



**2013 WPFW COMMUNITY ADVISORY BOARD  
June 24, 2013 Meeting Minutes**

*Attendees (in person): Cynthia Hartley (Chair), Chad Alexander (Vice-chair), Keith Braswell, Thomas Raney*

*Attendees (via conference call) Barbara Patterson, Perry Redd, Marcel Reid, David Vega*

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

On the record at approximately 7:25 pm.

**ROLL CALL**

Alvernon Garey was absent with excuse. Anton Muhammad and Tony Sadler were absent without excuse. All other members were present. A quorum was reached.

**ADOPTION OF AGENDA**

Pursuant to review, a motion to approve the agenda was made by Mr. Raney and seconded by Ms. Patterson. The agenda was approved by unanimous vote.

**ADOPTION OF MEETING MINUTES**

Pursuant to review, a motion to approve the May 18, 2013 meeting minutes was made by Mr. Redd and seconded by Ms. Patterson. The minutes were approved by unanimous vote.

**NOMINATIONS FOR CAB SECRETARY**

In light of Andre Bellamy's resignation from the CAB, the floor was opened for nominations. Ms. Hartley nominated Ms. Reid. Ms. Reid declined. Ms. Hartley nominated Ms. Patterson. Ms. Patterson declined. Ms. Hartley nominated Mr. Redd. Mr. Redd declined.

Ms. Patterson asked if audio recordings would suffice as a record of the meeting. Ms. Hartley said the minutes would need to be transcribed. The requirements for written meeting minutes is in the bylaws.

### **REVOCATION OF PACIFICA'S FUNDING BY THE CORPORATION OF PUBLIC BROADCASTING**

Ms. Reid asked if a PNB representative could discuss the withholding of funds for Pacifica by the CPB. Mr. Norman LSB representative on the PNB, was present. He indicated this situation arose after the last PNB meeting was held, thus he has not received any information. However, the next PNB meeting was to take place later that week and the topic would be discussed.

Mr. Vega asked how much money WPFW has been withheld. Mr. Hughes said the withholding of the CPB grant was due to the fact that Pacifica's audit had not yet been completed. Subsequently, CPB was withholding the final year's payment from all five Pacifica stations.

Ms. Reid reiterated Mr. Vega's question regarding how much of WPFW's money was being withheld. Mr. Hughes replied that he did not know. The Pacifica CFO, whose name Mr. Hughes did not know, had the information regarding the amount withheld.

### **GENERAL MANAGER (GM) COMMENTS**

Mr. Hughes reported that station is still finalizing its move to the interim location. Most of the technical work had been completed. Earlier in the afternoon the station lost its signal. The transmission site is located at American University (AU), so fortunately, the station was able to get back on the air.

AU owns the tower. However, AU is undergoing a lead abatement of the tower. The tower needs to be scraped and repainted. This will take 6 – 8 weeks. All broadcasters, including WPFW, will have to relocate to a temporary broadcast, which AU will pay for. The backup transmitter will need to be relocated and installed at the temporary site, which is a low power transmitter and will reduce our listening radius. Tentatively, everything will be back to normal by mid-July.

The spring drive was completed May 25, in the midst of the relocation to the interim location. The drive fell short of its goal. \$243,000 out of \$400,000 was raised. As a result of the shortfall, the station is planning to undertake a series of on-air appeals around specific themes and talent from Pacifica at large. Starting the week of July 8, 2013, there will be seven days of fundraising. Christine [Blodale], based in Los Angeles, is connected to Gary Null, and recently raised money for WBAI. WPFW has asked Ms. Blodale to assist with fundraising through Gary Null, George Quant, and Mario Martinez. This will be a drive targeted during high volume time slots i.e. 4:00 p.m. to 6:00 p.m. In addition, starting July 22 the station intends to air a live broadcast from Busboys and Poets with Rock Newman. Busboys and Poets will "donate" the venue for this event. The goal is to consider who has name recognition and can bring attention to the station so that if 100 people are willing to

attend a live 2-hour broadcast at Busboys and Poets, they may also be willing to make a donation to the station. The programmers would be engaged in some way.

Typically, Mr. Hughes provides the LSB a financial report. However Robert West's, computer was down. Subsequently financial reports could not be produced. Additionally, Mr. West has tendered his resignation effective May 28.

Ms. Hartley asked how much does Ms. Blodale cost. Mr. Hughes did not have that information. Ms. Hartley asked how much Ms. Blodale has raised for other stations. Mr. Hughes said he did not know. Ms. Hartley asked if the station could afford to hire Ms. Blodale. Mr. Hughes replied that we could not afford not to hire her. Ms. Hartley asked whose decision it was to hire Ms. Blodale. Mr. Hughes replied that it was his. When Ms. Hartley commented "but you don't know how much she has raised", Mr. Hughes replied that she has raised hundreds of thousands of dollars. Ms. Hartley asked if that was for one show/one segment. Mr. Hughes replied yes, but it is difficult to say how much we can expect her to raise because we have not had a lot of experience with George Quant. With Gary, she has raised \$50,000 in one week. Ms. Hartley asked if she is producing the show for all three hosts. Mr. Hughes confirmed this was correct.

Mr. Hughes clarified that Mr. Shallal will provide the Busboys and Poets location on 14<sup>th</sup> street NW from July 22 – 26.

