

Community Needs Assessment
for
KPFA 94.1 FM Radio and kpfa.org
Berkeley, CA
submitted by the
KPFA Community Advisory Board
to the
KPFA Local Station Board
and
KPFA General Manager Quincy McCoy

October 2016

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I. INTRODUCTION AND SOURCES

The CAB's 2016 Community Needs Assessment (CNA) meets the policy requirements of the Communications Act of 1934 (see "About This Report" on p. 17 for details). It thus contributes to KPFA's preparedness for possible resumption of funding from the Corporation for Public Broadcasting (CPB).

This report includes

- Summaries of findings and recommendations from
 - CAB "Community Feedback Forms" filled out by community members;
 - discussions of topical breakout groups at CAB-organized public community meetings;
 - "task forces" that grew out of the above breakout groups and were facilitated by CAB members in months following the meetings;

as well as

- Full reports from each Task Force;
- "Raw data" compiled from 53 Community Feedback Forms;
- Reports, proposals, and resource lists submitted by members of these Task Forces from their own follow-up research, meetings, interviews, and other activities;
- Letters from individual listeners to the CAB on issues of substantive relevance to this Community Needs Assessment;
- Additional recommendations made by CAB members based on our experience with and knowledge of the station's operations, current situation and challenges.

II. CONTEXT OF THIS REPORT: AN URGENT SITUATION

The CAB recognizes that this report appears in the context of a dire fiscal situation for KPFA and Pacifica, at a time when numerous radio and media organizations are at risk of going under. We are aware that the station has lost CPB funding for the past three years, and continues to struggle to pay its bills, as does the entire Pacifica network.

Many of the recommendations contained in this report are for “more” or “better” radio. We realize that there are only so many hours in a week, and that the station has already begun branching out beyond those live broadcast hours through KPFB and the podcast page, as well as experiments in live streaming. We also realize that funds for programming and technology are limited, and that radio production is very time-costly. We therefore prioritize recommendations for strategies and resources that are free, low-cost, or already produced, or which could replace existing services that cost money.

We also understand the delicate balance that community radio strives to maintain by paying some staff for their work while also supporting the contributions of unpaid staff. We respect and honor labor, including union obligations such as seniority, and simultaneously see the need to always strive for diversity in hiring, so that the station may meet its mandate to serve the very diverse communities of the Bay Area. We commend management for recent hires of women of color in audible, on-air and production positions.

We further support communication among all staff, management and KPFA members and listeners. We especially ask that community input on programming as well as the need for diversity in staffing be taken into consideration in station decision-making processes. We hope that this report will be of use to the Local Station Board and General Manager as they strive to balance competing interests with limited resources and within various constraints.

We thank you for all that you are doing to protect KPFA and its listener-cherished fiscal independence, including success in the last fund drive. The CAB considers the station to be a precious gem of democracy and free speech in a time when both are compromised. We submit this report as a contribution to the culture of resilience and resistance against those who would have us dumbed-down, shut down, sold off, sold out, or off the air, as we work to keep the station “free, loud and clear.” We also stand by as station allies, ready to assist not only in gathering community input, but also in mobilizing our community in support of the station. We want to help ensure that such dire scenarios do not come to pass, and that instead KPFA and the Pacifica network are restored and develop with vigor in the Bay Area, nationally and globally.

III. EXECUTIVE SUMMARY

The CAB received **significant positive feedback** from many sources about KPFA's many contributions to the community as an independent media source, as well as many **criticisms, suggestions and proposals** for how to improve it. **We present the following summary assessment of this input.**

The highest-priority CAB Recommendations for 2016 include:

- Improve KPFA news and public affairs programming:
 - Identify and make more use of **independent, non-mainstream sources of news**, replacing wire services and mainstream or unattributed sources;
 - Focus less on coverage of mainstream party politics and issues as framed by corporate media; and **more on alternative viewpoints and perspectives**, including those of progressive/alternative political organizations, social movement organizations, and community-based organizations;
 - Provide more opportunities and airtime for **community-based journalists**, organizations and individuals to contribute to news and public affairs programming.
- Expand Online Resources Including Social Media
 - **Expand the KPFA website** with more podcasts, video postings, live-streaming, and community calendar listings;
 - **Develop and expand** the KPFA **Facebook** page and **Twitter** presences; add a **YouTube** channel.
- Use Existing Volunteer and Social Media Assets for Outreach and Fundraising:
 - Initiate a broad-based **membership drive** to secure the future of the station;
 - Use KPFA's **social media assets for outreach and fundraising**;
 - **Involve community members** in organizing KPFA events, conducting outreach, and assisting with fundraising.
- Explore emerging technology platforms for news curation and audience-building
 - In addition to existing single-source alternative news outlets, **explore news aggregators** such as levelnews.org which KPFA could use both for internal sourcing of news, as well as to automatically expand its web news presence;
 - Empower programmers to build audiences for their shows and the station **using emerging platforms** such as audienceengine.net.

➤ Improve Station-wide Communication:

In addition to specific suggestions from listeners, members of the CAB have long experience with the contentious and sometimes divisive nature of public meetings at and discussions about KPFA, whether public (LSB or CAB), online, or internal (e.g., staff meetings).

We have found that the following could assist management and the LSB overcome such friction, resulting in more productive meetings, and happier participants:

- Initiate, discuss, and establish clear **guidelines and agreements for facilitation and participation** at staff and LSB meetings;
- **use mediation resources** when needed.

➤ Consider long-term trends in feedback:

From a broader perspective, the CAB would like to note that **some listener desires remain consistent over time**. We reviewed the 2002 Community Needs Assessment, which was based on over 1,800 written feedback forms and twelve community meetings held all over the Bay Area. That report named the following top three most frequent requests from listeners:

1. **positive** public affairs programming/news; progressive **success stories**
2. **political debates** on air, including alternative viewpoints
3. **live coverage** of major events.

IV. SUMMARY OF INPUT FROM COMMUNITY FEEDBACK FORMS, BREAKOUT GROUPS, AND TASK FORCES

This section summarizes, in narrative form, the feedback people wrote on CAB “Community Feedback Forms,” along with feedback from breakout groups in CAB public meetings, and task forces they subsequently formed. These are the main substantive recommendations of all our collected community input.

Community Feedback Forms

We circulate feedback forms to visiting members of the public at monthly CAB meetings, to participants at special “community input” meetings hosted by the CAB, and at various political and other events attended by CAB members in our communities. The raw data from these forms is contained in Appendix 5.

A. HOW AND WHY PEOPLE LISTEN TO KPFA

How People Listen: Most respondents (44 out of a total of 53) reported listening to KPFA via the radio; over half (29) said they listen live via the Internet and over 1/3 (22) reported using the station's online archives. (see Fig. 1 below). Only one respondent reported that s/he had stopped listening to the station entirely.

