

KPFA Community Advisory Board Report to the LSB and Station Management, April 12, 2014

The CAB usually meets once a month at the KPFA station. On February 18th, we helped support the outreach Town Hall in San Jose and based on community input, we requested that the station arrange for a list of PSA and Community Calendar requests regularly be forwarded to programmers, the CAB and Outreach Committee to help build interaction with the community. On Sunday April 6, we hosted a meeting of over 60 KPFA community members. at the South Berkeley Senior Center, where many participants spoke about the urgent need for expanding independent radio media which can address the life threatening social, political, environmental and economic challenges we face locally and globally level. We hope that the CAB will help in a process of outreach and community involvement to support KPFA's future as listener sponsored, free speech radio.

Below is information from five self selected topics which was shared by individual participants at the KPFA Berkeley Town Hall. We hope it will be useful for you in your decision making processes.

Finances

Pacifica is a life giving island in a vicious and poisonous media landscape. Let's save all Pacifica stations and grow more

Prioritize diverse outreach over privatizing or downsizing

Much of the conflict about KPFA is about money. Who gets paid, who doesn't. Should KPFA pay their Pacifica portion?

KPFA as part of nonprofit needs to be transparent about finances

Annual audit was delayed which held up receipt of CPB funding. I wonder if KPFA and all Pacifica stations and National Office are committed to using best practices in standard accounting procedures with internal controls

One important matter is that corporations for Public Broadcasting have withheld a million and another large amount because an audit was not done.

What would it mean for us to be a membership organization—as supporters and contributors we are engaged as consumers....

KPFA needs to turn over their books to Pacifica immediately. KPFA has not balanced their books in 18 months which is jeopardizing CPB funds for a second year in a row.

CPB \$ comes to KPFA for one reason and one reason alone: The Apprenticeship Program (AP)! Without the AP KPFA doesn't qualify for CPB \$. KPFA has always used Apprentices (who are all volunteers) to receive this \$. For many years the Apprenticeship program received no \$ from KPFA for any paid positions, though KPFA applied for and received millions of \$ over the last 15 years or so. After all the cuts the AP is down to one 1/2 time paid position. This is criminal, and I am angry and shocked that this is the way it has been and continues to be at KPFA.

Live within our means

Independent fund raisers

No more station money for lawyers and lawsuits

Don't take corporate money

beef up grant writing/fund development with little to no strings attached by donors.

Pacifica and the Executive directorship

I would appreciate a primer on Pacifica/KPFA organizational structure. That would help me have ideas to help

Halt the process of firing the Executive Director and if she is to be let go, do it with a thorough review of her performance and if possible a consensus of the PNB about how we are to proceed .

Don't fire Summer

KPFA....is **not a unionized** work place. About 20 people out of 100 total staff are members of the CWA. Firing and hiring is at the crux of this latest scuffle and was an issue in 1999. There is no fair or equitable hiring and firing process within KPFA and many lawsuits have resulted from this lack. The Pacifica Board and KPFA Management have used "Interim Status" to hire managers and directors with no input from the community. This process has resulted in much waste and devastation

Mediation

Power sharing will save us; maybe agreeing on a shared future might make us able to talk

Mediation will only be possible when common ground is found so we need to be looking for common ground

People are looking at people on the other side as "impossible to communicate with" or compromise with

Calm and measured communication

Compassion for divergent views

Resolve our conflicts without lawsuits

Our town hall meetings need to be on the air

Programming

Balance between community based programming and big picture economic and social issues and policies

Program Council of listeners

Address a multiplicity of constituencies, institutions and sectors with strategies particular to them

Women's, African American Program Council

Passing the hat to programmer apprentices

More involvement of folks who are doing good work in the community, (artistic, political, anti-poverty, etc) \

A geographically based (N S E and W) weekly program on Community Rights Urban Struggle

Youth Health Program with peer counseling, on human sexuality, and drugs

If we want to bring young people to KPFA, they need to hear their voices. How about a program of young voices that interviews but in their own voices—raising their own concerns-issues-ideas for solutions for 7 -15 year olds

All day specials on global warming and environmental destruction, community action, what happens to GIs, wherefore the left

Open KPFA to the community for free discussion

Modern technology

Community Activist Radio Media Organizing

Lead the fight by giving the people a voice

Make KPFA an activist tool which will expand listenership

Expand listenership and engaged membership that expresses itself in formal and informal settings.

Increase the number PSAs and Community Calendar announcements and frequency

Keep community volunteer activist programming

More listener call-ins

Encourage activists to email in recorded segments

Make it possible for activists to call in and make recorded announcements

More organized system for fast response to press releases on urgent items

More community announcements on the website

Fundraising with summer picnics and local bands

More community gatherings and regular smaller events

More ways for community to help volunteering

Reach out to youth and people of color, Youth Radio and KALX

Start thinking outside the box and dialogue creative ways to reach more and younger listeners

Collaborate with Berkeley Community Media to get recording equipment into the hands of community activists who have been trained in creating segments

Alert listeners to planning meetings in the community

Create an editing staff that can process all the submitted content.