjustment.

LISTENER COMMENTS

Bob inquired about meeting agenda and minutes being available on WPFW website for public and also not excluding the public from participating in CAB discussions. Vinnie clarified that agenda and minutes are available on the WPFW website and explained how to navigate to each. Barbara provided additional navigation instructions. Aminyah and Barbara briefly mentioned the possibility getting a separate website devoted to the CAB, to ensure its independence.

STATION MANAGEMENT UPDATE

Neither the General Manager nor the Program Director (PD) were present to provide a report. Cynthia mentioned that she communicated with Katea (Interim PD) via email about the relationship between the CAB and station management. Katea stated that she was not sure the PD is to provide a report to the CAB but believed the CAB was to provide a report to management. Katea also mentioned that grid changes will be announced in August and implemented in September.

Cynthia mentioned that it has been customary for station management to provide a report to the CAB. Cynthia also mentioned that station management reports have been sporadic since the previous General Manager stepped down. Aminyah mentioned in passing a resolution to have a formal report from station management. Marcel inquired about Vinnie being a liaison between the CAB and station management. Vinnie clarified that his role is to report back to management, but not to report on management's behalf to the CAB.

Cynthia and Barbara agreed to draft a resolution that recommends the Program Director attend and provide PD updates at monthly CAB meetings.

SOP UPDATE

Barbara updated CAB on the SOP List and members were assigned to draft certain SOP pages. Barbara agreed to take the lead for the Welcome and Table of Contents, SOP Contact List, which will include CAB Members, LSB Members, and station management, CPB Requirements, and CAB process for being provided information and monitoring the stations' goals.

Aminyah then returned to the conversation about the amount of CPB funding WPFW has received in recent years. She stated that she had documentation on the different grants and their purposes. Aminyah mentioned that CPB grantees are required to conduct a survey and following up to find out what the survey is. The question was raised as to the current survey being conducted by CAB and whether or not it is being used or being conducted to satisfy the survey requirement management has for the CPB funding. Ariel agreed to compile a contact list for the SOP book.

Aminyah mentioned that the station must apply for CPB Grants and the CAB should hold the station accountable for and review the programming goals included in the grant information provided to the CPB. A discussion was then held on how to find out the process for acquiring WPFW's grant proposal and CPB award agreement for the purpose of identifying the programming goals.

Aminyah agreed to draft the SOP for CAB Responsibilities, Officer Responsibility, and Committee Responsibility. Nancy agreed to handle SOP template for process of writing the agendas and minutes, and for their Distribution.

Barbara agreed to take SOP meeting and listener comments. Aminyah mentioned that the CAB has not implemented committees as required in the bylaws and that doing so will assist the CAB in soliciting volunteers who can participate on committees as a means of getting a variety of items addressed and increasing listener involvement with CAB. Barbara agreed to draft an SOP for the format/flow of CAB meetings that will incorporate listener comments.

Barbara agreed to take responsibility for draft of SOP CAB Application process. Cynthia interjected about Barbara and Aminyah not over-extending themselves on the SOP information.

Barbara mentioned the language of the CAB PSAs and Cynthia mentioned re-sending the PSA language to the CAB. Aminyah spoke of hearing a PSA about the PNB CAB meeting and inquired about the proper PSAs airing. Vinnie agreed to inquire about the PNB PSA.

Brittani inquired as to the required length of the PSAs as well as whether the PSAs have been uploaded into the broadcast system. Cynthia also inquired about having a PSA that is sixty seconds to include more information including who the CAB is and its function.

Barbara mentioned recruiting volunteers to record PSAs. Keith also mentioned the possibility of recording PSAs in Spanish to target listeners in the Latino Community. Discussion to further address PSAs was tabled for another meeting.

Cynthia agreed to take on drafting the SOP for Peer Evaluations. Discussion and process of SOP Individual peer evaluations were mentioned for inclusion on the September agenda.

Barbara asked for time frames for drafts of SOPs to be completed by this Sunday, July 27th. Cynthia inquired about equal distribution of SOP work. Barbara mentioned a time line of October for completion of the SOP book.

Aminyah made a motion to have a volunteer attorney to look over the SOP book. Ariel seconded and it was passed unanimously. Cynthia inquired about rules of engagement resolution and having it fully discussed. Aminyah mentioned Rules of Engagement serving as due process in the event a member of the public displays unacceptable behavior during a CAB meeting. A discussion was held in regards to the rationale for publishing the rules online; further discussion was tabled until a future meeting.

Barbara concluded the update by mentioning an appendix that will include attachments. Keith asked about the amendment to the by-laws, but it was tabled until the August meeting.

DEFINITION OF "COMMUNITY"

Nancy began the discussion on how to define the community with emphasis on who the survey will be distributed to. Specific groups were mentioned that may be given the survey including: paid members with internet access; paid members without internet access including prisoners; non-paid members who listen online and the "voiceless."

Aminyah mentioned how to reach out to listeners who may not have a "voice," including prisoners, people who live in nursing homes, etc. Cynthia mentioned that while a definition of "community" was previously established at the board orientation, the WPFW staff and the LSB has not provided input and that a standard definition needs to be in place by all three parties. It was agreed that we would use the definition of "community" accepted by all at the Orientations session for purposes of the survey.-

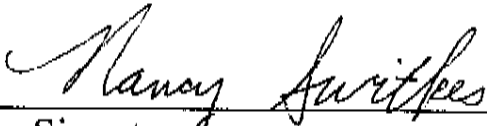
Brittani mentioned her concerns about the best way to reach people who are not paid members. Cynthia discussed splitting the two groups into listeners and listener members. Listeners would be surveyed through a convenience survey. Listener members would be surveyed through a random sample survey. This was actually a suggestion from the floor by Bob Griss and presented as a possibility.

Aminyah mentioned her concerns about the survey distribution and not doing a selective survey. She mentioned the need to include all of the station's listening demographics in a distribution plan.

Meeting was adjourned at 8:58 pm.

The August meeting will be held on August 18 at 6:30 pm at the Anacostia Library located at 1800 Good Hope Road, SE, Washington, DC 20020.

Signed this 6th day of Feb., 2015 by my hand:

A handwritten signature in cursive script that reads "Nancy Switkes". The signature is written in black ink and is positioned above a horizontal line.

Signature

Nancy Switkes, Secretary

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