

**Minutes - KPFK Fundraising Committee, Monday, January 31, 22 7:30 PM**

**Dial In:949-202-1057 63 36 04# (to date there is no audio posted at kpftx.org )**

**Alternate Maestro: 310-409-2027, 509912#**

Additional Info: ZOOM info: <https://us02web.zoom.us/j/84464153641>

OR DIAL: 669-900-6833, Meeting ID: 844 6415 3641

One tap mobile: +16699006833,,84464153641# US (San Jose)

The call is also posted to be streamed on KPFTX.org.

Proposed Agenda: 1. Call to Order/ Roll call: 12 Present (legend: Present:X )

**Attendance worksheet**

| <b>status</b> | <b>name</b>         | <b>present</b>                  |
|---------------|---------------------|---------------------------------|
| Chair         | Jeanine Rohn Y, N   | Member x                        |
| LSB-Sec       | Bella De Soto Y, Y  | Member x                        |
| LSB           | Michael Novick A, Y | Member x                        |
| LSB           | Lawrence Reyes      | #2 meeting x                    |
| LSB           | Oscar Ulloa         | #2 meeting x                    |
| Pub           | Sue Cohen Johnson Y | Member x                        |
| Pub           | Michael Heiss Y     | x                               |
| Pub           | Andrew Weiss        | #2 meeting Member x             |
| Pub           | Ruth Strauss        | Not member<br>Excused Absence   |
| Pub           | Maria Skelton A     | Attended Nov & Dec              |
| Pub           | Ralph Hawkins       | #2 meeting x<br>not consecutive |
| Pub           | Freddy Long         | #1 x                            |
| Pub           |                     |                                 |
| Pub           |                     |                                 |
| Staff         | Stuart Landau       | #1 x                            |
| Staff         | Marlena Bond        | #1 x                            |
|               |                     |                                 |

2. Land Acknowledgement: Michael Novick made a statement (paraphrase) that we must be mindful that we are on stolen lands. Tonga People, out connections to these land back struggles... Many injustices are conducted all around us, affecting in particular Indigenous peoples.

3. Agenda was approved

4. Time Keeper- Mike Heiss and Andrew Weiss served as Moderator

5. Set Time Certain: to Adjourn 9:30 PM

6. Approve Minutes – Bella to combine these Minutes with the 1-18-22 meeting if possible.
7. Discussion Status of Fundraising Initiatives, (incl. Task Force for each)  
(Public Comment interspersed )

\*\*\* Focus action item for February: To advance plans for a variety of fundraisings initiatives, including a live event at the KPFK Station Parking Lot, during Black History Month in February, on either Sat. 19<sup>th</sup> or fourth Saturday 26<sup>th</sup>. The 19<sup>th</sup> was favored.

- a. Phone-banking and member outreach: Update by both Jeanine and Michael Novick, that there has been no more phone banking efforts, because the phone room was closed to volunteers after the recent effort a month or so ago, due to the pandemic!
- b. Appeal to high donor & Gift: That we need to capitalize on what is available and free to us content from PRA-Pacific Radio Archives. We must stop offering expensive on-air premiums.

M H: There is a tuning App or that vs iTunes. That we need a smart Speaker to promote the signal more effectively.

M N: That there is already a radio App, it works, it allows you to listen on-line to any of the five network stations, and also has a news feed choice for articles, the Archives and to donate.

Sue: that Mount Wilson' feasibility study needs to be conducted, and perhaps Otis McClay would be a good source to look into this!

There are several types of Sponsorships/Underwriting /the asking companies on the air.

M H: That Reuters News Organization would be a good asset with the revitalization of the KPFK News Department to help make it a reality.

M N: That Heiss idea of the HD Channel is a good one. There are two separate devices at Mount Wilson to facilitate this HD channel not to interfere with the FM channel.

MH: See attached: Michael Heiss submitted attachments concerning:

1. ALEXA, SIRI, HEY GOOGLE...WHAT SMARTSPEAKERS MEAN FOR LOCAL RADIO\_ 31Jan22
2. HD Radio Action Items+19-3\_ 31Jan22
3. Streaming Background and Options-FundRasing KPFK Fundraising\_ 31Jan22

- c. Subscription Podcasts Per Marlena Bond, that this Podcast from Ali is work in progress.
- d. Live on-air Nationwide Fundraising program. Per Lawrence, there are network Programmers trying to collaborate to get the February national project off the ground on Monday 2-21-22.  
Jeanine: That Jeanine Etter from KPFA, did not attend this meeting tonight, we have been exchanging communication regarding the national production to honor Black History Month.  
Promo: This is a FIRST NATIONAL ALL FIVE STATIONS LISTENING TO 12 HOURS SPECIAL OF BLACK HISTORY, with content from all 5 stations and from an Affiliate. Please spread the news of this EXCITING BLACK HISTORY SPECIAL ABOUT FEB 21, MONDAY, All President's Day, a national holiday. TO THE COUNTY & CITY LIBRARIES, TO SOCIAL MEDIA, TO TEACHERS, STUDENT GROUPS:

9 am ET to 9 pm ET, 8 am to 8 pm CT  
6 am to 6 pm PT, FEB 21, MONDAY !

