Minutes of the KPFK Local Station Board Meeting of September 20, 2014

A Special Budget Meeting of the KPFK Local Station Board was held on Saturday, September 20, 2014 1:26 PM, at the Aris and Carolyn Anagnos Peace Center, 3916 Sepulveda Blvd, Culver City, CA 90230, the Chair (Tej Grewall) being in the chair and the Secretary (John P. Garry III) being present. No minutes were approved.

Seventeen members were present, constituting a quorum: Chuck Anderson, Rodrigo Argueta, Fred Blair, Lydia Brazon, Steve Brooks, Chris Condon (arrived 1:49), John Cromshow, Tej Grewall (Chair), Fred Klunder, Kim Kaufman, Dutch Merrick, Michael Novick (Treasurer), John Parker, Lawrence Reyes, Ron Spriestersbach, John Wenger (arrived 2:09), Lamont Yeakey (arrived 1:57).

Six members were excused: Ankine Antaram, Nancy Kazar, Jim Lafferty, Chipasha Luchembe, Brenda Medina (Vice-Chair), Steve Pride.

One member was absent: Aryana Gladney.

Also present: Zuberi Fields (KPFK Interim General Manager) and members of the public.

Authority and Notice: The date of this meeting was authorized by the LSB's adoption of a regular meeting schedule at its meeting of April 16, 2014. The August 20, 2014 meeting was established as a Special Budget Meeting at the July 19, 2014 meeting. The August 20 meeting failed to make quorum and the Special Budget Meeting designation was carried over to this meeting by the Governance Committee. Additional notice was posted on KPFK.org and other websites beginning on September 11, 2014 (see Appendix A). Automated e-mail notifications from pnb@kpftx.org were sent to Board members on September 13, September 18, and the day of the meeting.

Audio Recording:

http://kpftx.org/archives/pnb/kpfk/140920/kpfk140920a.mp3 http://kpftx.org/archives/pnb/kpfk/140920/kpfk140920b.mp3 http://kpftx.org/archives/pnb/kpfk/140920/kpfk140920c.mp3 http://kpftx.org/archives/pnb/kpfk/140920/kpfk140920d.mp3

[kpfk140920a.mp3]

I. CALL TO ORDER / OPENING BUSINESS (1:26)

The meeting was called to order by the Chair at 1:26 PM.

I.a. GROUND RULES FOR COMMUNICATION (1:27)

The Chair reiterated principles for Board communication and public participation.

I.c. ROLL CALL (1:28)

An initial quorum of 14 was established.

I.d. EXCUSED ABSENCE REQUESTS (1:30)

Point of order from Novick (responding to a member request to vote on non-excused absences): You vote to excuse any absences that are requested. Anything else is not excused.

Merrick **moved approval** of the excused absence requests of Antaram, Kazar, Lafferty, Luchembe, Medina, and Pride. Brazon seconded. **Passed** without objection.

Brazon **moved to consider and vote on** the excused absence requests from the previously noticed meeting, August 20, 2014 (which did not achieve quorum). Merrick seconded.

Point of order from Cromshow: We didn't have a quorum. There was no meeting. The only business that can be conducted is setting a meeting time. We should proceed with this meeting rather than burning up time on a previous non-meeting. The Chair allowed discussion on Brazon's motion to continue.

After discussion, Merrick and Klunder each **called the question**. Debate continued. **Point of order** from Reyes: The question has been called.

Motion to end debate passed by a show of hands: Yes-10, No-1, Abstain-4.

Without objection, each excused absence request was discussed separately. A member requested a roll call vote for the requests for which there was an objection.

Antaram's request for an excused absence from the previously noticed meeting was **approved** without objection.

There was an objection to Blair's request for an excused absence from the previously noticed meeting, necessitating a vote.

Blair's request was not approved by a roll call vote: Yes-0, No-9, Abstain-5.

No—Anderson, Argueta, Brazon, Klunder, Merrick, Novick, Parker, Reyes, Spriestersbach. Abstain—Blair, Brooks, Condon, Cromshow, Kaufman. Present not voting—Grewall.

There was an objection to Brooks' request for an excused absence from the previously noticed meeting, necessitating a vote.

Brooks' request was not approved by a roll call vote: Yes-0, No-9, Abstain-6.