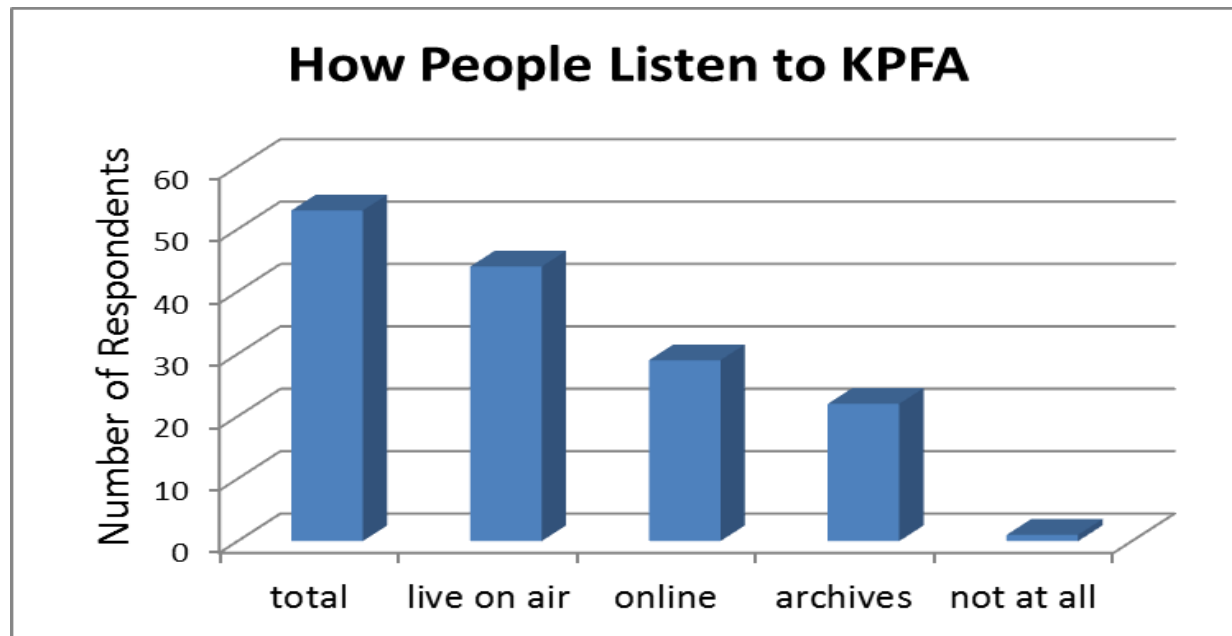


Fig. 1: How people listen to KPFA

B. PROGRAMS LISTENERS CITE THE MOST IN FEEDBACK FORMS

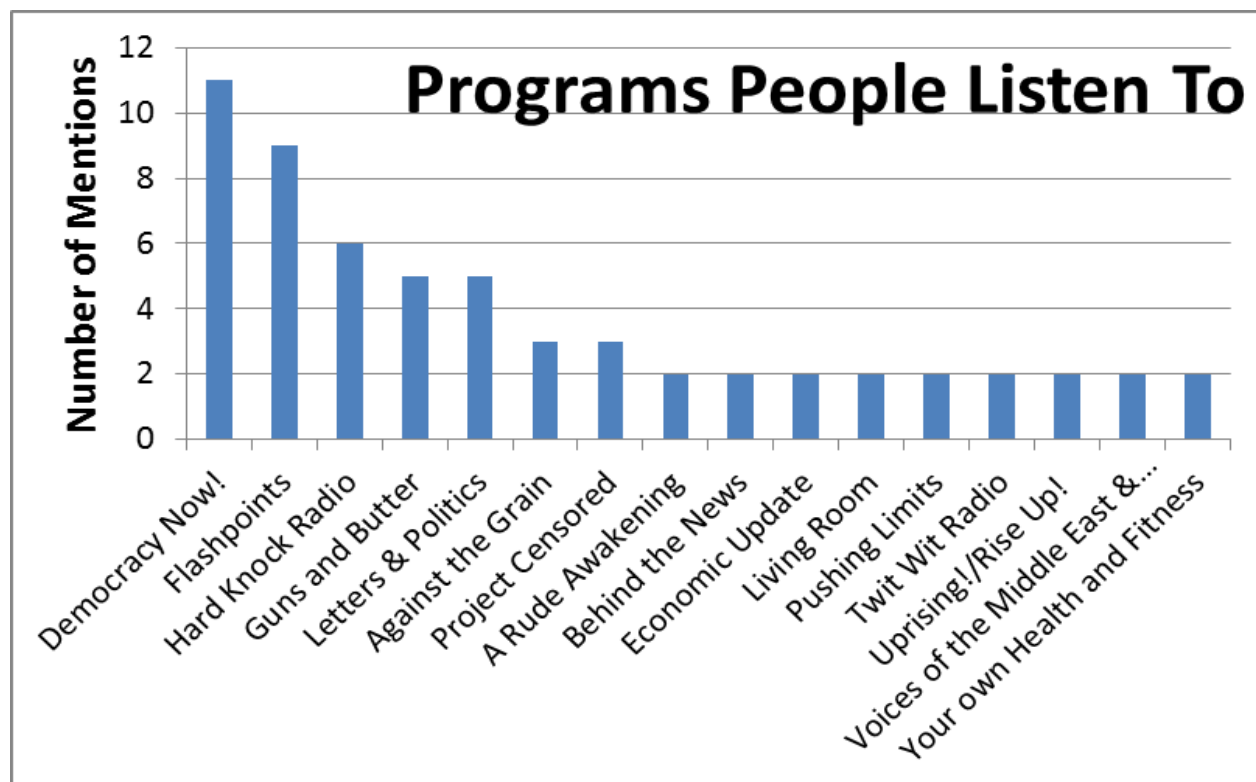


Fig. 2: Programs people listen to the most (only those with more than 1 mention shown).

The top two most mentioned programs are Democracy Now! (11) and Flashpoints (9), followed by Hard Knock Radio (6) and Guns and Butter, Letters & Politics, and Against the Grain (each with 5 mentions) – see Fig. 2 above.

What People Like About Listening to KPFA: The wide variety of responses received indicate that **listeners like KPFA for many different reasons**. Frequent mention of terms such as “**alternative**,” “**non-corporate**” and “**real**” also indicate **strong** listener and community **support for alternative, non-corporate sources** for news, current events, and other station programming.

Finding and Searching Archives: Multiple respondents wanted key-word search ability on the website (including especially the archives).

C. NEWS AND PUBLIC AFFAIRS

1. News and Public Affairs is a Top Priority

The majority of the feedback received, from the feedback forms, in public meetings, and in other direct communications such as emails to the CAB, concerned news and public affairs programming. Moreover, listeners often discussed news and public affairs in the

context of social justice issues. Some expressed enthusiasm for investigative reporting, as well as historical and comparative analysis.

Topics of interest that stood out in the responses included:

- **Black Lives Matter** and **police violence against people of color**
- **Environmental protection** and **climate change**
- **Animal rights**, the human connection to **nature**, and **healing**
- In-depth programming on **self-sufficiency and alternative, land-based living**, including housing and Bay Area “economic development” projects
- **Social justice** issues more generally
- **Education** and the **privatization** of schools

Many respondents indicated a desire for a balance of local, regional, national and international news, as well as for more comprehensive investigative reporting. There also were many comments about the need for the local news to air at predictable times, instead of it being mixed in with other news, and about the fact that call-in shows often are restricted to national or international topics rather than local/regional issues or to a variety of issues.

2. More Independent, Identifiable Sources

Many comments focused on the desire for more independent, progressive, non-corporate sources for news, such as contained in Free Speech Radio News, rather than the current perceived reliance on mainstream media sources. More specifically, listeners expressed concerns about station programmers' frequent reliance upon and reading of “wire” news-feeds and broadcasting segments produced by others (such as, for example, Feature Story News) without attribution. They also want more analytic commentary on the sources and perspectives presented. Listeners variously characterized these standard media resources as “mainstream,” “Democratic Party,” or “corporate.”

3. More Community Activist Voices on the Air

There were a number of requests for more voices of community activists on KPFA. Some referred to KPFA's treasured “Green Van” that was on the scene at many historical events covering local issues. One way to meet these requests might be to recruit more interns for the news, training more reporters available to attend protests and other demonstrations. KPFA programmers could also develop relationships with activist organizations, so that news producers could include reports from community members.

D. TECHNOLOGY: MEDIA INCLUDING SOCIAL MEDIA

Our listeners want KPFA to use technology to reach younger listeners and produce good news coverage. Recent research backs them up: for news, older people watch TV

including cable, and younger people rely on social media first¹. KPFA can compete for both through video and its own social media channels.

1. Using Technology to Reach Young Listeners and Deepen Community Sourcing of KPFA Programming

Listeners want KPFA to continue exploring and expanding the use of technology to reach more listeners, include community members and movements as content producers, and to broaden and deepen news, public affairs, and cultural programming.

With its website, Internet stream, archives, podcasts, periodic live remotes, and occasional video livestreaming of outside events, KPFA has begun to bridge the divide between pure, traditional “radio” and the vast, converging technological and social media landscape of the Internet. This constantly-evolving convergence continues to alter and meld the meaning of “radio,” “news,” “culture” “media,” and “community.”

Respondents say they want a well-functioning station that is up-to-date on media technology and practices, including social media. Listeners see technology as a critical part of the station’s strategy. They want technologies that are attractive to younger listeners, and have contributed to proposals for program sharing between Pacifica stations and affiliates, which might bring new programs like Pacifica Sprouts or Thom Hartman to KPFA and other stations.

2. Live Streaming Coverage: Keeping up with Social Media

KPFA should leverage grassroots social media to remain relevant and competitive with a real-time activist media landscape.

Over the past year, the Movement for Black Lives and others have delivered crowd-sourced video, including intimate and eyewitness accounts, directly to the public through social media, in real- and near-real time. Non-reporters are regularly breaking critical news to millions this way, and audiences are responding by tuning in to them.

Radio is a live medium, and now, through their website and social media presence, radio stations can and are becoming “media stations.” KPFA is excellent at producing content on-air. But as audiences move to social media for their news, continuous evolution as a “media station” may be required to remain relevant to an activist audience in the competing world of peer-to-peer, real time social media.

Fortunately, livestreaming technology is now available free to members of the public with a mobile device and data service. With just an app, “amateurs” are becoming skilled media producers, and are often already “on the scene” at many newsworthy events, meetings, and political actions, along with the activists and organizations whose voices our listeners want better covered and represented in station programming. For news junkies, high production values may not count as much as timely, visible

¹ <http://www.journalism.org/2016/02/04/the-2016-presidential-campaign-a-news-event-thats-hard-to-miss/>

presence. KPFA may not have the staff to be everywhere live, but now a phalanx of potential reporters already are.

Pacifica's mission includes education. People look to KPFA to step into and leverage this new stream of media and producers. Many listeners have requested that the station post live video streams of important local actions and events on kpfa.org, and on a KPFA channel on YouTube. Listeners also are interested in expanding the station's production of podcasts. Whether audio or video, some producers are already equipped and empowered; others may want KPFA to help organize, coordinate and train community volunteers about how to share live/social media resources with and through the station.

3. Other Media Sources

Most respondents listed other websites and media resources that they listen to regularly, particularly those focusing on news and public affairs. Among those frequently mentioned were NPR stations and various social media channels. Many listeners also expressed the desire for KPFA to make greater use of new technologies such as YouTube, and for the station to rely more upon independent, non-corporate sources of information. Few people reported listening to commercial radio stations. In response to a question about listeners' musical interests, jazz received the most frequent mention.

E. CENSORSHIP

Some respondents expressed concerns about the censorship of "Guns and Butter" producer Bonnie Faulkner for her proposed program about the California vaccination mandate and expressed their interest in hearing more information on the topic.

F. MORE POSITIVE FOCUS

People also want more stories on positive projects, wins, uplifting news that empowers amid the daily barrage of bad-news stories, defeats and challenges. This request echoes sentiments found in the 2002 CNA.

G. MUSIC AND CULTURE

1. Music Programming

People like the diversity of hosts and World Music. Many were sad about its shift to the weekend along with reduced total music hours. Others advocated for less music on the weekends, with more news and public affairs instead.

2. Live Performances, Other Genres, and Ticket Giveaways

There were proposals for hosting local groups and performers, broadcasting plays, book readings and comedy, and giving out more free concert tickets on the air to attract youth to the station.

H. CONNECTING WITH THE COMMUNITY

1. Community Participation in Programming

People want more community input, more community voices on air, and an elected Program Council. They would like the station to have local organizations in our area talk about their work on the air and invite their members to volunteer at KPFA.

2. Outreach and Volunteer Recruitment

People would like more outreach throughout the signal range to increase membership. They suggested tabling at grassroots community events, and many organizations were suggested by name; There were also suggestions for ways to recruit and coordinate volunteers to do this community outreach, and to work in the phone room.

3. Promotion

People expressed the need to publicize the station through social media and program guides.

4. Events and Fundraising

People love KPFA-sponsored speaker events.

5. Community Service

Listeners want KPFA hosts to promote upcoming community events on air, particularly mass political mobilizations, and to broaden the events calendar on and off-air.

6. Membership and Contributions

Many respondents have been members, some for many years, often making generous contributions. There are many former members in the community who are still interested in KPFA. Some are not members because of unemployment or limited income.

I. CONFLICTS AT THE STATION

1. Factional Disputes, Perceptions, and Impacts

Respondents reported perceptions of conflicts at KPFA, which tend to make it difficult to have meetings and plan for the future. Some of the issues reported involve polarization between competing “factions” who have differing ideas about programming, direction of the station, decision-making, etc. The following statements and questions, culled from

these responses, are indicative of the range of these concerns, as well as of how respondents viewed the issues at stake:

- “Is KPFA community involvement-oriented or more public-educational-professional?”
- “Can KPFA remain on the air?”
- “Concern about the station's finances“
- “...about the future Pacifica and the network finances”

2. Conflicting Wishes Regarding Programming, Governance, and Finance

Many respondents expressed loyalty to different programs and staff, often in relation to paid or unpaid staff: Some like programming as it is; others want it to grow with new technology and outreach to youth.

