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## DRAFT MINUTES

February 21<sup>st</sup>, 2021

\*Teleconference\*

### Local Station Board (LSB) Meeting

#### I. Call to Order / Opening Business 10:30 a.m.

##### a. **Roll Call Taken**

Michael Adler, Allan Beek, Fred Blair, Sandy Childs, Bella De Soto, Jan Goodman, Eric C. Jacobson, Evelia Jones, Ali Lexa, Barbara Marbach, Michael Novick, James Osborne, Robert Payne (seated), Lydia Ponce, Lawrence Reyes, Rocio Rivas, Paul Roberson, Jeanine Rohn, Mansoor Sabbagh, Oscar Ulloa, Polina Vasiliev, Beth von Gunten, Harvey Wasserman.

##### b. **Land Acknowledgment** (interrupted, chair apologizes)

##### c. **Agenda approved.**

##### d. **Pacifica Mission Statement**

##### e. **Approved excused absences.** Ali Lexa approved.

Kiyana Williams, Jan Goodman, Oscar Ulloa absent as well.

#### II. Review of powers and duties of LSB – role call & discussion on availability on committees

#### III. General Manager Report & Discussion

The GM A. Fields gives report and takes questions. (attached)

P. Roberson volunteers to be time-keeper.

#### IV. Public Comment #1– (11:25 am)

#### V. Finance Committee & Treasurer’s Report

Treasurer F. Blair reported on financial status and fundraising of the station.

#### IV. **Public Comment #2** 12:04 pm

**V Reschedule Special Mtg of Finances – Motion fails to reschedule to 3/7.**

Michael Adler (Y), Allan Beek (N), Fred Blair (N), Sandy Childs (N), Bella De Soto (N), Jan Goodman (N), Eric C. Jacobson (Y), Evelia Jones (N), Ali Lexa (N), Barbara Marbach (N), Michael Novick, Robert Payne (N), Lydia Ponce (Y), Lawrence Reyes (Y), Rocio Rivas (N)), Paul Roberson (N), Jeanine Rohn (Y), Mansoor Sabbagh (N), Oscar Ulloa (Y), Polina Vasiliev (Y), Beth von Gunten (Y), Harvey Wasserman (N).

Yes (8); No (13)

Chair rules to vote on the 14<sup>th</sup>. Chair is challenge. Motion to uphold the chair.

Michael Adler (Y), Allan Beek (N), Fred Blair (Y), Sandy Childs (N), Bella De Soto (Y), Jan Goodman (N), Eric C. Jacobson (Y), Evelia Jones (N), Ali Lexa (N), Barbara Marbach (N), Michael Novick ( ), James Osborne (N), Robert Payne (N), Lydia Ponce (Y), Lawrence Reyes (Y), Rocio Rivas (Y), Paul Roberson (Y), Jeanine Rohn (Y), Mansoor Sabbagh (N), Oscar Ulloa (Y), Polina Vasiliev (Y), Beth von Gunten (Y), Harvey Wasserman (N).

Yes (12); No (10)

Motion passes to reschedule to 3/28.

Michael Adler (Y), Allan Beek (N), Fred Blair (Y), Sandy Childs (N), Bella De Soto (Y), Jan Goodman (N), Eric C. Jacobson (Y), Evelia Jones (N), Ali Lexa (N), Barbara Marbach (N), Michael Novick (Y), James Osborne (N), Robert Payne (N), Lydia Ponce (Y), Lawrence Reyes (Y), Rocio Rivas (Y), Paul Roberson (Y), Jeanine Rohn (Y), Mansoor Sabbagh (N), Oscar Ulloa (Y), Polina Vasiliev (Y), Beth von Gunten (Y), Harvey Wasserman (N).