No—Anderson, Argueta, Brazon, Klunder, Merrick, Novick, Parker, Reyes, Spriestersbach. Abstain—Blair, Brooks, Condon, Cromshow, Kaufman, Yeakey. Present not voting—Grewall.

Without objection, the vote on Cromshow's excused absence request was delayed in order to determine when the request was made. The issue was not returned to and no vote was taken.

There was an objection to Gladney's request for an excused absence from the previously noticed meeting, necessitating a vote.

Gladney's request was **approved** by a roll call vote: Yes—10, No—0, Abstain—6.

Yes—Anderson, Argueta, Brazon, Grewall, Klunder, Merrick, Novick, Parker, Reyes, Spriestersbach. Abstain—Blair, Brooks, Condon, Cromshow, Kaufman, Yeakey.

There was an objection to Kazar's request for an excused absence from the previously noticed meeting, necessitating a vote.

Kazar's request was approved by a roll call vote: Yes—9, No—0, Abstain—8.

Yes—Anderson, Argueta, Brazon, Klunder, Merrick, Novick, Parker, Reyes, Spriestersbach. Abstain—Blair, Brooks, Condon, Cromshow, Grewall, Kaufman, Wenger, Yeakey.

There was an objection to Luchembe's request for an excused absence from the previously noticed meeting, necessitating a vote.

Point of order from Wenger: Isn't this a special meeting to discuss the budget? If this is a special meeting to discuss the budget then all this is not in the scope of a special budget meeting. The Chair ruled that the agenda had not been approved and allowed the votes to continue.

Luchembe's request was approved by a roll call vote: Yes—9, No—0, Abstain—8.

Yes—Anderson, Argueta, Brazon, Klunder, Merrick, Novick, Parker, Reyes, Spriestersbach. Abstain—Blair, Brooks, Condon, Cromshow, Grewall, Kaufman, Wenger, Yeakey.

There was an objection to Merrick's request for an excused absence from the previously noticed meeting, necessitating a vote.

Merrick's request was approved by a roll call vote: Yes—10, No—0, Abstain—7.

Yes—Anderson, Argueta, Brazon, Grewall, Klunder, Merrick, Novick, Parker, Reyes, Spriestersbach. Abstain—Blair, Brooks, Condon, Cromshow, Kaufman, Wenger, Yeakey.

There was an objection to Pride's request for an excused absence from the previously noticed meeting, necessitating a vote.

[kpfk140920b.mp3]

Pride's request was not approved by a roll call vote: Yes—0, No—9, Abstain—7.

No—Anderson, Argueta, Brazon, Klunder, Merrick, Novick, Parker, Reyes, Spriestersbach. Abstain—Blair, Brooks, Condon, Cromshow, Kaufman, Wenger, Yeakey. Present not voting—Grewall.

There was an objection to Wenger's request for an excused absence from the previously noticed meeting, necessitating a vote.

Wenger's request was approved by a roll call vote: Yes—6, No—1, Abstain—9.

Yes—Argueta, Brazon, Novick, Parker, Reyes, Wenger. No—Anderson. Abstain—Blair, Brooks, Condon, Cromshow, Kaufman, Klunder, Merrick, Spriestersbach, Yeakey. Present not voting—Grewall.

There was an objection to Yeakey's request for an excused absence from the previously noticed meeting, necessitating a vote.

Yeakey's request was not approved by a roll call vote: Yes—0, No—10, Abstain—7.

No—Anderson, Argueta, Brazon, Grewall, Klunder, Merrick, Novick, Parker, Reyes, Spriestersbach. Abstain—Blair, Brooks, Condon, Cromshow, Kaufman, Wenger, Yeakey. Present not voting—Grewall.

I.f. AGENDA APPROVAL (2:33)

Novick moved to amend: Item II. becomes Item X. Brazon seconded. Passed without objection.

John Wenger **announced** the passing of former LSB member Dan Wang and invited Board members and the public to a memorial.

Merrick **moved to approve** the agenda as amended, Anderson seconded. **Passed** without objection (see Appendix B).

III. INTERIM GENERAL MANAGER PRESENTATION FY2015 BUDGET (2:39)

The iGM provided an overview of the FY2015 KPFK Budget, which was digitally projected. Paper copies were distributed to the Board and the public.

The Chair left early and the Treasurer took the gavel for the rest of the meeting.

IV. PUBLIC COMMENT I (2:51)

Public comment was heard for nine minutes.

