

## **Pacifica Radio Archives Task Force Meeting – Tuesday, July 21, 2015**

Mark Torres - Present  
Adriana Casenave - Present  
William Heerwagen - Present  
Chuck ? - Not present  
Teresa Allen - Present  
Jim Krafka – Not present  
Frank LeFever – Not present  
Steve Pride - Present  
Lamont Yeakey – Not Present  
Cerene Roberts – Not Present  
Brian DeShazor – Excused Absence  
Jim Boyd – Not Present

Teresa Allen <teresajallen@sbcglobal.net>,  
Adriana Casenave <pnbadriana@gmail.com>,  
brian@pacificaradioarchives.org,  
Jim Krafka <jbs8@comcast.net>,  
William Heerwagen <william\_heer@yahoo.com>,  
Janis Lane-Ewart <janislaneewart@gmail.com>,  
Lamont Yeakey <lyeakey@calstatela.edu>,  
Cerene Roberts <yes.cerene@yahoo.com>,  
Jim Boyd <81jboyd@peoplepc.com>,  
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### Proposed Meeting Agenda

- I. Call to order & roll call
  - II. Election of Officers
  - III. Approve agenda
  - IV. Approve Minutes 2015-4-21, 2015-05-18, 2015- 06-18
  - V. Archives Director Report: Brian DeShazor & Mark Torres
  - VI. Relationship between Archives & Sister Stations When Fundraising
  - VII. Confirm next meeting
  - VIII. Adjourn
- [pic]

Teresa Allen nominated as task force chair. Approved by acclamation

Janis Lane-Ewart nominated as task force secretary. Approved by acclamation.

April 21, 2015 meeting minutes approved without objection. May 18, 2015 meeting minutes approved without objection. June 18, 2015 meeting minutes approved without objection.

Pacifica Radio Archives Director's Report: Delivered by Mark Torres as Brian is

In final months of Women's History grant program and a full complement of 2000 programs are in-house. Continuing with process to complete the deliverables associated with grant. On course, to complete this grant, with assistance from specific staff (Jolen Bieser and Joe Gallucci are archivists of the aforementioned grant). Quality control is being completed by Mark Torres and has been amazed at the depth and breadth of this collection from 1963-1982. September 1, 2015 is the deadline for completion of this granted program.

Project has allowed the archives to complete data for recordings made during the noted timeframe. KPFK's fund drive premiums are coming from PRA division.

Collaborative event at the premiere summer music festival call Grand Performances in Los Angeles and served as official media sponsorship. This allowed PRA to provide coverage (field reports) of Watts Rebellion Riot, as this year is the 50th anniversary year. July 10 was date of event with over 3,000 people in attendance. The Watts coverage was woven into the ceremonial event. No tapes were sold because the outreach effort was greater than the possible revenue. Audience members did contribute donations as a result of this shared content. This was an example of great community outreach and Mark noted the hope of this translating into a strong KPFK fund drive.

PRA is still looking to receive central services funds in order to balance the PRA budget. Payments were due in early June and all central services money is not in from that specific tie period. Brian will send the figures of central services to this committee for the minutes as well as a summary of what has taken place since the June 2015 meeting.

Campus campaign project has been launched via emails to community educators. Teachers are requesting free education primer CD in one of five categories: Latin America, Women, LGBT, Civil Rights and General History. Mark is optimistic this list of constituents will grow and working to grow list. Mark is asking for email addresses of board members at network stations as a means of reaching additional educators throughout the Pacifica station networks.

Mark notes feedback from educators tell him that reading textbooks are fine, however

hearing the actual history makers, in their own voices, adds dimensionality to the learning experience for students.

Teresa asked if the archives maintain an email list. In order to get a free CD, people had to complete a form that captures email list, noted Mark. Teresa suggested putting together “a course” that pulls together several recordings for teaching within classrooms.

Adriana raised a question about PRA financial status and Mark will ensure Brian will address this issue with John Proffitt. Teresa suggests PRA have something to sell at every outreach event. Mark agreed.

Janis reminded staff to consider a sustainer program with curated content, as a reminder to Brian of another revenue source. Some additional revenue streams would reach people independent of each network station. Executing a download has not been mastered by staff; like an online store. Delivery of content, outside of mailing

Jolen Bieser and Joe Gallucci are archivists of the aforementioned grant.

A motion was made at the May PNB Meeting to have quarterly content recorded and sent to PRA. The cost to stations would be approximately \$500 a month. It has yet to be approved by the full PNB.

Stations will need a dedicated computer and software called Total Recorder to have 24 hours of recording per day. There needs to be continuity of the process and shared with each station manager.

Relationships – postponed until next meeting, allowing task force members to come prepared to share comments, suggestions, etc. at the next meeting.

**Next meeting will be August 18, 2015 at 7:30CDT.**

Motion to adjourn accepted at 8:46pmCDT.

**Draft minutes submitted by Janis Lane-Ewart, PRA Task Force Secretary and distributed August 16, 2015.**