

Minutes of the KPFK Local Station Board Meeting of December 29, 2012

The regular monthly meeting of the KPFK Local Station Board was held on Saturday, December 29, 2012, 2:50 PM, at Peace Center West, 3916 Sepulveda Blvd., Culver City, CA 90230, the Chair (Michael Novick) being in the chair and the Secretary (John P. Garry III) being present. The minutes of the previous meeting (November 17, 2012) were approved.

Twenty-one members were present, constituting a quorum: Ken Aaron, Chuck Anderson, Rodrigo Argueta, Fred Blair, Lydia Brazon, John Cromshow, John De Simio, Aryana Gladney, Tej Grewall, Leonard Isenberg, Kim Kaufman, Fred Klunder, Ali Lexa, Brenda Medina, Margie Murray, Michael Novick, John Parker, Summer Reese, Lawrence Reyes, John Wenger, Lamont Yeakey.

One member was excused: Jim Lafferty.

Two members were absent: Ankine Antaram, Dutch Merrick.

Also present: Bernard Duncan (KPFK General Manager), Terry Goodman (Audio Recordist, Web Liaison) and members of the public

Authority and Notice: This meeting was rescheduled from its original date by a motion of the LSB at its meeting of November 17, 2012. The date and location was posted on KPFTX.org on November 17, 2012, with an update on November 20, 2012. Additional notice was posted on KPFK.org and other websites beginning on November 20, 2012 (see Appendix A).

Audio Recording: The audio of the meeting is available for online streaming at KPFTX.org. The audio files are permanently stored for downloading from the following links:

<http://www.kpftx.org/archives/pnb/kpfk/121229/kpfk121229b.mp3>

<http://www.kpftx.org/archives/pnb/kpfk/121229/kpfk121229c.mp3>

<http://www.kpftx.org/archives/pnb/kpfk/121229/kpfk121229d.mp3>

[Audio Part 2 kpfk121229b.mp3]

I.a. CALL TO ORDER / ROLL CALL (2:50)

The meeting was called to order by the Chair at 2:50 PM with an initial quorum of 21. Prior to this meeting a Delegates Meeting was held from 1:21 PM to 2:30 PM in the same location.

I.b. EXCUSED ABSENCE REQUESTS (2:52)

The excused absence request of Lafferty was **approved** for this meeting and the adjourned Delegates Meeting.

I.c. AGENDA APPROVAL (2:55)

In lieu of printed agendas, the Secretary read the Proposed Agenda aloud. Kaufman **moved** a time certain for adjournment of 4:00. Aaron seconded.

Without objection, Israel Feuer (member of the public) was allowed to suggest agenda items to the Board.

Point of order from Reyes: Doesn't it take a 2/3rds vote to amend the agenda? The Chair ruled that that was not the case since the agenda had not yet been approved.

Motion to set a time-certain for adjournment **failed** by a show of hands: Yes—8, No—9.

Without objection, the Board decided to dispense with the Calendar of Meetings--only the January meeting shall be scheduled. Medina requested to have a report-out on executive sessions. The Chair ruled this out of order because an executive session had not been held to draft a report-out. Brazon **moved** to add Elections to the agenda. **Passed** without objection. The amended agenda was **approved** without objection.

Responding to a question from Argueta, The Chair reported on the status of the KPFK LSB staff and listener elections.

I.e. GROUND RULES FOR COMMUNICATIONS (3:03)

The Chair reiterated principles for Board communication and public participation.

I.f. ANNOUNCEMENTS (3:05)

Reyes announced Marla Bernstein's birthday (member of the public). "Happy Birthday" was sung by the Board.

I.d. MINUTES APPROVAL (3:06)

The minutes for November 17, 2012 were distributed electronically to the board prior to the meeting and were **approved** without objection.

II. LSB OFFICERS / DECEMBER BYLAWS REQUIREMENT (3:07)

Reese **moved** to retain the current Board Officers until the January meeting. Medina seconded. **Passed** without objection

III. SCHEDULING / NOTICE OF MEETINGS (3:08)

Saturday, January 19, 1:00 PM, Peace Center West was **approved** as the next meeting without objection.

IV. GENERAL MANAGER REPORT SUMMARY AND Q&A (3:10)

The GM summarized his report. Discussion followed.

[Audio Part 3 kpfk121229c.mp3]

Discussion continued. Klunder **moved to extend** five minutes. Reese seconded. **Passed** without objection. (3:50) Discussion continued.

V. ELECTIONS

The LSB staff and listener elections were discussed during other agenda items.

