

Approved minutes  
Pacifica National Board Open Session  
Teleconference Meeting  
Thursday, May 18, 2023, 8:30 pm ET  
All times are Eastern Time  
(meeting notice appended to the end of this agenda)

Directors:

Teresa J. Allen, KPFT, Listener P Adriana Casenave, KPFT, Listener P Jim Dingeman, WBAI, Listener P Vanessa Dixon-Briggs, WPFW, Listener P Fred Dodsworth, KPFA, Listener P William Foster Jr., Affiliate P Sue Goodwin, WPFW, Staff P Heather Gray, WRFG, Affiliate P Donna Grimes, WPFW, Listener P Julie Hewitt, WPFW, Listener P Evelia Jones, KPFK, Listener P	Ali Lexa, KPFK, Staff P Marianne Martinez, KPFT, Listener P James McFadden, KPFA, Listener A, excused Darlene Pagano, KPFA, Staff P Shawn Rhodes, WBAI, Staff P James Sagurton, WBAI, Listener P Sharonne Salaam, WBAI, Listener A, excused Akio Tanaka, KPFA, Listener P Beth von Gunten, KPFK, Listener P Egberto Willies, KPFT, Staff P
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Others:

Stephanie Wells, Executive Director P  
Arthur Schwartz, Pacifica Counsel P  
Nancy Sorden, Secretary P

1. Preliminary Items – 5 min.

- A. Called to Order by Chair, Julie Hewitt, at 8:37 pm ET
- B. Roll Call (QUORUM of 15)
- C. Report-out from the executive session of May 4, 2023 meeting of the PNB:  
The PNB met in closed session to discuss confidential contracts and legal and personnel matters. The PNB also passed the following motion: Moved that a national election supervisor be hired as soon as possible.
- D. Motion to excuse Absences **Passed without objection**
- E. Identify Timekeepers – Gray (people); Pagano (agenda items)

2. Chair proposed Agenda approval for the open portion of the agenda. Seconded.  
**Approved without objections**

3. Approve minutes – none presented

4. ED Report and Q & A – 20 min.

Stephanie sent written report to PNB, discussed it, and took questions

5. General Counsel Report and Q & A - none

6. Finance Committee Motions on Budgets, Central Services (see APPENDIX)  
James Sagurton reported and presented motions

Upon the recommendation of the NFC Chair moved that the PNB approve the following motion:

That the central services formula shall be 15% of total station revenue (all inclusive) calculated every month on a six month rolling average, starting nine months before the current month, with the exception of any station suffering acute financial distress (as determined by the PNB), for which central services shall be 8%, for a period of no more than one year, with the remaining 7% to be accrued.

**Passed with 15 Y (Dingeman, Dixon-Briggs, Foster, Goodwin, Gray, Grimes, Hewitt, Jones, Lexa, Pagano, Rhodes, Sagurton, Tanaka, von Gunten, Willies); 1 No (Dodsworth); 1 abstention (Martinez)**

Chair of the NFC moves that

The PNB approves the FY2023 draft budget for PAN. **Passed w/o objection**

The PNB approves the FY2023 draft budget for NO. **Passed w/o objection**

The PNB approves the FY2023 draft budget for KPFT. **Passed w/o objection**

7. Motion on Forward Promotion proposed by Jim Dingman (see APPENDIX)

Shawn Rhodes moved to change 2<sup>nd</sup> resolving clause from “in addition to playing carts at least 4-5 times an hour” to “in addition to playing at least 2-3 carts an hour.”

**Amendment passed without objection.**

Shawn Rhodes moved to amend further to strike the 2<sup>nd</sup> sentence of the 2<sup>nd</sup> resolving clause: "Morning and Afternoon drive times require an even higher number of such forward promotion carts and IDs."

**Amendment Passed 7 Yes (Dodsworth, Lexa, Martinez, Pagano, Rhodes, Tanaka, von Gunten); 6 No (Dingeman, Dixon-Briggs, Foster, Gray, Jones, Sagurton) 4 Abstentions (Goodwin, Grimes, Hewitt, Willies)**

### **Main Motion as amended:**

Whereas it is common practice in radio to have sound traffic management of the airwaves of any radio station in order to promote the shows and the station to all within the signal radius of the station and

And whereas it is necessary to strengthen all segments of the 24-hour air time, defined in day-parts such as:

Morning drive time (6:00–10:00 a.m.)

Midday (10:00 a.m.–3:00 p.m.)

Afternoon drive (3:00–7:00 p.m.)

Evenings (7:00 p.m.–midnight) and

Overnight (midnight–6:00 a.m.)

And whereas it is essential to increase significantly the number of times the station IDs, forward promotes, and directs listeners to our platforms, including the creative use of underwriting ads and other sound elements in all our day parts.

And whereas, these IDs should include forward promotion of the next show coming up and any highlights or specials in the daily airtime of the station that require special advertising plus includes the creative use of underwriting ads and other sound elements in all our day parts.

Therefore be it resolved that the PNB mandates that all producers are required to ID their show and the show coming up after them, in addition to playing at least 2-3 carts an hour. This can be done as creatively as possible as pertains to the nature of the show itself.

Be it further resolve that there should be constructed bumper carts pre-announcing the day-parts of each day in the hourly clock of each show and all promo or underwriting carts must include station IDs in their production.

Be it further resolved that these kinds of station ID and forward promotion good practices need to be incorporated in all audio or multi-platform operations by the stations delivering content, including podcasts, the use of social media, streaming audio and video content, and live coverage of events.

Be it further resolve that all general managers and program directors will be required to implement these policies immediately and they will submit quarterly reports to the Executive Director. The ED shall share these reports with the PNB and the PNB Programming and Strategic Planning Committees. This reporting process will commence in June 2023.

### **Passed with von Gunten abstaining**

8. Unfinished business - none

9. New Business - none

**10. Motion to Move into Executive Session made by Fred Dodsworth Heather Gray seconded.**

**Passed without objection**

**Moved to Executive session at 10 pm. Otis took us off the stream.**

### **MEETING NOTICE:**

**Thursday, May 18, 2023**

**Pacifica National Board**

**Purpose:** Regular meeting. Part of the meeting may be in closed session.

**8:30 PM ET  
Teleconference  
Committee  
Members**

Regular meeting, per PNB motion of 3/2/2023. Part of the meeting may be in closed session. If the PNB starts in closed session, we'll try to say so here. Refresh the page to make sure you have the latest info.

Julie Hewitt

Posted: 04/27/2023 - 4:40 PM

[hewitt.wpfw@gmail.com](mailto:hewitt.wpfw@gmail.com)

Updated :04/27/2023 -  
4:40 PM

Minutes approved at January 18, 2024 meeting of PNB