

CAB meeting notes, Feb 16, 2014 KPFA studios

Present: Reggie, Carol, Judith, Robin, Jennifer, Mary, Steve (CAB members) Guest: Anthony Fest, news/Morning Mix host

Facilitator: Robin, notes: Judith

Meeting called to order around 11'15. Items discussed: Town Hall Meeting upcoming February 18 in San Jose Andrea Pritchett (LSB member), Carol WW (CAB). Jon Hamilton (news anchor), (Pedro Reyes (unpaid staff/program host) all are scheduled to attend and make presentations as well as having opportunity for community members in South Bay to give ideas and feedback of how KPFA can better meet their needs. Much of the information (including the materials promoting it) will be available in Spanish as well as in English. Open mic and/or small group breakouts will be used to discuss concerns and interests. Carol distributed some copies of the flyers promoting the event

One of the goals of this event (and others like it) in other communities in our listening area is strengthening the connection between KPFA Outreach Committee and the CAB. We discussed working on other Town Hall meetings in the East Bay: (at South Berkeley Senior Center: there is usually a \$35 fee but it's possible that the City of Berkeley can sponsor this meeting; Carol is working with Kris Worthington to bring this to the City Council.

West Oakland: Jennifer is still working on WOOC (spelling!) but the OWH/Marcus Garvey building is also a possibility; she will report back .East Oakland/Fruitvale: Judith still trying to see if community room at Corazon Del Pueblo is available for Town Hall meeting.

Carol suggested that we consider possible declared leaves of absence for those who have to miss consecutive meetings over several months; we still need to work on how this would work - would this lengthen someone's tenure in total as a CAB member? How do we decide what number of members present constitutes a quorum? CAB members are appointed by LSB and there is no "cap" (or a very loose one if any) on how many people can be appointed, so possibly we can consider working with LSB to recruit more members so that absences by already appointed CAB members will not constitute a lack of active CAB members. We agreed to return to this conversation by our next meeting.

Questionnaire/survey card for KPFA and community events: created by Carol (previously e-mailed to group) with questions distilled from 2011-2012 CAB. Survey. Mary has questions about how this data will be used, since we are still working on how to deal with 2011 survey data. Judith reports back on that survey from 2011-2012 - all data entered and available in a Google file, but not sure best ways to proceed with small sample size...are the original correlations on which previous CAB agreed still relevant?

Jennifer and Judith will meet sometime in next month; date TBA, to find ways of reporting this data back to LSB in meaningful way

Only a limited number of PSA and community calendar can be posted or shared on the air and community members are concerned about that. A CAB decision was made to request that the Station Manager arrange for all requests for community calendar and PSA announcements to be sent from the First Apprenticeship Program and/or volunteers to KPFA Programmers in an email. It was agreed that Carol will contact the current station manager Richard Pirodsky about this.

There was discussion about the need to report back to LSB (and management as possible and available) on community comments, including telephone/voice mail and, letters, emails, calls about programming. There was discussion that feedback to program hosts as well as station management; problems with interim and itinerant station management, program council and management lacking, other issues with how program is evaluated and chosen.

Judith mentioned need to report back SOMETHING, even simple qualitative data (such as phone, postal, and e-mail comments received in a given month about programming) to LSB more regularly. need better CAB/LSB connection to schedule.

Discussion of film about the general history of KPFA especially from 1990s on. Steve discussed the "openness" of station through 1960s, accessibility to organizers and community. He noted that history of KPFA/ Pacifica, like other history, is too often "the history according to the victors." and summarized how the hiring of Pat Scott in the 1990s galvanized the original movement to rescue KPFA from corporate control, then the Mary Frances Berry debacle, the lockout of longtime programmers, including dragging

Dennis Bernstein off the air (literally), the rallies in the streets and decision of the Berkeley City Council not to pay for police destruction of camp outside station on MLK Way...

Discussion went to present proposals and actual program changes. Mary invited Anthony Fest, program host with Morning Mix and weekend News, to join CAB for perspective on programming under current interim management.

Anthony presented a list of the proposed changes in programming suggested by temporary interim General Manager, Richard Pirodsky. Richard called a meeting on December 23, 2013) , which included proposals for several major shifts including eliminating Morning Mix and Music of the World in favor of expanded Up Front. Changes were proposed in an effort to: improve performance," mostly about revenues from fundraising drives. Due largely to position taken by Unpaid Staff Organization (UPSO) when they could meet in early January at KPFA, few of these proposed changes were implemented, and the program time changes that were made (Voices of the Middle East and North Africa [VOMENA]) taking a daytime slot and Bay native Circle moving to the evening spot previously held by VOMENA) were voluntary by the respective producers of these public affairs programs. Anthony distributed a copy of the letter that was drafted as a result of the KPFA UPSO. This letter can be viewed at kpfaupso.blogspot.com/2014 and was submitted, with one member declining to sign on and another resigning from his position at UPSO.

Our next meeting is scheduled for March 16, at the station at 11 AM (as usual.) We agreed to continue to aim for meeting on the third Wednesday of each month (after some discussion of other possibilities) with the understanding that if we change we will make that decision at the prior meeting. The question was raised about whether we should meet less often; discussion included KPFA CAB history of fewer meetings and change to monthly format due to need to get work done. Also discussed was how if a member missed ONE meeting, that was only 4 weeks before the next, but if meetings moved back to every six weeks, would create large gaps for those absent.

The meeting adjourned at 1 PM, on schedule