



**2013 WPFW COMMUNITY ADVISORY BOARD
July 15, 2013 Meeting Minutes**

Attendees (in person): Cynthia Hartley (Chair), Chad Alexander (Vice-chair), Keith Braswell, Alvernon Garey, Atonn Muhammad, Barbara Patterson, Perry Redd, Marcel Reid, 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 was absent with excuse. Tony Sadler was absent without excuse. All other members were present. A quorum was reached.

ADOPTION OF AGENDA

Mr. Alexander moved to amend the agenda so that community comment takes place at the beginning of the agenda so that the communities does not have to wait as we discuss internal issues. Mr. Vega raised the issue of the community arriving late. Mr. Alexander was concerned that the community had to wait a significant amount of time to provide a comment. Mr. Vega offered that the community can provide written comments. Ms. Hartley suggested that community comment take place at a specified time, as with LSB meetings, perhaps around 7:15 or 7:30 p.m. Mr. Alexander restated his motion that community comment begins at 7:30. Mr. Braswell seconded the motion. The vote was passed unanimously with no abstentions. The agenda was amended and made effective as of this evening. It was approved by unanimous vote with zero abstentions

ADOPTION OF MEETING MINUTES

Pursuant to review, a motion to approve the June 24, 2013 meeting minutes was made by Mr. Vega and seconded by Mr. Braswell. The minutes were approved by unanimous vote with no abstentions.

NOMINATIONS FOR CAB SECRETARY

Pursuant to last months nominations for CAB secretary, for which no nominations were accepted, Mr. Vega suggested that Mr. Benjamin be considered as interim secretary should no one choose to accept the position. Ms. Hartley nominated Keith Braswell and he accepted.

COMMUNITY FEEDBACK AND INPUT TO LSB

Ms. Hartley thanked Mr. Jack for establishing the CAB email address cab.wpfw@mail.com. To date approximately 7 emails have been received ranging from fundraising to programming and John's mismanagement of the station. Ms. Hartley is responding to all emails within 3 days. Ms. Hartley indicated that emails are just one way to capture community feedback. As the CAB builds its capacity, it will identify other ways to capture community feedback. The CAB will need to develop a way to formally relay the information to the LSB and formally provide recommendations to the LSB with regard to programming, community service and significant policy decisions of the station, as well as input to cultural and educational programs.

Mr. Vega queried if there is a liaison between the CAB and the LSB. Ms. Hartley replied she has attended all LSB meetings with the exception of the recent July meeting. In addition she is reporting back to the CAB vis-à-vis notes from the LSB.

Ms. Hartley is also maintaining a log of emails e.g. contact information, nature of comments and actual comments. Ms. Hartley asked the CAB for comments and suggestions for community feedback. Mr. Vega asked about the survey developed by Mr. Redd. Ms. Hartley had not received a copy of the survey from Mr. Redd, but added that the purpose of the recently established Community Outreach committee, as well as the other committees, was established to determine approaches, such as the survey, for community outreach and report back on recommendations to the CAB so that the CAB could move forward accordingly.

Mr. Braswell requested confirmation that this was not the same as the programming tool assessment form. Mr. Vega said the tool form was created by Mr. Benjamin. The community based survey to gain feedback on the station's shortcomings, programming, concerns, as our mandate is to advise and recommend. The survey was to then be submitted to the LSB. Mr. Vega indicated that the survey was initially designed in 2010/2011, which was approved by the CAB and presented as a recommendation to the LSB. Nothing was done with the survey. Ms. Hartley stated that this was exactly why a formal document needs to be established as a vehicle for recommendations.

Mr. Hughes expressed a concern that feedback to the station was going to be overlooked as it was not mentioned. Mr. Hughes claimed that the LSB, as the CAB, is an advisory board. He added that the fundamental requirement around the provision of the CAB was to provide feedback to the station management, not to the LSB. Ms. Hartley provided two comments. First, Mr. Jack has access to the emails and he has the ability to provide feedback from community emails to the station management, just as he had forwarded the email from the

listener who inquired about her pledge thank you gift to Ms. Jordan, director of development. Second, the Corporation for Public Broadcasting makes a clear distinction between the station and the governing body, adding that the CAB is to provide feedback to the governing body. Mr. Hughes commented that the governing body is the Pacifica National Board, not the Local Station Board. Ms. Hartley replied the PNB has representatives on the LSB. Mr. Hughes reiterated that the CPB legislation is to ensure that the station management and staff can get input from the CAB, not the LSB; adding that the station management is the platform to which to provide feedback from the community.

Mr. Braswell asked about a station mission statement so that it is clear which body has responsibility and authority for what actions. Mr. Hughes said the station has a mission statement and for several years has attempted to develop a strategic plan that would include a mission statement. This strategic plan was discussed with the LSB, staff, and CAB several years back. Mr. Hughes said there was a mission statement, but it could be revisited.