One respondent suggested that upcoming contract negotiations with staff include changes in the process involving cuts and layoffs, such as the consideration of factors such as listener input and the need for diversity in programming and staffing, in addition to that of seniority.

Some respondents also expressed the desire for **a more democratic process for station wide communication and governance**, including the initiation of **joint staff-community meetings, to provide more opportunities for listener and community input**, while others expressed the desire for such communication to be more “top-down.”

J. OVERCOMING CONFLICT AND MOVING FORWARD TOGETHER

Respondents indicated a need for more communication and mediation to support unity at KPFA, and to create safe spaces for both paid and unpaid staff, listeners, members, and management to share ideas, find common ground, and create agreements. The CAB has played a key role in facilitating meetings which included broad representation of listeners and staff from several groups with different orientations and seeks to continue to expand this effort.

V. TASK FORCE REPORTS

A. Origin of the Task Forces

The CAB held two public meetings seeking community this year: one on March 26th, and one on July 16th. Both were attended by dozens of people, and held in an “open-space” breakout format where individuals nominated topic for discussion, then migrated to those they wanted to attend, or hosted their own.

Interest in several of the groups was sufficient, and breakout discussion time too short, that they decided to self-organize and form ongoing groups. CAB members agreed to shepherd and facilitate these groups, dubbing them “Task Forces.” Task forces formed on four topics: News and Public Affairs, Education, KPFA and Pacifica Finance, and Democratic Party Bias (the latter a subset of News and Public Affairs, but wanting its own group).

All four Task Forces produced reports, which are summarized below. The complete reports of the Task Forces, including their recommendations, are included in the appendices. In addition, some individual members of task forces performed research and/or wrote separate proposals, which are included in the appendices, as well.

B. News and Public Affairs Task Force

The majority of the feedback the CAB received about KPFA had to do with news and public affairs programming. Many people clearly listen to KPFA for news and public affairs, and feel passionately about how it is and should be done.

Central concerns were about reliance on costly and “mainstream” sources such as Associated Press and Feature Story News. Expression of these concerns was accompanied by letters citing specific examples of the problem, as well as various proposals for using improving the situation with truly independent and alternative sources, and research on experience in crowd-sourcing and “citizen journalism.”

C. Democratic Party Bias Task Force

Several listeners created a task force on pro-Democratic Party bias at KPFA, at our March meeting. Their focus was on selection of guests, framing of issues, screening of callers, and air time spent on covering the two major parties. They made recommendations for what should change. One participant, Douglas Buckwald, contributed two proposals on the subject which are included in Appendix 2.

D. Finance Task Force

The Finance Task Force, including a lawyer and a professional accountant, were alarmed by the Pacifica CFO's report on network and station finances communicated to the Pacifica National Board this summer, particularly how far in arrears the audit preparations had become. Incomplete and late audits have contributed to the network losing millions of dollars in CPB funding, loss of possible donations as well as jeopardizing acquisition of insurance for officers and board members. Members of the Finance Task Force continue to stay in communication and meet as needed to offer support for stabilizing the financial situation at Pacifica which may in turn help to sustain KPFA.

E. Education Task Force

The Education Task Force examined current coverage of education by KPFA. Its main recommendations were for more coverage, including local issues, and more critical coverage, in the context of the history of education. It also recommended examining education's relationship to the economy by covering the work experiences of teachers. The group also wants coverage about job prospects of students, as well as the appropriate weight of education as job training versus teaching which enables students to develop critical thinking. Topics of special importance mentioned were privatization, school finance and charter schools; standardized testing; and "at-risk" students. The Task Force recommended continued coverage with current education programming like Kitty Kelly-Epstein's "Education Today" and Steve Zeltzer's "Work Week Radio," as well as promoting other education oriented specials and coverage.

VI. ABOUT THIS REPORT

A. Policy Requirements

The Communications Act of 1934 requires that the Community Advisory Boards ("CABs") of Public Broadcasting grantee stations provide annual reports to the stations, and support community involvement:

"Each station is encouraged to fashion its own maximum involvement of the community beyond the minimum requirements. It is the Corporation for Public Broadcasting (CPB)'s position that only through enthusiastic and vigorous efforts can the intent of the Congress, as reflected in the law, be fully realized.... The CAB will prepare a report, based on the CNA [Community Needs Assessment, advising the governing body of the station on whether the programming and other policies of the station are meeting the specialized educational and cultural needs of the communities served by the station and whether the station is meeting its programming goals. This report and the CNA shall be presented to the LSB no later than October of each year."

B. Signal Range and Listening Audience

One special characteristic of the San Francisco Bay Area and KPFA's extensive signal range is the large number of diverse cultural, nonprofit and other community organizations working in alignment with KPFA's mission. The CAB works to identify and document the media needs of people, communities and organizations actively working on projects which are in alignment with KPFA's mission. We hope to continue to expand our connection with the large Spanish speaking population within the signal range, as well as other minority ethnic and religious groups with a wide diversity of languages and cultures who are present or are potential KPFA members.

C. Participation in CAB Meetings

The CAB invites the public to all its meetings and events through on-air announcements, postings on the station and Pacifica network websites, and through direct invitations to individuals and organizations, particularly in the San Francisco Bay Area. Because of the loyalty of long-time listeners as well as the truly worldwide online listenership, participants often travel from broader geographical areas to attend CAB events.

Please direct any questions or concerns about this document to the CAB at cab.kpfa@gmail.com.

APPENDIX 1 TASK FORCE REPORT: NEWS AND PUBLIC AFFAIRS

a. News and Public Affairs Task Force Report

Summary

News and Public Affairs is of prime interest to many KPFA listeners, as seen through their engaged and informed participation on the topic at 2016 CAB events and follow-up work represented in this document. This task force identified concerns, community desires, suggestions and proposals for news and public affairs programming, including explorations of new technologies and ways to integrate independent media sources.

Founding

This News and Public Affairs Task Force was established at a breakout group at the March 26, 2016 CAB public input meeting which included 7 community members, one KPFA programmer, two LSB members and two members of the CAB, who facilitated the group. Seven members participated in follow-up conference calls.

Initial input gathered at this community meeting was captured in two ways:

1. Through Community Feedback Forms (collated in Appendix 1); and
2. Through notes taken by CAB members during the public meeting.

Subsequent input gathered from follow-up calls, other meetings, and other research follows later in this section in the form of proposals and summaries.

News and Public Affairs Breakout Group Notes

The numbered items below are brief summaries of input from a round-robin query of participants at the March 26, 2016 CAB meeting:

1. **Take Feature Story News off the air** and replace it with something better.
2. **Set up a multimedia channel on the KPFA homepage.** Content does not have to be created by paid staff; it could be created by community members, not paid staff.
3. The **quality of KPFA news** is in general **deteriorating**; three of the five Pacifica stations do not have **news departments** at all.
4. **One community videographer offered video footage.**
5. **A request for more call-ins about local listener interests.**
6. **Too much A/P press reading off the wire.** No serious attempt to collect community news. Corporate viewpoints are represented by reading wire services.

7. **A vision that Pacifica could have the best news in the country, with program sharing among affiliates, building a local network of news interns, videographers and creating ways for the community to submit audio or video segments.**
8. **A/P is not neutral; its establishment viewpoints become dominant.** Members of The Haiti Action Committee reported that KPFA has reported anti-Aristide nonprofit and State Department mainstream perspective news in the past.
9. Although there are many Spanish speaking people in California there is **no Spanish news on KPFA**. Participants want more Spanish language news -- not A/P, but from local sources. Pacifica stations are mandated to produce 5 hours of Spanish language programming and that has not been done.
10. **Valuable radio news** needs to cover news from Santa Rosa to Santa Cruz but the coverage of news is mostly of Oakland, Berkeley and San Francisco. **We need people around the Bay who can do stories.**
11. **The news department** is not engaged with the community and features mainstream guests with **liberal democratic talking points**. It does not cover the current Bay Area struggles around local development and land use outside of the Oakland-Berkeley-San Francisco corridor. They need to cover the Bernie Sanders and Green Party movements more.
12. Programs could/should be **transcribed from voice to text**: the Real News does this.
13. Some unpaid staff programmers who regularly produce pieces for the news **can't get press cards**.
14. Entrenchment of news staff **from the 1990s**.
15. There has been **only one staff meeting in 18 months**.
16. The Pacifica National Board and KPFA LSB passed motions for **live streaming** but KPFA is not following up on it.
17. There is too much implicit **bias supporting the Democratic Party** on KPFA public affairs programs, evident in the selection of guests affiliated with Democratic party funded or allied organizations and think tanks,
18. Need to **simplify the process for submitting podcasts** to the station.

b. Additional actions taken by Task Force Members

- **Attended** the National Federation of Community Broadcasters (**NFCB**) conference in Denver to learn more about community radio and current best practices.
- **Interviewed** a program manager at another community radio station in the North Bay (who is a KPFA First Voice Apprenticeship alumna) about news production at community radio stations.
- **Contacted** Prior KPFA News and Public Affairs Working Groups

Task force members gathered information from participants in prior working groups about KPFA news and public affairs. They had held meetings inside the station, and had some success in helping change some station news perspectives and language.

- **Located and contacted/interviewed** people and institutions using new technologies to produce and share news, such as
 - **LevelNews.org** (a news aggregator which is open-source and could be adopted and run by KPFA and/or Pacifica, with the network running its own instance on a server and curating its own selection of alternative media feeds to aggregate; Task Force members had direct meetings with LevelNews' main programmer with opportunities for follow up.
 - **AudienceEngine.net**, a new platform allowing programmers to build audiences and engage them to grow listenership and crowdsourced funding; this platform deserves more investigation and exploration.
- **Researched and identified** alternative news sites. Meta-sources identified include:
 - **Publicnewsservice.org**, whose chapters across the country produce independent, progressive news, including news in Spanish. There is a daily 6-minute .mp3 newscast, usually containing about 3 stories, available for free download. It is 20 years old as a service. KPFA already uses it sometimes.
 - **Lists and charts of sources mentioned below and in the appendices.**

Note: Some of these sites are also exemplars on how to use social media; they have integrated audio, text, and social media feeds on their very fresh/refreshed websites. Public News Service is a good example KPFA could emulate online.

- Researched best practices (including legal guidelines and lessons learned) for both **crowdsourcing news**, and engaging in other forms of “**citizen journalism**.” See p. 23 for more detail.