Yes (13); No (10)

**VI PNB Director's Report & Discussion**

L. Reyes, P. Vasiliev, Ali Lexa B. von Gunten gave reports.

**IV. Public Comment #3 1:04 pm**

**V. Nomination of LSB members to PNB Committees (15 mins)**

Nominee statements and discussion

Audit Committee

B. DeSoto (self nominated);  
J.Rohn (by F. Blair)  
Eric C. Jacobson (???)

Governance Committee	P. Vasiliev (self nominated) B. DeSoto (self nominated) L. Ponce (by L. Reyes) A. Beek (self nominated)
Programming Committee	Lydia Ponce (by Reyes) Oscar Ulloa (self nominated) P. Vasiliev (self nominated) H. Wasserman (self nominated)
Elections Committee	M. Sabbagh (self nominated) B. DeSoto (self nominated) J. Rohn (self nominated)
Committee of Inclusion	L. Reyes (self nominated) B. DeSoto (self nominated) O. Ulloa (self nominated)

Statements will be sent via email before the the close of balloting at the end of the day.

**VI. Committee Reports**

Governance Cmte motion passes without objection.

WHEREAS It is appropriate for listeners, volunteers and supporters to be reminded of the necessity to fund and financially support the network;

BE it resolved that at every official KPFK LSB meeting or LSB sponsored event, the agenda will reflect a request for donations and the LSB chair, vice chair, or designated speaker will reiterate that the station is funded by grassroots listeners and verbalize the necessity of donations by listeners, by emphasizing the importance to the station of sustainer memberships.

Further, during such meetings an official appeal and request for financial support of the station will be made and a verbal link to a donation portal, or code for text or telephonic donation will be provided and inserted into the chat (if the meeting is by zoom, or similar platform) or other location by the Secretary or another designated person.

**Outreach Committee** – B. DeSoto reports on a successful townhall

**VII. Public Comment #4 – 1:29 pm**

**VIII Adjourn** (back to Delegates Assembly)



**KPFK**  
**QUARTERLY**  
**REPORT**  
**FEB 20**





# OPENING



This last quarter has been challenging for the station and me as the General Manager. We have had to endure the pandemic, economic crisis, and the uncertainty perpetuated by the board of directors. Working under the conditions that one may be suspended or fired doesn't bode well for our image nor contribute to strengthening KPDK.

I implore the board of directors to seriously take threats of violence or threats of any nature. Pacifica was founded on the values of peace, and it is hypocritical for our organization to tolerate violence or welcome violent individuals into leadership positions. What does that say about an organization as a whole when we just let these things go. I have filed a grievance with HR and my supervisor on my behalf of the staff for a threat made by Bela DeSoto. Pacifica has a poor track record in how it treats its employees, and as of late, that has been significantly underscored. Staff seems to be the only ones who face any consequences, take on all of the risks, make profound sacrifices, and are responsible for ensuring we raise the majority of funds to fund our station and the network.

I beseech Pacifica's board of directors to take the tumultuous work environment into account, consider instituting a code of conduct that everyone is required to read and sign, draft an official volunteer handbook, and look for ways to reconcile our differences. We continue to put this organization at risk without having those in place and tolerating those that perpetuate violence in any form to sit in leadership positions.

*Angel Z. Fields*  
General Manager

# STAFF CHANGES & PROGRAMMING

The loss of Kevin Flemming and Christine Blodale has impacted KPFK bringing our total layoffs to 6 this fiscal year and to 8 over the last three years. Their respective strengths will be missed. I want to thank the staff that has helped with the transition, especially with such short notice before a critical fund drive. Kevin and I worked on several projects and looking to make program changes. I will continue with those changes and program developments as the General manager and Program Director. I've opted not to take on a volunteer PD. It may open up many issues, particularly one that can not govern from an objective position or perspective. As well as getting someone acclimated to the role is a time-consuming process.

I want to introduce Gregg Lewis as my assistant, who has been instrumental in shaping fundraising strategies. He will be working with me to accomplish grant prospecting, community relations, donor stewardship, and liaison with various partners.

## Programming

Looking to the future, I suggest that KPFK do away with the position and consider implementing the role of Content Director when the hiring freeze is lifted, and our finances permit. Why a Content Director? Many stations are opting to do away with PD's as radio stations become more of a multi-media operation. The digital landscape is a necessary place KPFK and Pacifica need to be. There are organizations with no radio signal that are doing very well and operating on larger budgets and raising more funds w/o the aid of premiums or the airwaves. The future of public media lies in the digital landscape and engagement. More and more people choose to consume media-on-demand and not the old-school way of by appointment. We are currently posting content to the webpage, and I will continue to solicit contributions from our programmers and content creators to make KPFK.org a destination for content.