VI. PUBLIC COMMENT II (questions to GM) (3:58)

Public comment was heard for ten minutes.

Point of personal privilege from Cromshow (responding to a public comment regarding his appearance in an on-air Town Hall): Staff votes for staff. Listener candidates are not allowed to be on the air because they would have an unfair advantage over other listeners.

VII. GM RESPONDS TO PUBLIC COMMENT

The GM responded to public comment during the above item.

VIII. PNB DIRECTOR REPORTS (4:11)

Reese, Lexa, and Brazon reported. Discussion followed. Lexa also demonstrated the Pacifica App. Reese **moved to extend** five minutes. **Passed** without objection. Discussion continued. (4:32)

IX. PUBLIC COMMENT III (questions to PNB Directors) (4:40)

Public comment was heard for two minutes.

[Audio Part 4 kpfk121229d.mp3]

X. PNB DIRECTORS RESPOND TO PUBLIC COMMENT (4:42)

Reese responded. Novick (PNB Elections Committee) responded to an elections question.

XI. COMMITTEE AND TASK FORCE REPORTS (4:44)

Fundraising Committee (4:44)

Novick (Fundraising Committee Chair) reported on the progress of the planned March 16, 2013 fundraiser at Jewel's Catch One. Discussion followed.

Kaufman **moved to adjourn. Passed** without objection.

The meeting **adjourned** without objection at 5:03 PM.

Respectfully submitted by John P. Garry III, Secretary
(these minutes were approved on January 26, 2013)

Appendix A—Public Notices

Emailed by Terry Goodman on November 20, 2012:

There will be a special meeting of the KPFK Delegates on Saturday, December 29, 2013 at 1:00 pm at the Culver City Peace Center, 3916 S. Sepulveda Blvd., Culver City, CA 90230 (between Washington Place and Venice Blvd.). The location is served by the MTA 33 and 733 bus lines on Venice and the Culver CityBus route 6 on Sepulveda. This meeting will include voting on proposed amendments to the Pacifica Bylaws as detailed at http://www.pacifica.org/pnb_amendments.php. Following the Delegates meeting will be a meeting of the KPFK Local Station Board to seat newly elected members and elect officers for the coming year.

Refs:

<http://www.kpfb.org/lspbmenu/93-calenderandnotices/6575-delegates-and-lsb-12292013-100-pm.html>

http://www.kpfb.org/eventcal.html?task=view_detail&agid=3061&year=2012&month=12&day=29

http://www.kpftx.org/pacalendar/cal_show1.php?eventdate=20121229

Appendix B—Approved Agenda

Proposed Agendas for KPFK Delegates and LSB Meetings of 12-29-2012
(all times include Board discussion unless otherwise indicated)

LSB Meeting

- I. Call to Order / Opening Business
 - a. Roll Call (15 min)
 - b. Excused Absence Requests and approval
 - c. Agenda Approval
 - d. Minutes Approval
 - e. Ground Rules for Communication
 - f. Announcements

- II. LSB Officers / December Bylaws Requirement (15 min)
 - a. Election of Pro-Tem Officers or Continue Current Board

- III. Scheduling / Notice of Meetings (5 min)
 - a. 2013 Calendar of meetings

- IV. General Manager Report Summary and Q&A (20 min)
 - a. GM Summarizes report.
 - b. Board questions and discussion

- V. Elections

- VI. Public Comment II (questions to GM) (7.5 min)

- VII. GM Responds to public comment (2 min)

- VIII. PNB Director Reports (20 min)
 - a. PNB Directors
 - b. PNB Committees

- IX. Public Comment 1II (questions to PNB Directors) (7.5 min)

- X. PNB Directors respond to public comment (2 min)

- XI. Committee and Task Force Reports (3 min. ea.) (21 min)
 - Fund-Raising Committee
 - Finance
 - Programming Oversight
 - Outreach
 - Personnel
 - Town Hall Task Force

Governance

XII. Public Comment IV

(7.5 min)

LSB Meeting Total 130 min

Delegates Assembly and LSB Meeting

total: 180 min

Appendix C—General Manager Report

PACIFICA RADIO KPFK 90.7 FM
MANAGER'S REPORT TO THE LOCAL STATION BOARD
Saturday, December 29, 2012

(Bernard Duncan, General Manager)

Manager's Overview

- The December fund drive phone room total surpassed \$555,000 on the last day of the drive. The final figure will be higher than that, so the result was a good one. The highest earning hours (as compiled by Roy Tuckman) are as follows:
 - Background Briefing – Sunday 9 December
 - Democracy Now! – Thursday 6 December
 - Gary Null – Pain and Survival Kit – Friday 14 December
 - Gary Null – Pain Stuff – Wednesday 12 December
 - Aware Show – Thursday 6 December
 - Christine Blodale & Mario Martinez – Wednesday 5 December

- As noted in the Engineering report below, a second Nautel transmitter has been purchased and shipped. Its installation will take place in January, with the aim of having KPFK restored to full power by the end of that month.