Going Forward Together on News and Public Affairs

Task force members from the CAB, remain open and ready to meet with station staff to share further conversations concerning alternative news sources, methods, technologies, and opportunities for increasing public engagement with the station. Such engagement could be both substantive, through involvement in news and public affairs production and distribution, and financially through new platforms for building audiences, listenership and support in this time of fiscal crisis.

c. Proposal On Alternative News Sources

(from Karen Nyhus, CAB member)

The following news sources are examples of possible replacements for Feature Story News, which often supplies several stories on evening newscasts on KPFA, and A/P. Feature Story News is targeted for removal because of its frequently unattributed origin (reporters are “white-labeled” with their outlet not named), use of unnamed or secondary sources (such as “according to Reuters”), provision of pre-scripted, framing lead-ins which contribute to the bias and may not be edited before they are read by KPFA news staff, and because FSN’s editorial bias is mainstream at best. A/P is targeted for their known salting by intelligence agencies², mainstream government or corporate bias, and cost.

Alternative sources presented below have been chosen based on their:

- alignment with KPFA’s mission
- production of news in either audio or radio-readable format³
- some level of editorial “vetting” or source reliability; long-established counts
- ability to cover national and international news (FSN generally doesn’t cover state or local)
- affordability

Some Proposed Sources (note: Here I omit well-known sources like Common Dreams and Truth Out, assuming KPFA News staff already use them. Likewise, while KPFA already uses ethnic, labor and queer press, these are samples of ethnic press, new aggregators, and new media, including both long-established and new media outlets):

² http://www.carlberstein.com/magazine_cia_and_media.php

³ Ideal would be a lead-in plus audio clip like FSN.

Potential News Sources for KPFA Already Producing Affordable News Stories

Source	Content	Format	Vetting	Frequency	Cost
Indian Country Today	Headline news; international (US/Canada)	Text	Internal	Daily	Free
National Native News (already used by KPFA, but infrequently)	Headline news (3 stories/day)	Text and .MP3 (daily 5 min news; weekly 3 min op-ed; daily 59 min news)	Internal	Daily and other	Free (podcast available on iTunes)
Level News (.org)	RSS feed aggregator of "alternative news" Mixture of explicitly activist (e.g., Code Pink) and journalistic	RSS (short summary with link to whole story)	Distributed (done by channels themselves); priorities here. KPFA would pick & choose stories from channels.	Varies but/so overall is constantly updated	Free at this point. Note: KPFA could run/create its own instance of Level News.
Public News Service (.org) Already in use by KPFA at times (including California News Service, the CA branch)	chapters across the country produce independent, progressive news. Content organized by region.	Daily 6-min. .mp3 news-cast, usually ~3 stories, free download. Text stories in English and Spanish.	20 years old as a service.	Some (.mp3) daily; some (text) less frequent.	Some content free; others subscription. Crowd-funding campaign currently underway for 20 th anniversary.

Source	Content	Format	Vetting	Frequency	Cost
Toward Freedom (.com)	News stories from liberation perspective. Not a sectarian group. National and international	Text stories, and analysis. Some taken from other sites (e.g., Jacobin)	64 year old service	Irregular.	Free
Nation of Change (.org)	Activist news	online magazine, daily newsletter, & community platform	Unclear. Started in 2012	Looks daily.	Free
This Way Out!	LGBT News; international	Podcast news magazine	Long-established (decades)	Weekly	Free
Telesur	International, esp LATAM	English and Spanish	Multi-state-sponsored; prominent left intellectuals involved	Satellite TV; online video	Free

**d. Additional
Independent News
Sources from
Project Censored**

Provided to CAB
member Carol
Wolfley for possible
use by KPFA as
alternatives to
mainstream
sources

**Independent News
Sites from Project
Censored**

Africa Focus
Aljazeera
AllAfrica
The Americas Blog
Brad Blog
Bulletin of Atomic
Scientists
Bureau of
Investigative
Journalism
Buzz Flash
Common Dreams
NewsWire
The Electronic
Intifada
Enviro Newsnet
EurekAlert!
Free Press
FAIR
The Guardian
Global Research
GlobalVoices
Good News Agency
Havana Times
Mountain West News
IndyMedia.org
Institute for Public
Accuracy
The Intercept
Inter Press Service

IPS News
Mann News
MediaChannel.org
Media Roots
News Trust
Op Ed News
rabble.ca
Raw Story
The Real News
RT
San Francisco Bay
View
TalkLeft.com
Telesur
UWire.com
Venezuelan Analysis
News
Who What Why
Women's E-News
World Socialist
Website
Yes! Magazine
Truthout
OP-Ed News

**Independent
Periodicals and
Webzines from
Project Censored**

Adbusters
Advocate
Albion Monitor
Alternet
American Prospect
Atlantic Monthly
BeyondChron
Black Agenda Report
Business Ethics
Buzzflash
Catholic Worker
City Limits
Clamor
Color Lines
Commonweal
Consortium
CorpWatch

CounterPunch
Dissent
Dollars & Sense
E Magazine
Earth Island Journal
Eat The State!
Electronic Intifada
Extra!
Governing
Grassroots Econ
Organizing
Grist Magazine
Harpers
Heroine Magazine
High Country News
In Motion
In the Fray
In These Times
Ironic Times
Justice Denied
LaborNotes
Left Business
Observer
MediaChannel.org
Media-Alliance
Metaphoria
Middle East Report
Monthly Review
Mother Jones
Ms. Magazine
Multinational
Monitor
Nation Magazine
National Catholic
Reporter
National Parks
New Internationalist
New Republic
New Rules Journal
New American Media
New Yorker
New York Press
NY Review of Books
Non-Violent Activist
NOW Times
Ode

OnEarth
Off Our Backs
Orion Magazine
Peacework
Planet/Sierra Club
Political Sci
Quarterly
Progressive
Magazine
Progressive Populist
Progressive Response
Progressive Review
PR Watch
Public Eye Magazine
Rabble.ca
Ragged Edge
Red Pepper
Rethinking Marxism
Rethinking Schools
Salon
Satya
Shelterforce
SmokingGun.com
Social Policy
Sojourners
Stay Free!Sun
Magazine
Synthesis/Regenerati
on
Terrain
Texas Observer
This Magazine
Tikkun
TomPaine.com
Toward Freedom
Truthout
Utne Reader
War Times
Washington Monthly
Washington Spectator
Whole Earth
Magazine
Wired Politics
Work In Progress
World Policy Journal

e. Proposals concerning KPFA News Department structure provided to CAB member Carol Wolfley from Aileen Alfandary, September 16, 2016

News Resources

Past Resources:

We have lost FSRN as a five day a week source of national and international news. It used to provide short news headlines on breaking stories and an additional five or so reporter pieces or Q&A a day on news of the day. FSRN now posts one story most days – sometimes, but not always breaking news.

We have lost Al Jazeera as a five day a week source of national and international news reporters.

Staffing Losses since the great recession:

A full-time local beat reporter (Wendell Harper)

A three-day week reporter who used to cover labor and the South Bay (Max Pringle)

A three-day a week environmental justice reporter (Brian Edwards-Tickert)

A two-day a week news co-anchor (Andrea Lewis)

Proposal for Augmenting Coverage:

Return to FSRN as a source of daily news reporting

Explore reinstating agreement with Al Jazeera

A local beat reporter – start at three days/week and then increase to five days

South Bay News Stringer Fund: San Jose is the largest city in the Bay Area, and the source of increasing activist on labor, Latino and Moslem organizing, but difficult for us to cover with the existing unpaid staff. We on occasion have reporters who live in the South Bay but not consistently. We would welcome an effort by the LSB to raise money for a stringer fund for South Bay coverage similar to the stringer fund providing coverage of stories from the Central Valley. If there's interest on the part of the LSB, we would generate a proposal and budget.

f. Research On Crowdsourced News and “Citizen Journalism”

(from Karen Nyhus, CAB member)

To support the exploration of volunteer, community-based journalism, I web-searched “crowdsourcing news” and “citizen journalism,” and found the following examples, concerns, and explorations:

- **Liability** (e.g., for slander) of running “independently produced” news: law review article (see ref. re: CNN’s iReport below). Some companies simply disclaim responsibility for their uploaded sources while publishing them on their website.
- Experience shepherding a legion of **volunteer “researchers”** to work on various news projects, such as going through document dumps, and monitoring campaigns without embedding in them:
 - Huffington Post’s “Off the Bus” project¹² (about 2012 election; died 2013)
 - Huffington Post’s “Eyes and Ears” project¹³ (died 2009; still online)
 - ProPublica’s Amanda Michel: Editor of Distributed Reporting¹⁴
- Mainstream news vets independently-produced video news:
 - CNN’s “iReport” project¹⁵ (see law review article¹⁶): “Citizen Journalism”

In addition, I would call readers’ attention to other known problems with news in the digital age:

- Computer-generated news. Currently mostly sports and business/financial news is written by computers.¹⁷
- VNRs (video news releases; PR pieces disguised as news)¹⁸. This phenomenon is of particular concern because Feature Story News, used nightly by the KPFA evening news, produces VNRs, which Democracy Now! described as corporate propaganda. KPFA should ensure that it is not inadvertently running VNRs (even as audio), as the FCC has indicated doing so without attribution may be illegal¹⁹.

¹² <http://www.huffingtonpost.com/news/offthebus/>

¹³ <http://www.huffingtonpost.com/eyes-and-ears-assignment-desk/>

¹⁴ <https://www.propublica.org/getinvolved/item/join-propublicas-reporting-network>

¹⁵ <http://www.cnn.com/specials/opinions/cnnireport>

¹⁶ Fitt, Virginia A. (2011) “Crowdsourcing the News: News Organization Liability for iReporters,” *William Mitchell Law Review*. Vol. 37: Iss. 4, Article 1. Available at: <http://open.wmitchell.edu/wmlr/vol37/iss4/1>

¹⁷ <https://www.theguardian.com/technology/2015/jun/28/computer-writing-journalism-artificial-intelligence>

¹⁸ <http://m.democracynow.org/stories/7174>

¹⁹ http://www.democracynow.org/2006/4/6/fcc_commissioner_says_broadcasting_vnrs_without

g. Proposed PNB Resolution for the Expansion and Coordination of Pacifica's News and Public Affairs Program Network (by Carol Wolfley, CAB Member)

This proposal was initially developed within the News and Public Affairs Task Force. It has been sent to members of the Pacifica National Board, and was discussed at a PNB special finance meeting. It was presented at the CAB meeting about Pacifica on July 16, 2016, and at the July 2016 Pacifica Programming Committee meeting.