V. iGM RESPONDS TO PUBLIC COMMENT (3:00)

The iGM responded to public comment.

VI. LSB Q&A with iGM (3:06)

The iGM responded to Board questions and comments. There was also discussion related to the Interim General Manager's Report (see Appendix C).

[kpfk140920c.mp3]

Board discussion with the iGM continues.

VII. PUBLIC COMMENT II (4:14)

Public comment was heard for 13 minutes.

[kpfk140920d.mp3]

Public comment continues.

The iGM made concluding remarks and noticed his e-mail contact: iGM@kpfk.org. (4:27)

Klunder moved to adjourn. No vote taken.

Brazon **moved**: the Wednesday, October 15, 2014 LSB meeting shall be moved to Saturday, October 18, 2014, following the Delegates Assembly. Anderson seconded. **Passed** without objection.

Parker **moved**: The LSB endorses the struggle of low-wage workers for \$15/hour and a union, and encourages programmers and staff working on news, the Calendar, online visibility and general broadcasting to dramatically increase its coverage of the issues surrounding the fight for a \$15 minimum wage in Los Angeles.

Point of order from Cromshow: We have a motion on the floor. Without objection, the Minimum Wage Motion was placed at the end of the agenda.

VIII. BOARD DISCUSSION / MOTIONS / AMENDMENTS (4:36)

The speaking stack was continued.

Spriestersbach **moved to accept** this budget as a point of departure (failed by substitution). Anderson seconded.

Condon moved to substitute: Refer this budget to the Finance Committee. Klunder seconded.

Substitute **passed** by a roll call vote: Yes—13, No—0, Abstain—2.

Yes—Anderson, Argueta, Blair, Brazon, Brooks, Condon, Cromshow, Klunder, Parker, Reyes, Spriestersbach, Wenger, Yeakey. Abstain—Kaufman, Novick.

New main motion **passed** by a show of hands: Yes—13, No—0, Abstain—2.

The Minimum Wage Motion was brought to the floor. Motion **passed** by a show of hands: Yes—13, No—0, Abstain—2.

IX., X. Omitted

XI. ADJOURNMENT

The meeting adjourned without objection at 5:03 PM.

Respectfully submitted by John P. Garry III, Secretary (these minutes were approved on August 19, 2015)

Appendix A—Public Notices

Emailed by Terry Goodman on September 11, 2014:

KPFK LSB, 9/20/2014, 1:00pm

The KPFK Local Station Board will meet on Saturday, September 20, 1:00 pm at the Aris and Carolyn Anagnos Peace Center, 3916 Sepulveda Blvd., Culver City, CA 90230. The meeting is open to the public and all are welcome. Thirty minutes will be allotted for public comment. There is free parking behind the building. Dial 22 at the intercom for entry. Tej Grewall is the Chair. Brenda Medina is the Vice-Chair. Michael Novick is the Treasurer. John P. Garry III the Secretary.

Refs:

http://www.kpfk.org/index.php/lsb-calendar-pointer-2/8377-local-station-board-9-20-2014-1-00pm http://www.kpfk.org/index.php/eventcal/icalrepeat.detail/2014/09/20/1925/-/lsb-meeting https://kpftx.org/pacalendar/cal_show1.php?eventdate=20140920

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Appendix B—Approved Agenda (10 min)I. Call to Order / Opening Business a) Ground Rules for Communication b) Roll Call c) Excused Absence Requests d) Special Budget Meeting Agenda Approval II. Interim General Manager Presentation of FY2015 Budget (10 min)III. Public Comment I (questions to iGM) (7.5 min)IV. iGM responds to public comment. (5 min)V. LSB Q&A with iGM (25 min)VI. Public Comment II (placement TBD) (7.5 min)VII. Board Discussion / Motions / Amendments (75 min) VIII. Public Comment III & IV (before final votes) (15 min)IX. Final Votes (20 min)X. Scheduling / Location / Announcement of Meetings (5 min)a) PNB Committee of Inclusion: Sunday, September 21, 1:00-3:00 PM at Radio Station KPFK. b) Outreach Committee: Thursday, September 25, 7:00 PM at Radio Station KPFK. c) Governance Committee: Monday, October 13, 7:30 PM at The Peace Center. d) LSB Meeting: Wednesday, October 15, 7:00 PM at The Peace Center.

e) KPFK Delegates Meeting, Saturday, October 18, 1:00 PM at The Peace Center.

f) Finance Committee: Tuesday, October 21, 7:30 PM at Radio Station KPFK.