## The following are this quarter's changes:

- Soul Rebel Radio, youth-based program Fridays at 7 PM
- Break Beats and Rhymes, hip hop program, moves to 10 PM to 12 AM on Fridays
- Move the Crowd hosted by one of the Black Lives Matter founder Mellinah Abdullah Mondays at 7 AM
- Ageless Wisdom with Micheal Benner returns to KPFK on Tuesdays at 1 PM
- Inner Visions with Nita Vallens moves to Fridays at 1 PM
- Feminist Magazine moves to Wednesday evenings at 7 PM
- The White Sun Hour with Grammy Award Winner Gurujas Tuesdays at 2 PM
- Blunt Post with Vic moves to Mondays at 6 AM
- Real Rock with Andrea Love moves to Saturday evenings at 12 AM
- Pocho Hour of Power will move to 5 PM Fridays
- Eco-Justice will move to their new weekly time Fridays at 3 PM
- Welcome to the Dawn with Gary Bacca 4 AM to 6 AM Saturdays
- Trump Watch rebranded as Living in the USA
- The Stephanie Miller program is now only Tuesday thru Fridays at 6 AM
- There are several other exciting projects in the works, some with new talent, which will make a debut in the spring and summer.

We thank Jimmy Dore for his ten years of service to KPFK; he has decided to move on for economic reasons. We also say thank you to Kitchen Conversationz, who retired on the heels after Kevin's termination.

## The Future of Programming/ Content at K

I encourage long-time programs to think about their legacy and consider retiring their on-air program so that we may welcome new voices and energy into KPFK. We need movers and shakers willing to go beyond just producing a weekly program. We need volunteer programmers that will help open opportunities for KPFK, create content beyond their program, raise funds, attract new listeners, uplift the stations' image, engage and encourage new membership. In the coming months, decisions will be made to retire programs in the station's interest, and many qualitative and quantitative factors will be part of that decision process. A program's engagement with the station will be a significant factor in that process.



# DEVELOPMENT & FUND DRIVE

## Partnerships and Development

I'm in the process of solidifying a partnership with Cal State LA's Media and Journalism department, with the hopes of exposing KPFK to college students and opening up our doors to those students with a fire in their belly to become the new generation of content creators.

For example, we're working with the Eco-Justice team on series of content for Earth Month.

I'm also looking for additional partnerships and content to celebrate International Women's, Earth Month and Day, Pacifica's birthday in April, Armenian Genocide, Cesar Chavez, and Labor Day. Raising awareness and funds may be tied to these campaigns in some instances.

Here is a form for [compelling content submission](#) (this is the beta version). This is for content creators to submit program highlights, extended content, editorials, etc.

**KPFK is now a part of the Community Development Partnership (CDP)** Our immediate project with CDP will be to establish a Revenue Opportunity and Action Report (ROAR). CDP will help analyze the performance of membership across public media and provides each station with a quarterly benchmarking report that identifies the current state of your station's fundraising program *and* areas of opportunity. By leveraging information from our 230+ member stations, we get access to previously unavailable data.

Based on 24 key fundraising metrics of our station's donors and operations, they provide insights into how your fundraising performance compares with system averages, as well as comparable stations'. The result is more sophisticated data analysis — analysis that enables smarter audience segmentation and more personalized communication across various platforms.

We will also work with CDP in developing a turn-key solution that addresses strategic planned giving. With over 10,000 baby boomers turning 73 every day, the largest transfer of wealth in human history is taking place - and KPFK needs to position its self better to receive bequests in the coming years.

## Fund Drive

We had a strong start in the first week and saw our average dip the second week with the impeachment trails. This past week we saw a real hit to our daily averages due to the power outages in Austin, Texas, where our call center is based. We have made some adjustments and have some staff taking pledges, which has helped in the last couple of days. This moment underscores how we need to drive more traffic to our webpage and encourage people to contribute via the web.