Ms. Hartley asked Mr. Hughes to elaborate on engaging the on-air hosts. Mr. Hughes said an idea is to engage one to three of the hosts, for example Captain Fly, to promote and collaborate with Mr. Newman on his show.

Ms. Hartley asked if the LSB or programmers whose schedule would be impacted have been informed. Mr. Hughes replied they had not.

Ms. Hartley asked if a PSA would be made announcing the reduced power as a result of the low power transmission. Mr. Hughes said it would.

Mr. Redd asked if the LSB and programmers have not been consulted, how are we to have confidence in him if this is an undemocratic means of moving forward with a concept or idea. Mr. Redd commented that this is the same chaotic fiasco that the station has been dealing with for more than a year. Mr. Hughes said that he has a staff that is charged with development and fundraising. This is an idea coming from staff, but will include other stakeholders. These opportunities have had substantial success whose models could be leveraged to our advantage. Mr. Hughes wants the engagement of the CAB and we have "to get in where we fit in". Mr. Hughes added that the boards, programmers and volunteers will be informed when things have been finalized. "This [plan] is the staff at work."

Mr. Braswell asked how will this affect current programs that are being pre-empted. Mr. Hughes said the station is trying to limit the pre-empting of shows. They are targeting two programs – Sojourner Truth and Democracy Now; moreover the Democracy Now show is

the repeat edition. By doing a Mon – Fri presentation, we will create greater and greater buzz so that by Friday we could reach our goal.

### **COMMUNITY COMMENTS**

(Due to the limited technology available to us. Many comments from the community were inaudible.)

The Howard Theater has an obligation to assist WPFW in the same fashion that WPFW has been supporting the theater through the promotion of events.

Wants to commend the CAB because one of the reasons the CPB revoked funding was because the other stations do not have a CAB.

### **OLD/NEW BUSINESS**

Four committees were established at the last meeting so that the CAB can operate in more streamlined and efficient organization. This means working in conjunction, not in a hierarchical fashion, with the respective LSB committees to ensure we are all on the same page supporting the same initiatives. The CAB's programming and fundraising committees were contacted via email and asked to elect a committee chair. Neither committee had done so. It is the expectation that this will be done by the next meeting on July 15. The committees will need to strategize and develop workplan and agenda as to how it will fit in with the overall mission of the CAB, LSB and station. The bylaws committee is the "low hanging fruit"; meaning we do not need to collaborate with LSB and staff, but we need to revise the bylaws on our own.

Mr. Braswell asked a question related to whether the committees understand the plans. Ms. Hartley replied that it is the expectation that the committees will exist as long as the CAB exists. Some will be more engaged than others. For example the bylaws committee will be engaged to the extent the bylaws have been revised. The bylaws will then be reassessed on an annual or biannual basis. It is up to each committee to develop their recommendations regarding its strategic plan moving forward so that future CABs will have a framework from which to work and build on.

Mr. Vega said he does not work well with committees with multiple meetings. With regard to fundraising he has a singular goal and sets out to make that goal a reality. Mr. Vega will reach out to the fundraising committee to have a meeting. Beyond that he is going to have his October house party if the committee members are not going to contribute anything substantive. Ms. Hartley commented that the LSB has their fundraising committee events and we would be remiss not to work together with them. We should be sharing ideas with them and collaborating. It is not the responsibility of the CAB to raise money for the station. It only exists because members of the CAB expressed an interest in raising money.

Mr. Hughes asked if the CAB committees are going to be absent of staff. Ms. Hartley clarified that what will be absent of staff is the revision of the bylaws. There are certain clauses that must remain in the bylaws and certain clauses that can be changed. Mr. Hughes added that

the committee meetings need to be promoted in order to be in alignment with the CPB guidelines. With other stations there have been an issue with the lack of notices to public meetings and Mr. Hughes would like to ensure that we promote CAB meetings and committee meetings as needed.

Mr. Hughes commented about the CAB weighing in on programming. He added that the CAB should be engaging with the community; acting as a conduit to the station with regard to the community's needs, interests, and concerns. Ms. Hartley indicated that this is a central point. The programming committee is not advising on how to do programming, but rather what the community would like to hear related to programming. Mr. Hughes replied that community wants are only part of the story. Community needs are also critical, and is the station doing what it needs to do to reflect needs vis-à-vis programming on the air e.g. are we dealing with education, poverty, etc. What are the issues that will raise the standards of living for the community? Ms. Hartley replied it was a matter of semantics. The purpose of the committees is to identify the best ways to reach out to the communities to get their input – wants, needs, issues – and report back to the station. Community outreach and programming go hand in hand. Issues for programming cannot be identified without first engaging in community outreach. Mr. Hughes indicated we also need to consider services. Ms. Hartley replied that all committees are tied to each other. The CAB could not spend two hours just talking about community outreach because we won't have time to discuss anything else. By having committees people work towards their strengths. The CAB is establishing the committees that can work on coming up with the game plan and figuring out what we can do to get from here to there.

Mr. Hughes suggested we reach out to the CPB to engage them in developing our committees that could be modeled on best practices.

Mr. Braswell asked how often is the website being updated. Mr. Jack said he just received access to the backend and can update the website.

#### **NEXT MEETING**

The next meeting will be held Monday, July 15, 2013.