- g) GM Search Committee: TBD
- h) Personnel Committee: TBD
- i) Program Oversight Committee (PrOC): TBD

XI. Adjournment (4:00 PM, subject to extension)

Meeting total: 180 min

Appendix C—Interim General Manager Report

KPFK Monthly Report September 2014



Prepared By: Anyel Zuberi Fields, Alan Minsky, Donna Walker, Terry Guy, Ali Lexa, and Bob Conger

The greatness of our station is not in how much wealth we acquire, but in our integrity and ability to make significant positive impacts in the communities we serve

<u>Overview</u>

I am two months into my tenure as the Interim General Manager and with each passing day I continue to remain optimistic about a prosperous future for KPFK. We have great challenges to overcome in order to make that a reality. With your support, ideas, innovation, and a commitment to improve the state of the station we can continue to unearth LA's progressive hidden gem and disprove the nay-sayers that feel KPFK isn't capable of greatness.

Financial resources and the way we raise those resources is just one key to our success. Napoleon; our interim business manager have been working with the National Office, Terry, and members of the board to come up with a budget for our next Fiscal year Oct 2014 – Sept 2015. I will include a copy and report of that budget in next month's report. One major highlight is our central services (income to the NO) have been reduced from 17.5% to a fixed 15%, which saves us approximately \$70,000 annually. Over the past few months we have created some additional revenue streams with some support could become lucrative revenue streams for the station. We continue to look for more ways to raise revenue and are certainly open to suggestions.

Highlights in this report

- Revenue Streams, brief description on additional streams of revenue
- Ratings: Program share % by the hour
- New Online Archive System, Improved App Functionality and Sound Exchange Reporting System
- Net loss of donors for the 2014-2015 fiscal year 18,781(8/31/13) 17,717 (8/31/14) = 1064 less
- Over 250 films have been offered to Film Club members thus far in 2014
- We recently installed a dedicated Comrex Access unit as a backup system to the KPFK microwave that carries program audio to our transmit site on Mt. Wilson

Revenue Stream

Online No Inventory Store: It doesn't cost us anything to maintain the store. All orders are processed by Zazzle and orders ship within 3-5 business days, based upon the product. Shipping and handling is paid for by the purchaser. The purchase does not count toward the financial criteria for membership nor is it tax deductible.

Programmers are encouraged to submit a logo to be included on a promotional product made available on our zazzle store.

Employer Gift Matching & Volunteer: We have been running promos letting folks know about the resources available to them to see if their employers have any

programs to that provide matching gifts and or volunteer grants to their favorite nonprofit... us.

Mobile Giving: As of October 1st people will be able to text KPFK to 20222 to make a \$10 donation. In order to launch such a campaign, we had to partner with a provider, such as Give by Cell, Connect2give, mGive, Mobile Commons or MobileCause. We decided to go with Give By Cell, which our sister station WPFW is using as well.

Shortly after the launch of our mobile giving we will also have in our arsenal "Mobile Donate", which is a mobile fundraising platform that allows supporters to donate any dollar amount by texting in a keyword, or scanning a QR Code, to receive a link to a mobile donation web based page.

There are a few details we are working out and more information, and features will be included in an announcement I will send out before the end of October.

PayPal Giving Fund: The PayPal Giving Fund will match 1% our donations (through PayPal) during December 2014. The 1% matching donation starts on #GivingTuesday, December 2, 2014, a day devoted to charitable giving. We are still looking for ideads for our #GivingTuesday campaign.

Legacy/Planned Giving: We are in the process of setting up a campaign that describes to our listeners/ constituents various options to help them decide which options are available to them when considering legacy/ planned giving.

KPFK MemberBenifits Card: Donors will receive a card and a directory listing of the participating restaurants, book stores, exclusive online benefits, cultural venues, performance and attractions that offer discounts to KPFK Member Card holders. By visiting the KPFK Member Card page at <u>membercard.com/kpfk</u> they can search by name or zip code or browse the list by category. We are asking for a \$50 contribution or if they donate over \$100 they get it as an automatic benefit.

<u>Gratitude</u>

I want to recognize the following individuals for their contributions to a thriving KPFK during the month of September.