Mr. Vega said the intent is not bypass management, but rather that it was understood that the management was being kept in the loop since they have always been present at the CAB meetings. There is a gap that exists between the CAB and LSB. Previous recommendations were made to the station to be forwarded to the LSB, such as the survey, but they fell to the abyss.

Mr. Benjamin was offered the floor. He indicated that the copy of the survey was kept in his SkyDrive files, which Mr. Redd offered to send to Ms. Hartley. Mr. Hughes indicated that he had submitted the survey to the LSB as recommendation for the staff and LSB to determine whether or not it was a tool that could be used. He said it is on record as having been provided to the LSB.

Ms. Hartley commented that the CPB makes a distinction between the station and the governing body quoting "the board shall advise the governing body of the station with respect to whether the programming and other policies of such station are meeting the specialized educational and cultural needs of the community served by the station and may make such recommendations as considered appropriate to meet such needs." The email has only been established for one month. A discussion has not yet been held regarding how to formally provide the feedback to the LSB (governing body), but once that has been determined the station will also be kept informed. The station is informed because Mr. Jack has access to the emails and is forwarding them on accordingly. As decisions and recommendations are made both the LSB and station will be informed.

Mr. Perry noted that in addition to the survey, recommendations as to what to do with it once it was presented was never addressed. The next steps regarding implementation of the survey by the LSB need to be considered. The poetry slam or U Street Jam were two examples of where the CAB could distribute the survey. Ms. Hartley stated that this was precisely why the outreach committee needs to come up with ideas and plans, formalize it get it in writing, present it to the CAB for vote and recommendations presented to the LSB. This will ensure that our recommendations do not fall to the wayside and drop into an

abyss. Ms. Hartley welcomed someone to take the lead on the outreach committee. Mr. Perry offered to spearhead the outreach committee.

Ms. Reid said that Mr. Hughes crafted a mission statement for the station two years ago, but it is not on the website. The changes were announced during a town hall meeting at the MLK Library. Ms. Reid also added that for four years on the PNB and LSB she has been advocating for an org chart. The challenge was getting the national board to approve an org chart is a difficult process. She added the CAB is essential because without it we cannot get funding. However, the LSB is not essential for funding.

Mr. Braswell questioned that since Ms. Reid has mentioned several times how simple it is to create an org chart, why in the last several years has an org chart not been created. According to Ms. Reid, there are political reasons behind not creating an org chart. Ms. Hartley added that while it would be nice to have an org chart, we can move forward with out it. It is not our responsibility, nor do we have the authority to develop an officially PNB/LSB approved org chart.

Mr. Braswell raised the question of using the pledge reminders as a mechanism to sending out surveys. Mr. Hughes said it was one tool, but the website is an option. Mr. Braswell indicated that the website has not been working for more than a month.

Mr. Muhammad asked if a social networking site could be established. Mr. Jack indicated that we have a WPFW Facebook page that generates a lot of comments. Mr. Hughes suggested that programmers could make announcements. Mr. Jack said that the FB site could be better utilized for announcements.

Ms. Hartley asked if we are capturing emails from fund-drives, could we develop a Survey Monkey survey to be emailed to listeners. Mr. Hughes indicated that email addresses are available and can be used. He agreed that the committee could plan this, utilize the emails and develop a survey. While Vinnie has access to the emails, access to the but the overall management of the email list falls under the jurisdiction of the Development Department. He added that while feedback to the LSB is helpful, direct feedback to the station is crucial. Once the CAB figures out how to capture the information and report back, everyone will be kept informed.

COMMUNITY COMMENT

Due to limitations surrounding recording capabilities, comments from the community members could not be recorded.

Deirdre Wright has been listening to the Nightwolf show and is disturbed that his program, an award-winning program, has been rescheduled to a low-listening time slot. He is a respected elder with important things to say. She is tired of hearing of the same bickering and complaints over the last year. She is concerned that there will not be a WPFW in 5 ears

Ron Benjamin – Station addressed revision of mission statement last year. It ended with a resolution that the mission station would be revisited. Ms. Reid was on the LSB at that time. Mr. Benjamin hopes that Mr. Hughes will address the issue with the transmitter.

GENERAL MANAGER (GM) COMMENTS

American University, whose tower houses our antenna, is being repainted as part of a lead abatement process. This has resulted in reduced transmission power as we utilize a low power transmitter. The tube for the low power transmitter was purchased in advance, however, there is an additional problem regarding the transmitter that has dovetailed with the lead abatement process. We have, subsequently, moved from a 50,000W transmitter to a 2,000W transmitter. Fortunately, AU is paying the cost of moving us to an alternative site that allows for a temporary tower. We are currently transmitting on 50% of our backup transmitter power for the next 24 hours.