FLYER INCLUDED !! ( Cart on another email).

- e. Live event (at KPFK and or school, a possible Covid Testing station at the event, it can be conducted on the sidewalk, to avoid the issue of Insurance Liability.

Task Force: Bella and Jeanine-Co-Coordinator, Michael H, Sue.

Oscar: Offered his PA System for the event, a live event Task Force to meet, to hash out and bring back.

Marlena Bond can find some poets. Bella secured Poet Matt Sedillo.

- f. Andrew: Online Auction and Walk-A-Thon - he will do more research on the Online Auction. For now, the Walkathon is more exciting. The event starts at the Station for the start point, that we get financial sponsorships for each mile walked by different folks. They take a pic of themselves at a Restaurant for a break at ½ mile and return to the Station. Businesses or individuals can sponsor the Walkers. Conduct a Walk-A-Thon in each community, promoting the KPFK. And promote local Mom and Pop shops, to get funding for the station through promotional efforts two way. Take selfies and submit to a Hashtag for social media.

Volunteers: Andrew, Bella to outreach for outside folks to get involved.

**“Community Walk for Community Radio”**

Bella: The Walk-A-Thin is a fantastic idea, I can see it growing exponentially, but this would take a good deal of planning to get it started. It will require much research, etc.

Marlena: That she wants to bring back the Folio, to use electronically for promo and outreach.

- g. Potential KPFK Labor Program Hosted by Steve Zeltzer: Lawrence, soon will be reporting to the group on the status of these talks. Currently being negotiated between Steve Zeltzer and the KPFK GM.

- h. PNB Dev. Task Force and Strategic planning Update

\* divvying up the monitoring of various PNB mtgs of interest, to report back to the group.

Sue: for the Strategic Planning, read a list of notes from the Strategic Task Force;

Jeanine suggested that she type up her notes for this Committee. Sue agreed (see these Notes, appended below):

She recapped her compiled notes of 3 meetings from the Strategic Planning Committee:

- Changes to the financial reporting.
- Pacifica is hungry for progressive news reporting.
- Turning the big Loan into a Bond like offering to Membership. But a separate Bank Account needs to be set up and the regular operation Accounts will not mingle with the special Bank AC.

**This body moved: (see minor amendment on 2-7, to require Minutes also)**

That this Committee make a formal request of both, the National Development Task Force and Strategic Planning Committee that an official recording of their meetings be posted retroactively at KPFTX.org and to provide the listeners access to each meeting, knowing that if subject matter deems



National Pacifica Advisory Council (''the PNB passed it)''  
reduce legal expenses, there are frivolous law suits

Regular performance reviews for all management

Start a Chicago Pacifica internet station, later to become a terrestrial  
station maybe

Have the by-laws rewritten by outside experts

The FJC loan was renegotiated (?)

We received a grant from the Small Business Administration sba

We did not succeed in getting KPFK into or near the black (stop losing money)

We were not ready for the CPB grant but will be next time

There may be several alternative revenue streams

Funding: monetize the PRA,

Emergency Preparedness Plan,

NPAC, National Pacifica Advisory Council, populate this council with  
celebrities and former members of the PNB, PNB Governance Cmte, etc.

Allow former directors as non-voting members

Newscasts - Josh Marshall-produces Talking Points Memo from NYC, have him on  
the NPAC?

NFTs are one way to monetize PRA archives

Partial sale of the use of the PRA archives

Julia (Kennard ?)-there are varying opinions of why no CPB grant money, one  
is the super-duper importance of meeting minutes  
re: KPFK-why should they donate when the internal turmoil is being broadcast  
on the air?

In 2022 we must remedy this controversy and fix the By-laws, make the by-laws  
less unwieldy

''male-''At KPFK are there not rules and regs about what programmers can say  
on the air?

''Female-''Tried to get together with James, Chris, and Fred, to address the  
expenses, but could not get info to work with

KPFK needs a total overhaul?

Alex-we need to stop the KpFK lawsuits, There was an article in the L.A.  
Progressive that said ~do not give to KPFK "

Alex (?)- KPFK needs to fix its negative popularity

They recently reduced their many days of Fund Drive, it didn't work, they only reduced their income.

They need to re-think their grid.

Management, staff, directors and Chris James Alex and Fred (& Lynden?) couldn't get financial and other info to work on this

'Male-' we should allow retiring PNB members to remain as advisors on this committee

'Female-'also LSB members, and PNB folk

Alex-that's up to the PNB

Lynden-We should take out one line on our report so that it doesn't end with just one line on the last page

Personal notes by Sue Cohen-Johnson-2-01-22

Spacing and other edits by Bella De Soto  
Thank you very much Sue Cohen-Johnson