Rubean Tapia for the excellent remote broadcast event w/ Radio Bilingue Michael Novick for his efforts to help create opportunities for KPFK to thrive Bob Conger and Jonathan Alexander for the TV upgrade to PCR/ Studio D Ali L. and Otis M. for the first stage of improvements to online archives Christine B. for the work she has done in creating an all station list for October Terry, Janee, Bridget, and Rita for helping us fulfill our gifts to donors Estee

Thank you to everyone for the time, work, and support you continue to give KPFK.

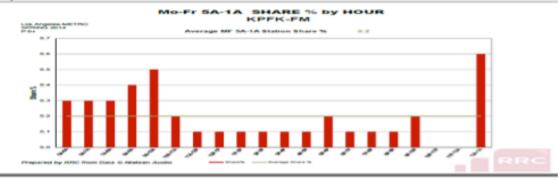
KPFK Programming Department Report

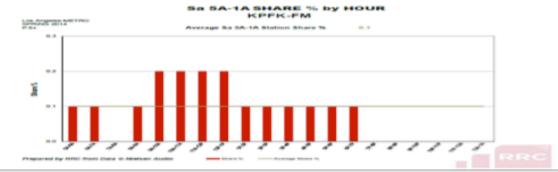
KPFK and Radio Bilingue had a very successful nationally broadcast co-production on September 17th from 11am to 2pm on "Latino Education: Crisis and Response" live from Boyle Heights. It was a tremendous team effort with special thanks going to Ruben Tapia for coordinating the co-production.

Another exciting project for KPFK is the pending launch of Uprising on FSTV on September 29th. The TV version of the show will be recorded when the show airs live on radio, but it will be broadcast on FSTV at 3pm PST (seven hours after it's on KPFK). This represents a great, historic advance for KPFK; potentially trailblazing the way for KPFK to evolve into a true multi-media outlet.

Unfortunately, we have delayed the launch of our social media initiative until one of our core staff members returns form a leave – but it will be launched in the coming Weeks

A programmer's survey is being circulated and its findings will be in next month's report





Web Report

New Online Archive System, Improved App Functionality and Sound Exchange Reporting System. We have installed and implemented an all new archiving system. This new system is principally designed to facilitate listening to archives on hand held and mobile devices. Previous shows that would not play on these devices, due to licensing issues, such as music programming will now play. We have also included social network capability to like, share and comment through our app and also linked programs to their social network pages in the archives.

The new Sound Exchange system will help us provide more accurate reporting of music programming. This reporting is an important component to restoring our CPB Funding.

New promotional Items Web Store -We've created a secondary online store focused on promotional items that will remain active throughout the year. http://www.zazzle.com/kpfk907*

KPFK Online Archives. Most listened to archived programs Listens/Downloads Show

- 66203 Ian Masters 41917 Connect The Dots 37775 Biketalk 33167 Feminist Magazine 30595 Michael Slate 25983 Ion Wiener 24968 Ukulele Spotlight Brad Friedman 23985 22980 Michael Beckwith 19286 Go Harrison 17941 Sojourner Truth 17489 Inner Vision Tues Nita Vallens
- 16785 The Car Show

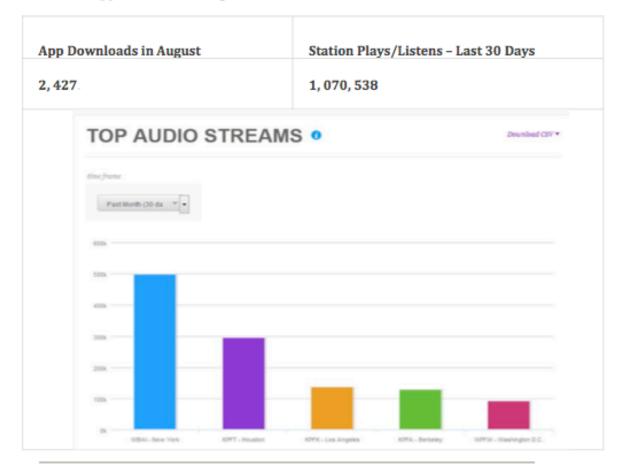
The Pacifica App has been updated for iPhone 5 and the latest iOS

Downloads and usage of the app continue to grow!