- Despite assertions in a number of LSB candidate statements on air during the election campaigning period that KPFK is losing listeners, the latest Arbitron snapshot shows that audience levels are at their highest levels in the past two months than at any time during the previous year. Average weekly come for December is 157,300, a slight post-election drop from November's 167,900. The six-month average weekly come (from July to December 2012) is 135,317.

Outreach and Development

- Grant Proposal – A grant proposal was submitted on November 27 to the Corporation for Public Broadcasting for their grant “Strengthening Education Reporting”. Meetings and conversations with interested programmers from *Feminist Magazine*, *Beautiful Struggle* as well as News Reporter Ernesto Arce and the Program Director took place to help shape the proposal. The Project Overview follows. Note that the Overview was character-limited to 200 words.

Project Overview

KPFK 90.7 FM is community radio produced by activist journalists who seek the root causes of areas of conflict within our society and culture, proposing and debating creative solutions. With a demonstrated ongoing commitment beyond consciousness-raising analysis of justice issues, translated into action, our approach to education reporting is unique in public media.

Southern California has a rich landscape of linguistic and cultural diversity; it is a concentration of the global community, presenting unique challenges to public education instruction. KPFK’s approach will examine not only the current reasons for the dropout crisis, but issues related to the effectiveness of our educational system to prepare the next generation for an economy and society yet to be created. More than a critical social issue impacting prosperity and quality of living, graduation is a social justice issue affecting real human potential and quality of life.

With the *American Graduate: Let’s Make It Happen* initiative, KPFK seeks to discover the underlying causes for the dropout crisis, facilitate community solution-oriented dialogue among parents, teachers and youth, and build production quality and capacity among our community radio reporters and segment producers. Funding of \$68,600 from CPB’s Strengthening Education Reporting grant will help us achieve these objectives.

- CAB – The ad hoc Community Advisory Board met in Whittier, Fullerton and Long Beach in September, October and November, respectively. The goal was to meet with listeners in different regions of our listening area to recruit for the permanent CAB. Though the meetings were generally small (about 10 people each), a core group of interested individuals has emerged.
- Capital Campaign-Transmitter – An additional round of donation request letters were sent to donors residing in areas calculated to have improved broadcast reception when the new solid state Nautel NV-20 transmitter is installed in mid January. An end-of-year web campaign for donations will run for the last 4 days of the year.

Programming

- The Program Director is away on vacation leave during the holiday break. A full programming report will be available in time for the January 2013 LSB meeting.

Operations

- Energy Rate Increase – To meet legal mandates, replace aging infrastructure and expand customer programs like energy efficiency and solar power, LADWP received approval for a 2-year electric rate change. The first increase went into effect November 11, 2012 and the second year change will be effective July 1, 2013. Rates will increase by 0.62 cents per kWh in the first year and by another 0.79 cents per kWh in the second year. The average total 2-year rate change is 1.41 cents per kWh for all customers, for an increase of 11%. Proposed changes to the LADWP's water rates have been deferred until next spring pending further review.
- Facilities – The following work is planned for building maintenance
 - o Dec 29th High pressure cleaning of sewer line
 - o Dec 30th Carpet Cleaning
 - o Dec 30th/31st Re-painting of parking lot stripes (although this may be postponed due to weather).
- During a routine oil fill up on our generators it was discovered one of them was out of order and need some repairs which included a new battery and some minor parts. We decided to have major maintenance done on both the units at that time. This led us to pursue a maintenance agreement to service our units twice a year. Our back-up generators at the station will now have semi-annual maintenance performed every 6 months with Dixie Diesel & Electric. This includes one minor and major service each year. This will help ensure that they will be running smoothly without problems when we need them and improve expected lifespan.
- HVAC – A/C 2 had major repairs to its heating function conducted in early December.
- Remote Broadcast – Our annual simulcast of the LA Holiday Special with KCET at the Dorothy Chandler Theater went off without a hitch. The station was well represented by the hosts. When KPFK was first announced we got resounding cheers from the audience.
- Social Media and Dispatch – Some analytics from Constant Contact and Facebook for 1/26/12 – 12/26/12:
 - Constant Contact e-mail list grew 348
 - Facebook Likes grew 2228
 - o For the last quarter an average 382.66 unique people have talked about us (includes some posting comments, shares, or likes about us)

