

## 2012-02-06 PNB Development Taskforce Minutes

I. Call to order and roll call (5)

II. Approval of Agenda (5)

III. Approval of Minutes 2013-01-09

IV. Exploring ideas for 2012 activities

- promotion/marketing campaign for Pacifica
  - review of discussion with American Forum
- Capital campaigns/debt relief
  - WMNF move
  - other ideas along this line
- seeking support for coverage of elections
- enhancing communication networks in Pacifica between producers and stations/Pacificas sister stations and affiliates

V. Taskforce structure

- membership composition – when/what process
- chair/secretary elections – when???

VI. Adjourn

I.Meeting was called to order at 8:10pm EST.

Present: Teresa Allen, Heather Gray, Carolyn Birden, Bill Crosier, Ivon Alcime, Campbell Johson, Jessica Apolinar, Summer Reese, Revalyn Gold, Laura Prives, Kathy Davis Excused: Andrea Turner

II. Agenda approved without objection

III. Minutes 2012-01-09 approved without objection

IV. Exploring ideas for 2012 activities- discussion/brainstorming session:

- promotion/mktg campaign for Pacifica -review of discussion with American Forum

\*H Gray- Affiliates will be sending a monthly newsletter of useful news/info/ to affiliates; \*\*will set up another call with American Forum

\*S Reese- considering our relationship w/ affiliates, one would not consider us the "largest network" Affiliates are not branding with Pacifica

\*I Alcime- concerned for marketing needs at stations

\*C Birden- provide programming of use to target audiences with hope of increasing listenership/membership by date of record for Pacifica elections; e newsletter internally with focus that people want to see externally

\*Summer R- set GOALS to let people know of our presence; break into component parts; frustrating that staffers ignore implementing policy; wants Development to help with Network Campaign

\*I Alcime- use a station that is doing well as a pilot—but our programming SUCKS!

- Capital campaigns/debt relief
  - WMNF move
  - other ideas along this line

- seeking support for coverage of elections

• enhancing communication networks in Pacifica between producers and stations/Pacifica's sister stations and affiliates

\*S Reese- Wants Board members to seek a grant for elections coverage—as from Ben & Gerry's; wants job descriptions on hires that ED proposed

\*\*R Gold- will contact Annenberg School of Communications (for possible interns for press releases?)

\*\*H Gray- will set up development listserve & make a list of what each station is doing for elections coverage

\* R Gray- wants unique programming and approach to coverage of elections

\*C Johnson- concerned about revenue sources; \*\*will find out what John Hughes/ED) have in mind for elections coverage and entities that may help

\*S Reese- wants plan to cover conventions, G8 Summit, etc. & develop sources of funding

\*\*S Reese moved, *"That members of Development Taskforce take assignments to develop funding sources for 2012 convention coverage."* Passed without objection. Those interested are T Allen, H Gray, C Johnson, R Gold, & S Reese. H Gray will set up a meeting with ED.

\*\*I Alcime asks about corporate underwriting. T Allen will call him to discuss.

\*\*I Alcime moved, *"That Development Taskforce focus on Capital Campaign, Debt Relief and support for Coverage of 2012 elections."*

\*\*C Birden moved to amend, *"That this be the first item on the agenda of our next meeting."* No objection. Amended motion passed without objection.

V. Taskforce structure

- membership composition – when/what process
- chair/secretary elections – when???

\*\*T Allen moved that H Gray convene that next Development Taskforce meeting and that officers be elected then. Passed without objection.

\*\*It was suggested that our next meeting be March 5, 2012 at 8:30pm EST. No objection.

VI. Meeting adjourned at 10pm EST.

Respectfully submitted,  
Teresa J. Allen

2012-02-08; approved 2012-03-21