Whereas: Pacifica presently has a system for program sharing among stations and affiliates through Pacifica AudioPort.org and Pacifica Announce;

And whereas: at this time, there is limited planning, communication and coordination nationally of Pacifica programming;

And whereas: The Pacifica Network and some Pacifica stations are in a state of financial crisis with decreases in listenership, membership and equipment

And whereas: additional program sharing could increase listenership and reduce production and salary costs and give stations the necessary time to reorganize, do outreach and build membership while continuing to operate;

And whereas: there have been significant technological changes in the field of broadcasting involving use of social media and the emergence of new independent media sources for news and public affairs;

Therefore Be it Resolved That:

The Pacifica National Board will work with the Pacifica Programming Committee, station management and Pacifica Affiliate coordinator to develop and implement plans for coordinating and expanding the Pacifica programming network at this urgent time. They may solicit input from and assign tasks to others who have the skills and interest in actively contributing to this initiative.

Four areas of focus may include:

- Review of Pacifica news and public affair programming and program-sharing practices, including assessing the national election coverage;
- Expanded use of Pacifica AudioPort.org through coordination of Pacifica- wide program development and sharing options; support new program plans for financially vulnerable stations wanting to fill in or strengthen programming;
- Identify and make available new, cost-effective independent news sources for national and international news and eliminate the purchase of corporate controlled sources (i.e. A/P, and FSN);
- Provide Pacifica news and public affairs programmers with social media platforms to access multi-media segments to use on the air or on station websites.

h. Letters from KPFA Listeners about News and Public Affairs

i. Letter from former LSB member Henry Norr about A/P covering Wells Fargo Bank

Subject: Fwd: To CAB -- what's wrong with reading from the AP wire: Pacifica Evening News on Wells Fargo

Date: September 14, 2016 at 12:09:53 PM PDT

From: Henry Norr

I assumed as soon as I heard it that Mark Mericle's report about Wells Fargo on last night's news came off the AP wire, but I verified that by typing part of it into Google News. Here is a copy of a message I just sent to news@kpfa.org:

The conversation between Doug Henwood and Sonali Kolhatkar about Wells Fargo replayed on last night's Pacifica Evening News was very good. But it was preceded by Mark Mericle reading straight off the AP wire (at around 24:40 into the archive at <https://kpfa.org/episode/the-pacifica-evening-news-weekdays-september-13-2016/>) that "Wells Fargo has long been known for its aggressive sales goals, but in an industry plagued with questionable action during the mortgage bubble and financial crisis, it was also regarded as a well-run, tightly managed firm that did not get into the poisonous behavior of its Wall Street counterparts."

Here's a list of some of the fines and other regulatory penalties this "well-run, tightly managed" bank has faced just since 2008:

In November 2009 it had to agree²⁰ to buy back \$1.4 billion in auction-rate securities to settle allegations by the California attorney general of misleading investors. In May 2011 it was fined²¹ \$1 million by FINRA for failing to send disclosure documents to customers. That same month, it agreed²² to pay up to \$16 million to settle charges of violating the Americans with Disabilities Act.

In July 2011 Wells Fargo agreed²³ to pay \$125 million to settle a lawsuit in which a group of pension funds accused it of misrepresenting the quality of pools of mortgage-related securities. That same month, the Federal Reserve announced²⁴ an \$85 million civil penalty against Wells Fargo for steering customers with good qualifications into costly subprime mortgage loans during the housing boom.

In November 2011 Wells Fargo agreed²⁵ to pay at least \$37 million to settle a lawsuit accusing it of municipal bond bid rigging. The following month, FINRA fined it \$2 million for

20 <http://oag.ca.gov/news/press-releases/brown-recovers-14-billion-wells-fargo-investors-landmark-settlement>

21 <http://www.finra.org/Newsroom/NewsReleases/2011/P123578>

22 <http://www.justice.gov/opa/pr/2011/May/11-crt-703.html>

23 <http://www.nytimes.com/2011/07/08/business/wells-fargo-to-settle-loans-suit.html>

24 <http://www.federalreserve.gov/newsevents/press/enforcement/20110720a.htm>

25 <http://www.nytimes.com/2011/11/09/business/wells-fargo-agrees-to-pay-37-million-in-bidding-case.html>

improper sales of reverse convertible securities and later another \$2.1 million²⁶ for failing to properly supervise the sale of exchange-traded funds. Wells Fargo was one of five large mortgage servicers that in February 2012 consented²⁷ to a \$25 billion settlement with the federal government and state attorneys general to resolve allegations of loan servicing and foreclosure abuses. The New York Attorney General later sued Wells Fargo for breaching the terms of that settlement.

In July 2012 the U.S. Justice Department announced that Wells Fargo would pay \$175 million to settle charges that it engaged in a pattern of discrimination against African-American and Hispanic borrowers in its mortgage lending during the period from 2004 to 2009. In August 2012 Wells Fargo agreed²⁸ to pay \$6.5 million to settle SEC charges that it failed to fully research the risks associated with mortgage-backed securities before selling them to customers such as municipalities and non-profit organizations.

In October 2012 the U.S. Attorney for the Southern District of New York filed suit²⁹ against Wells Fargo, charging the bank with engaging in a “longstanding practice of reckless underwriting and fraudulent loan certification” for thousands of loans insured by the Federal Housing Administration that ultimately defaulted. (In February 2016 Wells Fargo said³⁰ it would settle the case for \$1.2 billion.) And in January 2013 Wells Fargo was one of ten major lenders that agreed³¹ to pay a total of \$8.5 billion to resolve claims of foreclosure abuses.

In June 2013 Wells Fargo settled³² a lawsuit alleging that it neglected the maintenance and marketing of foreclosed homes in black and Latino areas by agreeing to spend at least \$42 million to promote home ownership and neighborhood stabilization.

In October 2013 Freddie Mac announced³³ that Wells Fargo would pay \$869 million to repurchase home loans the bank had sold to the mortgage agency that did not conform to the latter's guidelines.

In December 2014 FINRA fined³⁴ Wells Fargo Securities \$4 million as part of a case against ten investment banks for allowing their stock analysts to solicit business and offer favorable research coverage in connection with a planned initial public offering of Toys R Us in 2010.

In March 2016 the SEC charged³⁵ Wells Fargo with defrauding investors in a municipal bond offering to finance 38 Studios, a Rhode Island startup video game company founded by

26 <http://www.finra.org/Newsroom/NewsReleases/2012/P126123>

27 <http://www.justice.gov/opa/pr/2012/February/12-ag-186.html>

28 <https://www.sec.gov/news/press/2012/2012-155.htm>

29 <http://www.justice.gov/usao/nys/pressreleases/October12/WellsFargoLawsuitPR.html>

30 [citation uncertain; same as 31?]

31 <http://www.occ.gov/news-issuances/news-releases/2013/nr-ia-2013-3.html>

32 http://articles.washingtonpost.com/2013-06-06/business/39774827_1_foreclosed-homes-wells-fargo-housing-crisis

33 <http://freddiemac.mwnewsroom.com/press-releases/freddie-mac-announces-settlements-totaling-more-th-otcqb-fmcc-1055926>

34 <http://www.finra.org/Newsroom/NewsReleases/2014/P602059>

35 <https://www.sec.gov/news/pressrelease/2016-37.html>

former Boston Red Sox pitcher Curt Schilling that eventually went bankrupt, leaving the state on the hook for \$75 million in debt.

In April 2016 the Justice Department announced³⁶ that Wells Fargo would pay \$1.2 billion to resolve allegations that the bank certified to the Department of Housing and Urban Development that certain residential home mortgage loans were eligible for Federal Housing Administration insurance when they were not, resulting in the government having to pay FHA insurance claims when some of those loans defaulted.

That's from "Wells Fargo: Corporate Rap Sheet," which also includes information about earlier violations, at <http://www.corp-research.org/wells-fargo>.

To my mind this is an excellent example of what's wrong with reading uncritically from the AP wire - sometimes it's fine, but all too often it includes bullshit like this. I don't expect you to have known all the details above, I recognize that you don't have time to do your own research and reporting on every issue (though it took me only about 10 seconds to find the above rap sheet, just by entering ""wells fargo" fines crimes" into Google), and I'm not saying you should have included all this history in last night's report.

But it's hardly a secret that Wells, like all the other big banks, has a long record of crimes and abuses. Why can't you guys use some political judgment instead of just mechanically passing on whatever the wire delivers?

Henry Norr

ii. Letter from Patrick O'Rourke unhappy with "NPR sound."

Hello,

I am a long time listener/Supporter of KPFA & Pacifica Radio. I have given single donations of up to \$500, not huge but not insignificant. I have also been planning on leaving a portion of my estate with the station in my will. I am now reconsidering this idea.

Since moving to the Santa Cruz area I have caught programming only while driving. I'm now working out of my home where I have the option of listening full time via live stream [sic]. I am very disturbed with a new trend in the format of the programming. It sounds like I'm listening to NPR much of the time, a conservative sounding anecdotal production. I won't waste my time with it. Also the news content seems to be moving toward this main stream style while not providing the more progressive/intellectual content of the past.

Pacifica has provided me with a radically different and revealing view of the world since I began listening while in high school. I'm now nearing retirement. It opened the doors to intellectual thought and progressive views which I have researched, studied, and applied successfully throughout my life as a result. Pacifica Radio has also been an Island of stability standing firm against the continuous national/world right shift toward money & military over

³⁶ <https://www.justice.gov/opa/pr/wells-fargo-bank-agrees-pay-12-billion-improper-mortgage-lending-practices>

democracy. But now I am disappointed and disturbed with this not so subtle trend in the programming and I'm now considering putting my money toward other causes and information sources. We don't need more NPRs.

If individuals in charge feel the need to emulate main stream or don't have the creative capacity beyond copying the NPR like – conservative sudo-liberal bulk filler anecdotal style, my thought is that they should seek employment elsewhere. I find myself selecting the UCSC radio stream here is Santa Cruz much of the time now. The last KPFA NPR clone program that I just caught a sample of compelled me to write this. There seems to be a dampening of subject and content in much of the programming toward a dumbed down info level as well. The last thing we need now is to follow the rest of the country down the stupid slope!

That is the slop that leads to Trump even being considered viable by a significant portion of the public. Who is driving this? I'd like to know before I cast my vote and before I contribute again.

Lastly, a long running independent radio station here in Santa Cruz switched to the NPR format - they went off the air this year after struggling to regroup from the NPR sound.

Thank you for your time.

Patrick O'Rourke

A very disappointed listener/supporter.

iii. Letter from John Riemann about un-critical interview of economist Joseph Stiglitz

From: John Reimann <1999wildcat@gmail.com>

Subject: Re: letter about Up Front show

Date: September 3, 2016 at 6:56:02 PM PDT

I just listened to the interview with Joseph Stiglitz on Thursday (8/25) morning. The interviewer could just as well have been working for CNN or NBC.