The app provides Live Streaming of Pacifica's Public Radio Stations and featured affiliates, plus audio specials and articles. There's also live newsfeeds from all around the Pacifica network with up to the minute articles, reports and images. Social networking and sharing options are featured throughout the app.

KPFK FACEBOOK REPORT The KPFK Fan page http://www.facebook.com/KPFK90.7 The page continues to gain fans on a regular basis, with over 18, 800 fans up from 16, 000 in May 2014, and a weekly reach of over 35, 000, including lively discussions over a variety of topics and events. 1, 000's of Wall Posts, Comments, and Likes per week

Pacifica App Statistics for August 7, 2014



Membership

In preparation of the next fund drive we are working on improving the donor. During October drive will we have some invited volunteers to help make follow up calls with donors

During the July 2014 drive we had 442 different premium elements, in these proportions:

٠	Arts	140	32 %
•	Health	60	14 %
٠	Miscellaneous	12	3 %
•	Promo	22	5%
•	Public Affairs	208	47 %

Average cost of mailing a premium \$2.93

Net loss of donors for the 2014-2015 fiscal year 18,781(8/31/13) - 17,717 (8/31/14) = 1064 less

Number of Fund Drive Days and Average Pledge

		DLY	AVG
DRIVE	DAYS	AVG	PLG
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Dec-13	11	39306	152
Feb-14	18	32960	161
May-14	23	30553	158
Jul-14	20	27717	178
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<u>Film Club</u>

Over 250 films have been offered to Film Club members thus far in 2014, including blockbusters, socially & politically relevant documentaries, outstanding independent cinema and exclusive film festival screenings. Promos are run and synopses of films posted on Film Club link at kpfk.org

KPFK has been a Media Sponsor on numerous film festivals, whereby our logo appears on festival programs, websites and on-screen exposing new audiences to KPFK, building new listenership and awareness, resulting in the equivalent of tens of thousands of dollars in publicity without incurring any costs. These include:

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We partner with numerous venues for screening and special events, including:

Laemmle Theatres (including Ballet in Cinema, Opera series) Landmark & Nuart Sundance Sunset Cinemas Downtown Independent Theatre Fathom Events Cinefamily American Cinematheque LACMA/Film Independent LATW Natl. Theatre of Great Britain MET Live

The Film Club is pitched regularly throughout fund drives and we anticipate that membership will continue to grow throughout the coming year, with many new opportunities and partnerships to be offered. We plans to improve the database in order to more accurately reflect current membership numbers.

Engineering

Things we accomplished in 2013...

At the beginning of the year the second new Nautel solid state transmitter was installed on Mt. Wilson which increased KPFK power output to the licensed 110 kilowatts. Signal coverage was dramatically improved.

A complete upgrade and expansion of the KPFK Edit 3 booth was accomplished.

A new microwave to carry program audio from Oat Mountain to the Malibu booster site was installed.

The program Orban 8200 audio processor was refurbished and upgraded.

Ever since the Sheraton-Universal Hotel was constructed we have had periodic problems with our Studio to Transmitter Link, especially during hot days and temperature inversions. The hotel is directly in the signal path of the microwave from the studio to the transmitter site on Mt. Wilson. In 2013 all tree foliage was trimmed away from the STL receive antenna on Mt. Wilson, the receive antenna was re-aligned & optimized and a microwave bandpass filter was added to reduce interference from other Mt. Wilson microwave systems. In addition, the KPFK studio microwave transmit antenna was re-aligned in an effort to optimize the signal received on Mt. Wilson.

KPFK 2014 Engineering

We will be installing a new microwave grid dish antenna on the tower on the KPFK studio/office building when station finances permit. This is the main microwave system that provides program audio to our main transmitter on Mt. Wilson. The new microwave antenna will increase the signal to the receive site on Mt. Wilson and reduce the possibility of any weather degradation of the signal.

With the KPFK Malibu booster site on Saddle Peak operating at reduced power, efforts are being made to obtain the necessary funds we will need to purchase a GPS system to synchronize the booster transmitter with the main transmitter. When that's done we will be able to operate the booster transmitter at full power.

We recently installed a dedicated Comrex Access unit as a backup system to the KPFK microwave that carries program audio to our transmit site on Mt. Wilson.

In the future, a low power emergency backup transmitter should be installed which, besides giving KPFK a very deep backup footprint, will allow us to make important adjustments to some of the transmission line and transmitter connections inside the transmitter building.