

Minutes
Pacifica National Board Open Session
Teleconference Meeting
Thursday, January 19, 2023, 9:30 pm ET

Directors:

Teresa J. Allen, KPFT, Listener - p Burt Cohen, Affiliate - exc Jim Dingeman, WBAI, Listener - p Vanessa Dixon-Briggs, WPFW, Listener - p Sue Goodwin, WPFW, Staff - p Heather Gray, WRFG, Affiliate - p Donna Grimes, WPFW, Listener - exc Julie Hewitt, WPFW, Listener, Chair - p Evelia Jones, KPFK, Listener - exc Ali Lexa, KPFK, Staff - p Marianne Martinez, KPFT, Listener - p	James McFadden, KPFA, Listener - p Darlene Pagano, KPFA, Staff - p Lawrence Reyes, KPFK, Listener – exc Shawn Rhodes, WBAI, Staff - p James Sagurton, WBAI, Listener - p Sharonne Salaam, WBAI, Listener - p Akio Tanaka, KPFA, Listener - p Mark Van Landuyt, KPFA, Listener - p Beth von Gunten, KPFK, Listener - p Egberto Willies, KPFT, Staff - p Susan Young, KPFT, Listener - p
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Others:

Stephanie Wells, Executive Director - p
Arthur Schwartz, Pacifica Counsel – p
John Tatum, Parliamentarian - np
Polina Vasiliev, Secretary - p
Markisha Venzant – np

[Note: Open Session 9:30pm–11:05pm; Closed Session 8:30pm-9:30pm, 11:05pm-01:00am]

6. Preliminary items

A. Call to Order by Chair

B. Roll Call

C. The chair reads the report out from the January 12, 2023 meeting:

The PNB met in closed session to discuss confidential personnel and legal matters.

The PNB also passed the following motion: Whereas, as a committee of the PNB, the KPFK LSB has no authority to act autonomously or to overrule PNB resolutions; Therefore be it resolved that all actions taken by the illegitimately reconfigured KPFK LSB at its December 18, 2022 meeting, since then, and prospectively, are and shall be null and void. Be it further resolved that, to restore the KPFK LSB to its regular status, the roster of the KPFK LSB shall be restored to its pre-December 18, 2022, status quo ante; then new nominations and elections for both 2023 KPFK LSB Officers and 2023 KPFK PNB Directors shall be held. Furthermore, that no Pacifica resources, including kpftx, shall be made available to the illegitimate KPFK LSB, its illegitimate elected Officers, and any subcommittees, task forces, or other meetings, for their use until the legitimate KPFK LSB roster and regular order is restored, except for a meeting called for that purpose.

D. Excused Absences – (see above)

E. Identify Timekeepers

People – Heather Gray

Topics – Julie Hewitt

7. Agenda approval
Add von Guten motion timely PNB report
Add Dingeman motion on Publicity Council
[Agenda approved as amended]

8. Approve Minutes of 1/12/2023
[Approved w/o objection]

9. General Counsel Report and Q & A
Update on New Day lawsuit. Decision shortly.

10. Motion on the reinstatement of KPFA LSB delegate Elizabeth Milos
[Moved to closed session]

11. Motion on Hybridization – Jim Dingeman
Yes - 13
No – Young;
Abstain – Allen, Von Guten;
[13Y – 1N – 2A: Motion passed]

12. Unfinished business

13. New Business

13a. Timely Report – Beth von Guten
[The motion withdraw motion to be presented later.]

13b. Motion to create Publicity Council – Jim Dingeman
[Motion passed w/ Abstain - Young, von Guten]

14. Motion to Move into Executive Session at 11:05 PM

APPENDIX

11. Motion on Hybridization (updated) – Jim Dingeman

Whereas,

all the Pacifica stations have varying levels of integration into existing social media platforms it will be the policy of the foundation that all analog radio shows that currently are on the air and all future ones going forward will be required by to demonstrate their integration in on air broadcasts of Facebook, Twitter, Instagram, Tik Tok, Google Live, Blogs or any combination of social media that allows them to enhance their relationship with the listening audience. This will also include the ability to create and broadcast new shows that are exclusively on these platforms which includes YOU TUBE.

Whereas the goal is to increase at all stations time spent listening (TSL) since the higher those numbers are the greater the chance of listener support,
the goal is to have each show integrate social media into its on-air delivery and process of communication with its audience in order to build the show's individual footprint. This may include live-streaming and use of YouTube as local resources permit.

It will be the goal of Pacifica to acquire and set up broadcasting studios that can livestream audio via Video as soon as resources permit.

And whereas,

it is a desired outcome that all shows will need to have dedicated producers who are assigned to the task of integrating digital and social media into the normally scheduled analog shows. This includes bringing GEN Z, MILLENNIALS and GEN ALPHA into the programming mix.

This can be done as creatively as possible by GMs and PDs at various stations in whatever scale their resources permit but it will be a long term goal of Pacifica to aim to integrate the analog, digital and social media in our broadcast output and content creation. It is essential the Third and Fourth Industrial Revolution as pertains to communication be integrated fully into Pacifica operations and BE IT RESOLVED that All managers and programmers will be evaluated as to their implementation of these policies.

The progress of this will be reported in quarterly reports, which will start in 2023. These will be submitted to the PNB, ED, PNB Programming Committee and PNB Strategic Planning Committee. The implementation of this process will be started immediately in whatever way or means each station or unit can achieve this goal.

Julie on Dingeman motion

That Pacifica and stations will explore the addition of other digital venues to experiment and create new content.

That Pacifica and stations will explore the addition of other digital venues to experiment on new and old content and to create new content.

Mark on Dingeman motion

Be it resolved that strategic budgetary proposals be drafted towards expanded digital media productions.

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13a. Timely report of PNB Meeting – Beth von Guten
[Postponed to next meeting.]

13b. Motion to create Publicity Council

Whereas

the Pacifica Foundation has suffered for decades due to the fiscal crisis that has prevented the Foundation from setting aside resources to engage in the publicity and public relations of each unit and that our peer competitors normally invest at least 5% of their gross revenue in Publicity/Public relations

BE IT RESOLVED

That each unit in Pacifica, all five stations , the Affiliates Program, The Archives and the National Office create as soon as possible Publicity councils that have as their sole task the public relations and publicity of each station in their respective markets. This council will aim to be composed of volunteer PR/Publicity professionals that are aware of the Pacifica Mission and are willing to help local management to enhance the public image locally and nationally of their respective units.

MEETING NOTICE:

Thursday, January 19, 2023 8:30 PM ET
Pacifica National Board Teleconference,