First Stiglitz went on about how the federal government provides such benefits as extended unemployment in times of higher unemployment, and he made the astounding claim that there are no such national programs in the European Union. It was astounding that the interviewer didn't challenge him on this! All the Western European countries have social benefits run by their national governments that are far, far better than anything provided in the US.

Then the discussion went on to NAFTA, which evidently Stiglitz helped negotiate. He talked about how the Canadian government has been successfully sued a number of times by private companies due to government regulations that hurt those companies' profits. He explained that this has been done under a clause in NAFTA. Then he made the ridiculous claim that "nobody understood that clause" when it was put into the treaty.

Really? Did those who wrote that clause not know what they were doing? And there weren't any lawyers involved? And as for the rest of those - Stieglitz included - if they didn't understand it, why didn't they ask about it?

Again, the interviewer just gave him a complete pass. That was an absolutely pitiful interview. If I want to listen to puff pieces with simply softball questions, I can listen to the mainstream media.

John Reimann
Oakland, CA

APPENDIX 2 TASK FORCE REPORT: DEMOCRATIC PARTY BIAS

a. Task Force Report

Summary

As described above, over the past year, KPFA's Community Advisory Board has gathered listener and community feedback and data from a diversity of sources, including Community participation meetings, listener feedback forms, through contact with listeners via a variety of social and electronic media, as well as through person-to-person and other forms of interpersonal contact. In analyzing these data, CAB has found that a number of KPFA listeners have voiced concerns about the content as well as orientation of some of KPFA's programming. These listeners are concerned that some shows exhibit pronounced biases in the selection of topics and guests, the screening of call-in questions, and the framing of the issues. The concerns expressed are particularly salient when it comes to news and public affairs programming, although they seem to be applicable to station programming more generally. More specifically, many listeners have expressed concern that KPFA's news and public affairs programming, in their perception, has exhibited a particular "bias" towards the presentation of news and current events from a perspective that is often oriented towards the Democratic Party and "mainstream" politics at the expense of the perspectives or politics of third parties and more critical, radical, or alternative viewpoints. Some listeners have expressed the feeling that their viewpoints or perspectives on social and political issues have been "censored" or discounted in some way when they have called in to live, "on-air" programs to comment or ask questions. Some have expressed their desire that this perceived differential treatment be addressed by station staff and/or management, and have suggested ways to do so.

At its community meetings as well as through the distribution of KPFA's Community feedback forms, CAB has asked participants what issues they would like KPFA to cover and how, and how they would like the station to address their concerns.

Discussion

In particular, participants in the Democratic Party Task Force group as well as many respondents to the feedback forms have expressed the desire for more coverage of political ideas and candidates outside of the two-party system frame-of-reference (i.e. that of the Democratic and Republican Parties). As already indicated above, they also want less restrictive screening of callers to political or politically-oriented news shows or call-in programs, including the ability of callers who disagree with how the host(s) of a particular show are framing the discussion of issues, or the premises on which that discussion is based, to be able to say so *on the air*, and to offer alternative viewpoints or analyses. And they want more coverage of stories that don't make it into the mainstream news or that of other public radio sources, such as stories that have been broken by Project Censored.

After discussion of these issues at CAB's March, 2016 community meeting, the consensus of the group was that there seemed to be some basic structural problems

with the organization and management of the station which make it difficult for listeners to have meaningful input into the operation of the station and its programming.

Participants and respondents made a number of more specific suggestions about the changes that they believe are needed. These suggestions included:

- **Reduce airtime expended in coverage of the two major parties;** devote more airtime to coverage of alternative and "third-party" candidates, politics, and perspectives at all levels of the political process (local, state, and national); devote more airtime to interviews and candidate forums that include third-party candidates (e.g. Jill Stein of the Green Party);
- **Make more use of on-the-street interviews** to get "grassroots" perspectives on issues, particularly social justice issues and perspectives;
- **Solicit, allow listeners to contribute, and consider alternative lists of proposed guests,** particularly of people unaffiliated (either directly or indirectly) with corporations, such as members of community-based organizations, schools and unions;
- **Reduce reliance on mainstream news sources** (such as the AP "wire"), and supplement or replace them with alternative news sources;
- **Reinstate community-based programming** like the Morning Show;
- **Provide more on-air discussion of issues** such as: the efficacy of the current political establishment, especially given strong evidence of rampant corruption and election fraud (as opposed to "voter fraud") currently being perpetrated by rich and powerful forces during the current (2016) election cycle; the opening of political discourse that has occurred in reaction/response to the perceived "stranglehold" of the two major parties on mainstream political discourse; and the corresponding rise in popularity of Bernie Sanders and other, more politically radical candidates, movements, issues and campaigns; and
- **Create a new program** that would provide airtime for different community groups to speak directly to listeners and the broader community. This would enable them to give voice to alternative perspectives on current social, political, and cultural issues that, as already discussed above, are not adequately (re)presented in current KPFA programming

Many of these listeners also expressed a willingness to assist the station in bringing about these needed changes.

Proposals from a KPFA Listener who Participated in the News and Public Affairs and the Democratic Party Bias Task Forces

b. Proposal 1: Disclosure of KPFA Guest Affiliations and Funding ("The Listeners' Right to Know")

(Submitted by Doug Buckwald)

Recommendation: Adopt a policy of full disclosure of the funding and affiliations of guests who appear on KPFA's news and public affairs shows

The need for this action:

KPFA listeners have a right to know which corporations, institutions, and organizations are directly or indirectly sponsoring or funding guests who are invited to participate on KPFA's radio programs. This is particularly true in light of the fact that KPFA's hosts consistently claim that there is no corporate influence that affects the content of their programs. It is also important to remember that KPFA is obligated to maintain a non-partisan stance in order to maintain its nonprofit status.

While most of KPFA's hosts identify one level of organizational backing for their guests, they consistently fail to identify the corporations and institutions in the background that provide funding for these lower-level organizations. In this way, the very real corporate and partisan influence on KPFA's programming is masked.

For example, many guests from the Center for American Progress (CAP) have been invited to participate on the station's public affairs and news programs. The hosts of these programs either suggest or state outright that CAP is an independent think tank based in Washington DC. This characterization is inaccurate.

The Center for American Progress was founded in 2003 by Democratic Party official John Podesta. It is a highly partisan organization that solely supports Democratic Party policies and politicians. Over the past 8 years, CAP has become so identified with the Obama administration that it is known in Washington DC as the "second White House." John Podesta is currently the chairman of Democrat Hillary Clinton's presidential campaign. This partisanship clearly impacts what CAP's representatives say in the media, including what they say on KPFA.

Another problem is the hidden funding sources for the Center for American Progress. For one thing, CAP has long refused to disclose the names of its corporate donors. However, it has been revealed that a donors list in 2013 prominently included Walmart, CitiGroup, Wells Fargo, defense contractor Northrop Grumman, America's Health Insurance Plans, and Eli Lilly & Co -- among others. Major individual donors include Democratic Party financiers George Soros and Bill Gates. In 2015, The Embassy of the United Arab Emirates gave between \$500,000 and \$1,000,000 to CAP. There were also 28 anonymous donors to CAP in 2015 that accounted for at least \$5 million in contributions.

KPFA's consistent claim that it is an independent news outlet that is not affected by corporate donations is called into question by these revelations. While it is true that corporations do not make direct financial contributions to KPFA, it is evident that there is significant ideological influence by corporations that makes its way onto KPFA's airwaves by way of the Center for American Progress and other similar think tanks that provide numerous guests featured on KPFA's shows. In addition, the strong partisan influence is also apparent.

Specific proposal:

(A) Require KPFA's news and public affairs hosts to become fully informed about the financial and institutional backing of all guests they have on their programs.

(B) Require KPFA's hosts to disclose this information at the beginning and the end of each show where outside guests are participants.

(C) Adopt an effective review process for the implementation of this policy to ensure that any information that is inaccurate is corrected in a timely manner.

I invite any questions or comments you may have about my proposal. Thank you very much for considering this matter. I think it could make a big difference.

c. Proposal 2: "Primetime Public Participation"

(Submitted by Doug Buckwald to KPFA's News & Public Affairs Task Force)

Recommendation: Allow opportunities for public participation through listener call-ins during news and public affairs programs on weekday mornings.

The need for this proposal:

Currently, listener call-ins are restricted to news and public affairs programs that have very low levels of listenership (Sunday morning; Tue/Wed/Thurs 11-12 noon). This ensures that listener feedback will be heard by only a small segment of KPFA's listener base. In addition, the hosts of these programs have been in control for decades and have developed a very noticeable slant to their programming.

As it stands now, all of the morning news and public affairs shows present material from one basic perspective. In fact, these shows often feature the same guests within a short timeframe – and sometimes even within a single day. Because of this, many viewpoints are excluded. This is particularly troublesome in cases where the material presented is controversial.

KPFA's mission statement calls for the station to "promote...pluralistic community expression" and "serve as a forum for various viewpoints." I believe that the current news and public affairs programming on KPFA falls far short of attaining these goals. Providing opportunities for more on-air participation from KPFA's listeners -- many of whom are well-informed and articulate -- will help further these goals.

Specific recommendation:

I propose that any program that includes civic or political material make accommodations for regular listener feedback on the air. This will help guard against any programs that present a narrow or limited perspective on the events they are covering.

Two specific issues need to be addressed that may impact the possibility of incorporating the on-air participation I recommend:

(1) Only two hours of programming out of five hours available between 6:00 am and 11:00 am are produced locally. It is far more difficult to cover local issues and arrange listener participation when most of our primetime morning programming originates in New York City and Los Angeles.

(2) Fully 40% of the airtime available between 6 AM and 11 AM is devoted to airing and then repeating one program, *Democracy Now*. A decision to air this program one time only per day would open up additional air time that could be utilized to provide greater listener participation.

As before, I welcome any questions or comments about this proposal.

Best regards,

Doug Buckwald

Note from the CAB: the CAB recognizes that, since the writing of this proposal, the very hours Mr. Buckwald refers to have indeed changed format to include call-ins. We commend the station for making these changes.

APPENDIX 3 TASK FORCE REPORT: FINANCE

The Finance Task Force formed at the March 26th CAB meeting. The group included KPFA listeners expressing concerns about the financial sustainability of the Pacifica Network and KPFA. They identified the need for clear and accurate information about what they understood to be an urgent situation. In seeking professional advice about auditing processes from a reliable source, a member of the task force consulted with the CFO at the Marin City Health and Wellness Clinic where she is a board member.