WPFW is celebrating the life of Nelson Mandela. We are collaborating with organizations to collaborate and celebrate the life of Nelson Mandela. The Embassy of South Africa is coordinating this event. How we are engaged is determined by the staff, programmers, and institutional organizations with which we intend to collaborate.

We have raised \$55K through the recent concentrated fundraising initiative. We did it in a way that involved focusing on a select evening drive time during which we had the most potential listeners, we were able to make a foray into this specific fundraising strategy. During the next month, we will continue to do this in conjunction with a telemarketing campaign in which we target lapsed members for renewal and sustainer membership. It should be focused so that we get a substantial return.

We have been offered a Busboys and Poets location to pitch with Rock Newman for one week, similarly to how George Quant and Gary Null, raised funds for WPFW.

In September, John Hughes will be returning to the CAB for a more targeted ask for raising money. Mr. Alexander asked how the CAB is expected to engage in fundraising. Mr. Hughes responded that the CAB is not being asked to individually come up with \$1,000, but rather, asking the CAB to engage in fundraising efforts. Additionally, the fundraising is to be conducted during a proposed Rock Newman broadcast, who is a well-known boxing promoter. Boxing is antithetical to the tenants of jazz and justice and peace.

Ms. Hartley asked if Mr. Newman has made a significant financial contribution to WPFW. Mr. Hughes responded, “Not to his knowledge. “

Resumption of CAB Meeting

Mr. Mohammed presented an idea of holding a fundraising dinner and asked if a portion of the proceeds could be withheld for future fundraising efforts. Mr. Hughes indicated that all funds must be held by WPFW and portions of the proceeds could not be reserved for future efforts. Mr. Braswell asked for confirmation as to whether Mr. Mohammed is putting his name forward to be chair of the fundraising committee. Mr. Mohammed said that he would

agree to be chair of the CAB fundraising committee and that he would get in touch with the LSB outreach and development chair.

Ms. Hartley added that the fundraising committee needs to present a proposal that outlines what is the event planned, how much will be raised, how much seed money is required, what are the logistical details, etc. Equally as important, the CAB fundraising committee must reach out to the LSB outreach and development committee to work in conjunction for raising money for the station.

Mr. Hughes mentioned that he reported to the LSB outreach and development committee and reported on the house party concept devised by Mr. Vega.

Ms. Hartley followed up with her request from last month regarding a PSA about the station's reduced power transmissions that had already begun. Mr. Hughes responded that this has not been done yet, but a PSA will be ready for the next day.

Ms. Hartley asked if there would be a reciprocal opportunity for the station to receive some exposure or a visible presence in exchange for our promotion of the Embassy of South Africa's festivities recognizing Nelson Mandela. Mr. Hughes was not sure.

Ms. Hartley asked if the \$55K raised during the recent targeted fund drive was gross or net. Mr. Hughes confirmed that it was gross, but he could not as yet provide a figure for net revenues or for the total expenses for premiums. He added that he would have the figures by the next meeting.

Mr. Alexander asked if Ms. Blodale was provided via KPFFK or her public relations firm, Good Karma. Mr. Hughes said it was through Pacifica.

Mr. Braswell asked if the station has a replacement for Mr. West. Mr. Hughes indicated that they do not and the services were being provided by Pacifica's office.

Mr. Braswell asked about the station's audit, to which Mr. Hughes replied that the national office is handling the audit.

Mr. Vega inquired about the status of the funds being withheld by the CPB. Mr. Hughes replied that it is tied to the audit. Mr. Vega inquired as to how much was being withheld. Mr. Hughes did not know, but said he it is possible he could get a figure by the next meeting.

Mr. Mohammed inquired about the capital needs of the station. Mr. Hughes replied that there is a possible capital need for a major repair of the antenna. Pacifica has been informed that there is an issue with broadcasting capacity. Therefore, an evaluation is going to be required. Mr. Mohammed indicated that he knew a person who could assist in this endeavor.

Ms. Hartley provided a preliminary report to the CAB indicating that the bylaws committee will be providing suggestions for updating the bylaws, which will be compiled and distributed to the board in advance of the August meeting for discussion. Feedback from the CAB will be requested and incorporated into a final draft that will be presented to the board for discussion and vote in September.

Ms. Hartley asked if Mr. Mohammed and Mr. Redd would present a draft action plan for their respective committees. They agreed to have something prepared.

Ms. Reid presented a motion to adjourn the meeting and seconded by Mr. Garey.

NEXT MEETING

The next meeting will be held Monday, August 19, 2013.