

Minutes for the regular National Finance Committee meeting May 9, 2023.

Meeting convened at 8:36 PM (ET) a quorum being present, the Chair and Secretary being present.

Attending: Sharon Adams, Teresa Allen, Elizabeth von Gunten, Kamau Harris, Julie Hewitt, R. Paul Martin (Secretary), James Sagurton (Chair) also attending were Pacifica Executive Director Stephanie D. Wells and WPFW General Manager Gerry Paris.

Agenda:

1. Convene meeting
2. Roll call
3. Adopt agenda
4. Minutes (5 minutes)
5. Presentation and Review of the WPFW FY23 Draft Budget (40 minutes)
6. Report from the Executive Director (30 minutes)
7. Review and Select a Budget time line (30 minutes)
8. Adjourn no later than 10:15 PM (ET)

Motion: (James Sagurton) “To adopt the agenda.” (Passed without objection)

Minutes 8:38 PM (ET)

Motion: (R. Paul Martin) “To approve the minutes of the March 28, 2023, NFC meeting.”
(Passed without objection)

The Committee discussed the motion.

Presentation and Review of the WPFW FY23 Draft Budget 8:42 PM (ET)

The WPFW General Manager told the committee that he was presenting a draft budget that had a deficit of \$115,379. He said that the draft FY23 budget was dynamic and might change. In the course of discussing this draft budget the committee was told that WPFW has a plan to move in July and that the rent at the new premises would save about \$144,000 a year. This would cut the projected budget deficit, with the current, higher rent, approximately in half.

The WPFW Treasurer said that the WPFW draft FY23 budget had been approved by the WPFW local Finance Committee and the WPFW LSB.

The WPFW General Manager said that the pandemic had negatively impacted the station’s ability to raise money because they usually take part in music events. He said that WPFW would be participating in a blues festival and also a jazz festival this Summer both of which would be

fund raising events for the station. He said that the day before this meeting WPFW had accepted a sponsorship for the Wolfrap musical event. He said that WPFW would do certain PSAs on the air to promote it and the people running the event would pay the station a fee. He said that the station is looking at doing this with some other events too. He said that the location they're moving to is smaller than the place they occupy now but the building has a much larger shared space which will allow WPFW to do live musical programs, and also to have ticketed events in the building.

The committee discussed WPFW draft FY23 budget's Consultant/Temps/Contractuals line. The WPFW General Manager said that they planned to bring some people who were currently consultants on as Paid Staff. He noted that HVAC consultants and phone services for the station's on-air fund raisers were included in that line as well. There was a discussion of categorization of some lines and how some lines are coded in the draft budget. During the discussion the Executive Director said that she was seeing this draft budget for the first time at this meeting.

In answer to a question the WPFW General Manager said that the station raises close to \$1.3 Million a year with an average of about \$300,000 per on-air fund raiser. He said that some people were given the added responsibility of doing development work for the station. He said that the station was in pursuit of grants.

The committee discussed the use of call centers and the possibility of using one call center for all Pacifica stations. The WPFW General Manager said that he was open and amenable to that.

The WPFW General Manager said that the WPFW draft FY23 budget didn't include off-air fund raising efforts or their expanded media sponsorship. He said that this was the worst case budget. Collaborative efforts between WPFW and WBAI were discussed.

Motion: (Elizabeth von Gunten) "To consider the WPFW draft FY23 budget again at the next meeting." (Passed 5 for, 2 against)

The Committee discussed the motion.

Report from the Executive Director 9:52 PM (ET)

The Executive Director reported that she had successfully submitted the application for a Community Service Grant (CSG) for FY24 to the Corporation for Public Broadcasting (CPB) on May 8. She said she'd gotten confirmation that the CPB had received the request and she said that if the CPB has any questions they'll reach out to her in the next month or two. She said that there should be further conversations with CPB people in July and August and any announcement from the CPB would be made in October. She said that the submission was 500+ pages long and included quite a few exhibits. She noted that WBAI and WPFW have Web pages that show information about the stations and governance which is information that the CPB wants shown. She said that this needs to be implemented at all Pacifica station Web sites. She said that she has a long template of things that need to be put in place. She said that one thing

that it's imperative to have but which we don't have is the ratings. She said that a lot of funding is determined by ratings. She said that some stations are not receiving the Niensens. She said that some stations owe money to the Radio Research Consortium, the company that provides the Nielsen ratings to community radio stations, and so they are not likely to get those ratings unless they pay their bill.

In answer to a question the Executive Director said that we have to qualify for CPB membership before the CPB would handle music licensing for us. She said that we need to go in as a brand new CPB member and we need to say that we're doing what they want. She said that she gets E-mails about grants all the time, but we must be in good standing with the CPB to apply for those grants.

The Executive Director said that she and the National Business Manager now had the view-only access to all of the Pacifica bank accounts for all divisions that they had been trying to get for some time. She said that there are still issues with regard to signatories in some places because Pacifica changes the makeup of the PNB so often.

The KPFA Treasurer said that the KPFA Business Manager has been trying to get an update on some banking documents, but the bank can't update them because the Pacifica officers' names on the California Secretary of State filings are incorrect. The Executive Director said that she'd gotten an E-mail with a list of names that need to be changed and she would get the people to sign the forms. There was a request for a status update on the contract for KPFA's Monterey translator. The Executive Director said that she hadn't heard anything from the General Counsel about it, but she was sending him reminders.

The committee discussed the Pacifica Radio Archives (PRA) national on-air fund raiser. Some stations had done it that day and others had scheduled it for a week later. The Executive Director said that she didn't have an update on how much money had been raised so far. She said that the PRA Director and the PRA Staff had made some new premiums. She said she'd talk to the PRA Director about it the next day.

Adjourned 10:15 PM (ET)

Submitted by R. Paul Martin, Secretary.