Through conversations and follow up, the group learned that lack of completion of the 2014 and 2015 audits had resulted in serious financial losses. Task Force members were also concerned to learn about possible cancellation of the Directors' and Officers' insurance which provide liability protection and Pacifica's loss of grant money from the Corporation for Public Broadcasting for the third year.

Challenges with balancing expenses and revenues at each of the Pacifica stations and conflicts on the boards of Pacifica and the stations may also have made it difficult for the network to pay its bills in a timely way.

The task force met with Pacifica National Board Treasurer Brian Edwards-Tiekert to get his opinion about the financial state of the network

The task force met with Pacifica's Chief Financial Officer Sam Agarwal in September of 2016, at which time he expressed his deep concern about the need for stronger leadership, direction and planning from Pacifica officers and board members.

Task Force Findings and Recommendations:

- The Task Force found the Recovery Plan submitted by Interim Executive Director Lydia Brazon to be inadequate and recommends further development of a recovery plan.
- The Task Force does not consider mortgaging of the buildings to be a viable option.
- The Task Force recommends that options regarding WBAI be reviewed and action taken to stabilize WBAI and the network.
- The Task Force recommends considering options of a partnership with a respected university on the Pacifica Radio Archive digitizing project.
- The Task Force considers that timely completion of the audits is a central factor for financial sustainability and recommends centralization of the audit processes
- The Task Force finds that there is an urgent need for accountability and responsibility for fiscal oversight on the part of the Pacifica National Board and in particular the officers of the PNB and of the Foundation.

At this time the Finance Task Force plans to continue to monitor the financial situation at Pacifica and to explore possibilities for future contributions of information and support.

APPENDIX IV TASK FORCE: EDUCATION

The CAB Education Task Force met as a breakout group at the CAB meeting at the Tarea Hill Pitman Library in Berkeley on March 26, 2016. The Education task force members shared concerns and made recommendations for topics that they would like addressed through KPFA programming including:

1. **Privatization of Public Education**
2. **Role of Charter Schools**
 - a) 'Cherry picking' of high achieving minority students
 - b) Freezing out of children with special needs and second language learners
 - c) Challenges with Inadequate teacher training and experience.
3. **Recruitment practices** and support for new teachers
4. **Standardized testing** - involving:
 - a) Teaching to the test
 - b) Narrowing of the curriculum
5. **The needs of at-risk students**
 - a) Higher dropout rates for minority students
 - b) Job training program options

The task force also identified programs which regularly or occasionally address issues related to education which may serve as possible resources for future coverage. These include not only Kitty Kelly-Epstein's "Education Today," but also Steve Zeltzer's Work Week Radio," among others.

APPENDIX 5 COMPILED RESPONSES TO COMMUNITY FEEDBACK FORMS

1) Do you listen to KPFA free speech community radio-media?

Only 1 “No;” all others blank, check-mark, or “Y”/”Yes.”

2) If yes, what do you like about it?

It gives me hope that we aren’t totally doomed!

Pretty much everything.

Long-form interviews on current affairs, especially in historical context.

Hard knock coverage of Black lives matter. Hiring Cat Brooks. covering the Green Convention in Texas.

Membership page on the website. Quincy’s podcast and manager reports.

Sabrina Jacobs covering the stabbing of a journalist at the anti-Nazi protest in Sacramento.

I know far more in-depth local news than most people that I talk to; and could’ve written the new PSA: “I heard it on KPFA”

Left View.

The most alternative voices available

The fact that it is listener sponsored, free speech

I like to hear for groups that are for social justice.

Everything!

All of the alternative guests, in-depth info & research.

Alternative views on politics, society, global issues, culture, media.

I learn about things that I care about.

Public Affairs. Independence.

The real story about what’s going on in city state nation.

Constantly learning new thing.

The opportunity to hear some non-corporate news.

Best source for “real” news.

Long-form interviews on current affairs, especially in historical context.

Call-ins (i.e., Hard Knocks - well-summarized issues and invitation for community dialogue) Eclectic, connected to community activists.

I get info available nowhere else.

Variety.

All the time.

I’m a Pacifica affiliate!

3) What programs do you listen to on KPFA and KPFB?

Mostly music.

Herbal Highway.

I used to listen to Against The Grain.

(A) Rising Up, DemNow!, Herbal Highway, Letters + Politics, Hard Knocks, Flashpoints, (B) Talk it out radio.

Rise-Up, Democracy Now, Dead to the World, Against the Grain, Hard Knock, Herbal Highway, Richard Wolff.

It would be easier to list programs I don’t listen to – e.g. Your Health? Maybe that’s the only one?

Sunday music, Democracy Now, Dead to the World + whatever is on.

Up Front. Uprising! Letters & Politics. DN! Behind the News. Flashpoints, Economic Update, Ralph Nader

Hour, Living Room, Against the Grain, Twit Wit Radio.

Project Censored. Guns and Butter. Hard Knock. Flashpoints. A Rude Awakening. Pushing Limits. Education

Today. Bay Native Circle, Democracy Now.

Up Front.

TOTALS:

Uprising!/Rise Up! 2
 Letters & Politics. 5
 Democracy Now! 11
 Behind the News. 2
 Flashpoints. 9
 Your own Health and Fitness: 2
 Economic Update. 2
 Ralph Nader Hour 1
 Living Room. 2
 Against the Grain. 3
 Twit Wit Radio. 2
 Project Censored. 3
 Guns and Butter. 5
 Hard Knock Radio. 6
 A Rude Awakening. 2
 Pushing Limits. 2
 Voices of the Middle East & North Africa 2

The following shows had one (1) mention each:

Education Today / Bay Native Circle / Listen most days from 7Am-Midnight. My daytime companion. / Sunday Show. American Roots music shows. / 3-4 pm shows. / All of them more or less. / Full Circle / Many others / Visionary Activist / The Week Starts Here / Free Speech Radio News / Larry Bensky's Piano / A great many talk shows and music / Arudi Awa Kenin/The Morning Mix when it was on/ Behind the News / Herbal Highway / Counterspin / Making Contact /Pushing Limits.

4) Do you listen on FM radio?

44 Yes; 2 No

5) With live internet connection?

29 Yes; 2 No

6) Or to KPFA archives? Yes

22 Yes; 4 No

7) What other media sources and programs do you listen to or use?

Too many.

YouTube.

TV news.

Democracy Now! Facebook. Truthout.

YouTube, books, podcasts.

YouTube, podcasts

YouTube.

NPR – Wait wait don't tell me. Occasionally, the Daily Show, channel-surf on radio.

Last Week Tonight & Corbett Report (some) & blacklisted news.

Podcasts.

None, some internet news.

Radio – KALW, KQED, KCBS, KCSM.

Other alternative media sources. Briefly sample mainstream news media once/day.

A bit of NPR, Radio Ecoshock, YouTube and many left e-news and websites.

RT, Global TV Revolution, Level News, The Real News, news on Facebook.

Various emails.

NY Review of Books.

Truthout.

Almost none.

KQED KRCB Google News.

NPR. KALW, KQED.

KALX much better music!

Left alternative news and corporate source.

NPR/KNBR for early morning sleepless hours.

No computer, no TV Listen to radio & read.

TV.

Non fiction audio books and music, CDs only.

Mondoweiss Daly Kos etc.

Local TV networks; Local publications; eatcounty.net; Al Jazeera America; blues Jazz music.

KALW, email lists, YouTube, etc., groups I care about.

KCSM JAZZ!

KNBR.

Other public stations even if not in range (KALW).

I listen to 91.7 FM and 88.5 FM, to compare and see how these stations slide into corporate media.

NPR. YouTube. Many e-news and websites.

Snap Judgment. Moth Radio. KALW/KQED. Google News. Facebook. Internet.

KQED. FB.

Truthout DN! Online.

The Texas Observer(print). The NY Review of Books.

Many progressive online news sources.

FB. Reading the NYT between M&F. NPR.

Newspapers, flyers, newsletters from activist organizations.

I listen to Portland non-coms primarily.

Mostly news and public affairs sources. Some more independent, new technologies including social media and independent sources, some public sources, jazz.

8) What is your vision for KPFA free speech community radio-media?

To become more entertaining in order to capture more supporters.

A source of inspiration for the people in these days.

To get over all of us.

Interactive/others can contribute pieces online.

Decentralized consensus-making process would be valued.

I want it to have a platform on YouTube

Keep telling it like it is/save us from the government!

Continue excellent news, current events, music programming – and of course the visionary activist. Make sure KPFA is relevant to young people. [Circled “free speech community radio-media”]

I like it, but change happen.

Continue what you are doing.

Much more comprehensive investigative reporting. Increased world news.

To carry a message, any suitable message to the Public.

Best non-corporate perspective news and public affairs station in the country.

Non-commercial left view.

Access to all thought provoking programs.

More alternative no censorship.

Includes more community.

Help organizing community.

To keep it alive.

Outstanding.

To stop the feeling of entitlement that many people at KPFA think they have to do what they please without the democratic process.

Courageous Ascensions.

Less mainstream stuff than I have heard lately.

Less repetitive shows.

Game plan: more dynamic community reporting; coverage of Pacifica's health.

Less corporate speak. Less "Clinton will/must be president."

More democratically run. More listener and community involvement. More critical approaches to the news.

That the radio and community sustaining movements that will linked more directly.

A space where they can return the Morning Mix.

I would like to see a wider broadcast area for KPFA and expansion of Pacifica stations.

Something which will add a good analysis.

The voices of more activists. A functional radical station that is up to date on technology and a welcoming place for people.

More community input, more voices on air, \$ in training and coordinating this. Deeply connected to community via radio and social media. Smart snappy exciting.

Elected Program Council.

No censoring at important issues brought by the established programmers – like vaccination!Solvency.

Y'all are legendary!

9) What topics or resources do you want to hear about on KPFA?

More in-depth programming on self-sufficiency & alternative living (land-based).

News plus.

Crypto currency, medical informed consent, solutions to the problems, and efforts outside electoral arena.

The Presidential race and Bernie Sanders.

(That I don't already) I wish KPFA would add a program on animal oppression, animal rights, speciesism and animal liberation.

I'd like to hear more about animal liberation & raw vegan diet & the chem-trail/geoengineering.

The only improvement would be more live coverage of events – I think it takes more resources.

More programming on women, the environment.

What I hear.

Like all.

More in-depth reporting on social justice issues. More connection between local and worldwide issues.

Intellectual discussions – re Politics, activism, community.

Local, state, national and international news.

local news from progressive organizations, Inspiring stories about what people are doing in the face of Black Lives Matter, economics and debt economy, police militarization, protecting our water and environment, whistle blowers , opposition to surveillance and censorship.