After the drive ends, I plan to do a thorough report projected to end March 7th. We are in the process of determining when the next campaign(s) will be taking into account when the LSB and Bylaws elections are.

This drive has been a bit of a challenge without Kevin and Christine, but we have managed to pull it off. A lot of thanks to the team and the programmers who have stepped up. I also want to thank Jan Goodman and Micheal Novick, who has also helped fundraise. I implore that all board members get involved in fundraising in one way or another.

My immediate concern is the high level of added gift donations is outpacing the New donors and renewing members. I will provide more analysis after the drive.

## Here are the numbers

[Pledge by Premium](#)

[Pledge by Date](#)

[Pledge by Program](#)



# In Closing

This report was short as I am more than busy with the fund drive and adjusting my dual role as GM and PD. I intend to do a more robust report for the next quarter.

I inherited many challenges and predicaments, some of them going back more than 10-years. Here are some of those significant issues and challenges I have faced during my tenure:

- Station running a deficit for seven years
- Deteriorating cash flow since 2008 - you can examine the 990s on [Pacifica.org](https://www.pacifica.org)
- Dangerously poor financial record keeping and years of lagging audits
- A shrinking membership and listener base since 2003, when it had more members than ever during the time immediately after 9/11
- Outstanding union/staff grievances — startling for a progressive left organization that supports the labor movement.
- Paying monies owed to restricted accounts, CPB, and employees' pension plans
- Lost institutional knowledge and practices with each change in leadership
- Over-reliance on on-air fund drives to the detriment of listenership, retaining, and acquiring new members.
- A membership department overwhelmed by frequent on-air fund drives and transformed into a fulfillment house.
- The reduction of revenue channels outside of fund drives
- The loss of CPB funding and grants from other institutions
- Deteriorating infrastructure
- Poor donor experience, members not getting their premiums
- No continuity in program presentation
- Conducted layoffs in 2018, 2019, 2020 ('20 being the largest)
- Antagonistic work environment, perpetuated by some board members and a few programmers
- Shrinking audience reaching as low as .1 share, when pre-2010 the station enjoyed over a 1.0 share, mostly due to an increase of fund drive days since 2008
- Little to no effort from the board of directors to help raise funds, procure resources, and or assist with donor stewardship

The greatest challenge KPFK has faced over the past 12 years has been the lack of time to make necessary changes, improvements, recruit new voices, and grow listenership. Without the cash reserves to allow the station to have time between fund drives (significantly lower fund drive days) has made it exponentially challenging to improve KPFK and address outstanding issues that have been allowed to fester.

**This has presented a classic between a rock and a hard place scenario.**

It's a challenge in today's over-abundant media landscape to adequately grow an audience without time or money, of which we are in short supply. Having both KPFK stands to be more relevant and a powerful alternative to the other public radio stations in Southern California.

During my tenure, over the past three years, I have led KPFK and to accomplish the following and make progress in these areas:

- A return to standard development practices, such as renewal and end of the year appeal letters
- Successful Gala for our 60th anniversary
- Helped KPFK get recognized by the LA Mayor, California Senators, LA City Council
- Improve staff and volunteer morale
- Improve volunteer programmer engagement with fundraising
- Provide training and resources for on-air fundraising
- Improved communication with volunteer programmers (for those that read emails and engage with the station)
- Established periodical posts of news, editorials, and community resources on our webpage
- Develop the KPFK Speaker series now available on Vimeo
- Develop our media sponsorship program
- Re-establish and improve relationships with various institutions and
- Repair relationships with past members and supporters
- Encourage collaboration amongst all stations
- Made KPFK an original member station in the first California Public Radio Day 2020

None of these could have been accomplished without the staff, volunteers, and several supportive board members.

Got questions, comments, suggestions please email me at [comments@kpfk.org](mailto:comments@kpfk.org) or call 818-985-2711 ext 203

**DONATE**

*Angel Z. Fields*  
General Manager