

2012-08-23 PNB Development Taskforce Draft Minutes

1. Call to order & roll call

2. Approval of Agenda

3. Old business

a. Update on Foundation Center Information– Heather Gray

b. Update on publicists from the stations and national office – Heather Gray

4. New business

a. A. **GoalBusters** - <http://www.goalbusters.net> - comments from board members who heard the presentation

Note: Arlene Engelhardt had identified this organization as one that could help the Foundation and it's stations in development initiatives overall. Jim Anderson on the GoalBusters staff presented at the in-person meeting in Berkeley with staff person Alice Ferris on the speaker phone.

The proposal to Pacifica recommended this being done in 2 phases.

The first phase would be a 3-4 period of review of all stations to identify what is being done presently on development to assess how to advance on it all. The plan was to start in October and the second phase would start in January 2013.

We can do one phase first and then decide if the second phase is desired.

A motion to the PNB from the Development Taskforce in support of engaging GoalBusters in Phase 1 would be excellent as in:

Draft Motion: The National Pacifica Foundation will authorize Goalbusters to implement Phase 1 of its "Proposal for Development Services." GoalBusters will begin Phase 1 in the Fall of 2012.

b. Affiliate Taskforce Portal Project – Ursula Ruedenberg, Affiliate Coordinator

c. Pacifica Archives Report – Brian DeShazor, Director Pacifica Archives

5. Adjourn

2012-08-23 PNB Development Taskforce Draft Minutes

1. Meeting called to order at 8:08pm EST. Present: Ivon Alcime, Teresa Allen, Carolyn Birden, Heather Gray, Campbell Johnson, Bob Mark, Bill Crosier; Special Guests: Ursula Ruedenberg, Brian DeShazor

2. Approval of Agenda: Approved without objection.

3. Old business

a. Update on Foundation Center Information– Heather Gray: TF chose to delay purchase.

b. Update on publicists from the stations and national office – Heather Gray: we still need publicists from KPFK, WPFW, WBAI; C Birden stressed importance of publicist/spokesperson on the national level; H Gray and U Ruedenberg encouraged use of our national Newsletter

4. New business

a. GoalBusters - <http://www.goalbusters.net> - comments from board members who heard the presentation

T Allen moved: *The National Pacifica Foundation will authorize Goalbusters to implement Phase 1 of its "Proposal for Development Services."* Postponed until after presentations of the Portal Project and Archives Report.

b. Affiliate Taskforce Portal Project – Ursula Ruedenberg, Affiliate Coordinator: has been working on this ethical commerce project for several years & wants to capitalize upon the culture of cooperation (of Affiliate Program). She is taking into consideration the changing economic climate that we are in and the resources that she has been aware of while working with 180+ affiliate radio stations. Pacifica National can begin to develop revenue streams rather than be a drain upon stations. This is part of a strategy for the Pacifica recovery plan.

c. Pacifica Archives Report – Brian DeShazor, Director Pacifica Archives:

1.) For several years PRA has had no expense lines for development (no advertising, promotion, printing, mailing, or web person to post simple things).

2.) Affiliate stations in Washington are working to bring Archives Director and Outreach Coordinator to their area to help host an on air campus campaign fundraiser: KUGS Bellingham, WA; KAOS, Olympia, WA; KBCS, Bellevue, WA; KSVR, Mount Vernon, WA; and KLOI, Lopez Island, WA.

3.) Public events: Pop Up Museum of Queer History (see <http://www.queermuseum.com>)

4.) Grants preserve and make recordings accessible, which has led to From the Vault representation on radio, which has led to those episodes becoming Campus campaign compilations... from which donors send compilations to schools. From that, students are using recordings in dissertations, authors are publishing transcripts, new media makers and filmmakers are using them in documentaries and teachers are using them in the classroom.

5.) American Archive collection:

6.) Partnerships: Internet Archives: folios and hosting grant funded audio:
http://archive.org/details/pacifica_radio_archives

7.) Grant funds: Pending grant application with Institute of museum and library sciences, Grammy foundation Oct. 1 deadline for letter of intent, NHPRC – submitting large grant proposal Oct. 4. 2 year project to preserve and make accessible the feminist recordings 1963-1980 and National Endowment for the Arts Grant.

d. T Allen moved: *The National Pacifica Foundation will authorize Goalbusters to implement Phase 1 of its "Proposal for Development Services."* Passed 5-1; Bob Mark moved: *"That prior to signing a contract that concerns be addressed, including Goalbusters' experience in our market(s) and markets our size and the time willing to devote to Phase 1, due to multiplicity of tasks."* C Johnson will forward his questions to be submitted.

5. Meeting adjourned at 10:17 pm EST

Respectfully submitted,

Teresa J. Allen

2012-8-23; approved 2012-11-15