- o For the last quarter we have reached on average 10,799 unique people. (includes people who have seen our content associated with our page)
- Twitter Followers 1,374 (account was created in August)
- Google+ 13 (account was created in October)

We have seen some growth in the 4th quarter since we started using Hootsuite to help manage our social media and by including the news department as the primary source of content for our posts.

Social media activity requires dedicated resourcing. It is an essential tool for any media company today. KPFK should be engaging followers/ listeners. Doing so will help establish a strong base and interest for successful fund raising. Seeding and nurturing these online conversations, however requires significant strategy and effort. There is a need to develop and implement a strategy that best fits our overall donor strategy to make it integral to our fund raising efforts.

A part of our strategy should include workshops for our programmers on how to use social media to grow and engage listeners and their audience. We should continue to encourage engagement with our audience. This may also be a way to approach major donors.

Engineering

- Studios – The KPFK studios are operating properly.
- Malibu Booster site – work has begun on installation of a microwave facility to transmit program audio from Oat Mountain to the Malibu booster on Saddle Peak.
- Rancho Bernardo translator site – This translator is in good condition and is operating properly.
- Santa Barbara translator site – The translator is in good condition and is operating properly.
- Mt. Wilson transmitter site – The backup transmitter continues to produce a reliable signal for KPFK at 50% power. The second Nautel solid state transmitter is scheduled for delivery the first week in January. When installation of the transmitter is completed KPFK will be back up to full power. Completion of the transmitter installation will likely be at the end of January.

- The Chief Engineer offers the following historical perspective for reference:

Past, Present and Future

KPFK started to experience a series of power outages and transmitter failures following the Station Fire in September 2009. The two electrical power feeds to Mt. Wilson were destroyed during the fire and the severe weather that followed. A temporary feed was put in place by SoCal Edison Electric while they started to rebuild the electrical circuits to Mt. Wilson. KPFK, as well as other FM stations, suffered many electrical outages during the almost two years it took for Edison to complete rebuilding the original electrical feeds. During this time KPFK also started having serious transmitter problems. Despite attempts to correct the problems for over a year, it was finally decided that it was a waste of time and money to continue with the repairs. It was determined that the transmitters would never be reliable operating from the Mt. Wilson transmitter site. We ordered a Nautel transmitter and expect delivery in January.

Despite the claims of a LSB member, *“I conducted a lengthy investigation about KPFK’s frequent signal loss. As a result, that is no longer a problem and our main transmitter equipment is being upgraded.”*, a *“lengthy investigation”* has nothing to do with whether KPFK produces a reliable signal or not. During the last several years a great deal of hard work and planning has gone into upgrading the KPFK signal. The Santa Barbara translator was rebuilt. The San Diego translator was installed as was the Malibu booster. A new solid state backup transmitter was installed at the Mt. Wilson transmitter site. A permit was obtained to operate the emergency generator on Mt. Wilson. All of this was done while repairs continued to transmitters on Mt. Wilson. To accomplish this it was necessary to deal with agencies such as; the FCC, FAA, Malibu planning commission, South Coast Air Quality Management Division and the U.S. Forest Service. Continuing contact with the owners and operators of all transmitter sites was and is necessary to keep the installations optimum.

One of the big negatives that we have to contend with is the use of the 90.7Mhz frequency from Tijuana, it has cut into our listeners’ ability to receive KPFK particularly during hot summer months. The installation of the new transmitter and operating reliably at full power will help KPFK overcome interference from the Tijuana station.

There is little doubt that KPFK listenership and revenues will increase after full, licensed power is obtained. We haven’t accomplished this by *“lengthy investigation”*, we accomplished this through knowledge, experience, planning and a lot of hard work.

Business Office

- KPFK's financial status reported from the Business Office as at **December 28** (cf. November 13) –

- o Total Cash in Bank is **\$296,000** (408,879)
- o Total payables stand at **\$58,000** (84,000).
- o Central Services payments to National Office are slightly overpaid for the financial year to date.
- o Our CPB funding installment awaits collection from National Office. The unrestricted grant due to us is **\$111,700**.

Bernard Duncan
General Manager
December 28 2012