Code Pink and Becker (ANSWER) are not the only activists in this area.80-year history of morning radio. Much more local programming.

Climate change.

Much more alternative political perspectives (outside mainstream and two party system).

Context for the issues facing us. More links to activate action and in time, to take action on things.

World affairs Bernie Sander's points of view and values.

Climate challenge. Africa. Local activism. Cooperative efforts. Financial situation?

Local national world news.
 Variety and radical politics.
 Alternative news and topics. Health politics children's rights.
 Privatization of public education resistance.
 Radical politics – some repeat shows at night (10 or 11).
 Get a show now – about the crisis that is the Pacifica network.
 Local and state material international news.
 About the state of Pacifica with calls in and webinar.
 News analysis.
 Current actions.
 Network finances – what are the options and how are decisions made? Who makes them? Progressive news and progressive world music. Been a listener since 1960(?).
 On the spot reports from ongoing demonstrations. Reporting news ahead of time.
 World music, blues, jazz, Latin, flamenco.
 Keep bringing on the street coverage of the DNC.

10) How can KPFA better support the social movements, culture and activism you care about?

I don't know.

Getting the word out about events.

Does good.

More stories on positive projects + wins + uplifting news!! => empowered mentality.

Talk about the trend toward Oligarchy and creating an alternative Global Network w/Bitcoin.

Think global.

Take an active stance on animal suffering, who do not have a voice (voice of the voiceless!). Animals have no way to speak to the abuse, oppression they suffer.

KPFA can better support us by showing the refinery corridor-healing walk resistance to refinery-corridor expansion. The animal liberation movement that has a major forum the last week of May here @UCB and interview the chem-trail scientists headed the Shasta County Hearings, the UN briefing and are conducting the soil & water studies.

More live coverage of events.

Cover meetings, demos – as you already do!

I love these speakers/fundraiser.

Like when KPFA broadcasts live with interviews on the ground.

Increased investigative reporting, with live event video streaming.

To be more inclusive of all people.

Broaden the events calendar (off-air).

Update your approach in alignment with happening in the world of independent media due to the urgency of political, economic, environmental militarized and racist climate with more technology and with program sharing from other Pacifica stations and affiliates,

Voice to resistance to privatization of public education.

Stay on the air.

Play them on the air! E.g.: give them a forum several hours a week i.e.: 30 minute airtime slots rotating amongst 100+ groups.

Include 501c3s on air. In show where live.

Be an organizing tool to help get the word out ahead of mass mobilizations. More threads of connection drawn across geographies and issues.

Community grassroots community events.

Find and put on the air ALL the local organizations in our area and have them on to tell about themselves.

Maybe outreach for updates on the community calendar; more actively seeking important or more info on how intertwined all of the politics globally are and how we can really

effect needed change.

More live streaming especially at events.

Get rid of Upfront and its paid host. By allowing them more of a voice in decision-making.

Open the doors for a substantial discussion about this.

I think KPFA talk programming is pretty good.

It shouldn't be necessary to write about to get on Against the Grain.

To be in touch and to be more fair with.

Broaden the events calendar off air. More picnics and community dialogue – much more with people from “all sides”.

Get more people on the air. Work with apprentices to train local spokespeople via short commentaries, open recording sessions.

Have reporters at events. Use reports from community members.

It does a good job.

The priority must be survival.

By providing them with airtime.

I don't think it's the role of KPFA to support – info, commentary, culture is what should be on the air and is.

Keep in touch with local organizations, have a receptionist to answer phone calls – like Lewis Sawyer; he was SO helpful. What does your co-sponsorship program look like?

11) What suggestions do you have about KPFA's:

Public affairs and news programs?

Great

Talk about crypto currencies.

More live programming.

It's amazing already.

Move “Talk it out radio” to KPFA, as NVC is so important to affect change in the world!

Excellent as they are.

EXCELLENT.

Increased investigative reporting, without censorship

Too much Amy Goodman – one play per day.

More FSRN; please get rid of Feature Story News.

STOP READING AP, REUTERS AND FSN NEWSFEEDS— WE DO NOT WANT MAINSTREAM MEDIA.

Replace Kris Welch with someone more engaging and warm for call ins with less national and more local coverage with a more diverse and youth oriented approach.

Get the Thom Hartman show on KPFA. No more censorship of Guns and Butter reporting on vaccination.

Broader sources. Make it easier to get info to news and public affairs.

Local. Black Lives Matter.

More host turnover.

More integration of truly alternative political, cultural, and economic perspectives (i.e., truly critical points of view).

Get rid of Marc Mericle; He chokes on his own words as he reads the AP wires.

More info on how intertwined all of the politics globally are and how we can really affect change. No canned news or censorship.

Don't use AP or corporate feeds.

More FSRN, please get rid of featured show news.

Stop feature story news.

Learn social media, coordinate more volunteers, and publicize training sessions.

Repeat them late at night.

Fine as is.

More progressive news from progressive news sources.

I think it's good.

Need more Berkeley news.

I think the financial situation needs to be addressed first and foremost now.

Cultural and music programs?

Good

I think the balance is just right. Love the music programming in place. Esp. Sing-out!

EXCELLENT.

Increase focus on minority cultures.

I love the diversity of hosts and world music.

Less music on the weekends and more news and public affairs.

Sunday AM – don't limit to "Piano" – feature local groups and performers. Restore the programming that Mary Berg provided on Sunday AM.

Plays, book readings, live music. More host turnover.

Weekend = white people music, except Sunday AM.

Love the funk!

Music is great, culture is obsolete, move on!

Have the green van to cover local area. I love the diversity of hosts and world music.

Respect diversity – promote them (Over The Edge, HK radio); promote these as much as HP Upfront is promoted.

Don't listen to them ever.

More world music.

"The Talkies" (Kris Welch) does a good job with cultural programming. Please, more music; more in the AM, less in the PM.

Good. More call in shows.

More music (but not country or bluegrass) during week.

I think the financial situation needs to be addressed first and foremost now.

(a) Live video streaming of local actions and events on the website?

Yes.

More.

More.

LOVE IT.

Yes, do it.

Yes – why not?

Get many more news video segments on the KPFA website, Twitter and Facebook.

Good idea.

Consistently do this.

Strengthen this.

More more more.

Yes, increase this!

It's classist and racist.

More. Add live streaming.

Yes, why not?

Instead of news vines, other sources and trainees (unpaid).

Yes, yes, yes.

Have available.

Good idea; provided it does not add cost until finances approve.

Yes, yes – and less of the RNC.

Questionable; radio not easy to listen to, needs to be done well.

I don't use a computer.

I think the financial situation needs to be addressed first and foremost now.

(b) KPFA social media resources?

Do YouTube videos.

It's kind of weak.

Facebook Postings – maybe use twitter or other like Instagram during pledge drives.

I don't use this.

Develop more inputs.

On social media: word: "WEAK"

Want better commenting feature on website. Want show guests and titles to appear on archive page for that day (not a general description of the program).

KPFA Facebook needs a facelift with news updates and video postings of what is happening. When the streets of Oakland were filled with thousands of people there was no way to find out about it on KPFA. There could have been social media postings. People had to wait till Hard Knock the next day for good non-AP oriented coverage. Get lots more podcasts.

Strengthen this, more!

KPFA needs to deal with people who don't have computers.

Website change was a disaster.

Use the thousands of community organizations.

Want better feature commenting on website. Want show guests and titles to appear on archive page for that day and a general description of the program.

Yes, yes, yes.

Train all staff; get someone who actually knows a lot.

Expand.

Don't know.

More.

Too much radio frequency RADIATION!

I think the financial situation needs to be addressed.

(c) KPFA community involvement?

Too many to list here. Longer conversation.

KPFA hasn't been as visible @the community events I've attended.

It's already perfect.

See above re: taking an active role against speciesism. i.e., only have vegan food, if events have food, cover animal rights demos.

Tabling & outreach by KPFA @community events would increase membership – but [end].

SOLID.

Listen to the community.

Very good. Talks monthly.

I don't see KPFA in the community as much as I used to (e.g., tabling at festivals). I don't see as many bumper stickers as I used to. It is not clear how to get training to help with the news department.

Invest in recruitment of more volunteers for community outreach, more interns for the news, more fund raising events, low end to high-end premiums for every budget.

Regular outreach at events!

Open the doors. KPFA is missing its most valuable resource – the listeners. Presence at demos, etc.

Not enough. Too much of the same old, same old.

Need more!

Use the thousands of community organizations.

I don't see KPFA in the community as much as I used to.

Get training to help with the news desk.

Double triple yes!

Train all staff.

It seems that elections are foolish, considering that listeners do not have critical information about finances and governance.

Please – publicize the station.

More.

MORE.

I think the financial situation needs to be addressed first and foremost now.

12) Please list contact information for individuals and organizations you would like the KPFA Community Advisory Board and staff to connect with:

The Bernie Sanders campaign.

Direct Action Everywhere at directactioneverywhere.com (chris@directactioneverywhere.com).

Local Clean Energy Alliance www.localcleanenergy.org.

Democracy Now!

All minority groups.

Movement Generation (.org), Rising Tide Network.

Haiti Action Committee, Ecumenical Peace Institute: www.epicall.org.

I would be willing to provide the kind of programming that Mary Berg provided, if desired. Teri Gerritz: tgerritz@yahoo.com CalRTA Div. 49 of Berkeley.

Homeless Action! Sonoma City: 707-795-2890.

Maybe local unions for current info on fights, actions and movement generation.

Who is on the LSB now? I don't have a computer. How do I find that out? Youth Radio Youth

Uprising. I have dozens – where can I send them? movementgeneration.org Rising Tide Network.

Youth Radio. BLM, Green Party, Black Agenda, Hills Conservation Network, Unitarian Fellowship Social Justice Committee.

Becky Meirs @ KBOO, Portland, OR (visited the CAB). (Becky): can I get a draft of your community needs assessment and last year's report? And copy for the CARTS you request? Anything that might help!

13) Are you now or would you like to become a member of KPFA for \$25 or more?

Not at this time (re: 'would you like')

Not now! (re: 'would you like')

No.

Yes (unclear which question is being answered)

No thanks, currently unemployed.

Already an Ally!

[circled "yes."]

Already am \$150 winter fund drive

Already a member

Already a member

Already a member for 25 years.

TOTALS:

(a) Already a member – 24 (one as phone bank volunteer)

(b) Would like to become a member - 1

(c) If not, why not? - 1 (quit due to censoring of Bonnie Faulkner)