

To KPFA Station Manager, Quincy McCoy and KPFA Local Station Board Members
From: KPFA Community Advisory Board ,
Re: KPFA Community Needs Assessment, May 2015

The Communications Act of 1934 dictates requirements for Community Advisory Boards ("CABs") for Public Broadcasting grantees which include directives for annual reports of CABs to the station and support of community involvement.

"Each station is encouraged to fashion its own maximum involvement of the community beyond the minimum requirements. It is the 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, 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."

This report has been developed in compliance with regulations, and resolutions of the CPB, Pacifica National Board and KPFA. The KPFA Community Advisory Board has noted that one special characteristic of the San Francisco Bay Area and KPFA's signal range is that there are a multitude of organizations working in alignment with KPFA's mission. Because of KPFA's special history as a leading independent media source in the United States, the Community Advisory Board 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.

Information was gathered and consolidated from Community Feedback Forms, collected at CAB and other KPFA and community events held in the San Francisco Bay Area. The public is invited to all CAB events through radio announcements and website postings as well as through invitations to individuals and organizations particularly in the San Francisco Bay Area. Participants at events often come from broader geographical areas. We reach out and connect with individuals and members of organizations and work with programmers and members of the KPFA Outreach Committee to help form a loop of communication for KPFA with the public. At CAB meetings and events participants are invited to propose and share on topics of their choice about the station.

On February 22, 2015 the Community Advisory Board sponsored an event for the public and KPFA staff to share ideas, concerns and proposals about KPFA at the Central Library in Berkeley. There were over 57 participants including some members of the KPFA LSB and staff. The event began with introductions and a whole group circle, followed by meetings with programmers and break out groups on participant initiated and selected topics. The event ended with report backs from groups and closing. CAB members have consolidated this and other feedback and present the following assessment summary.

Positive Feedback: We received significant feedback about KPFA's many contributions to the community as an independent media source including appreciation for the new website, community meetings and innovative programming. One listener wrote, "I've become dependent on KPFA and DVDE for news" and another wrote "Keep on keeping on." And someone else wrote, "KPFA is AMAZING and very unusual". People spoke about possibilities for KPFA to move forward building community and as one listener put it wanting KPFA "to be the most listened to station in the Bay Area".

About one fourth of the people reported using the KPFA website while most listened to the radio. A number of people have said how much they treasure the KPFA archives and wish that it were easier to access information through key words on an archive search and want programs shared through podcasts and You Tube. They also want access to historically relevant interviews and speeches.

Local News and Public Affairs: There were more comments about the desire for more local news and public affairs programming than on any other topic, with requests for:

Effective diverse community programming especially with more local focus

Local news and strong public affairs

More local focus and programming

Reach local people about local issues

Be dedicated to local news coverage especially those not covered by other media sources,

More time donated to local community organizations

Have more local guests, more call in time,

Geographically_based weekly program devoted to local issues

More local programming including regional and statewide coverage

In depth local reporting

A space to include all voices

Focus on people responding to local issues at events

Big shows shouldn't be put on KPFA if local news is left out & cost too much money

Electronic news bulletin board for community to send information directly to programmers

Recruit more news interns and allow people to submit recorded segments

Engage local reporters and interns

More citizen journalists

Newsletter that provides topics so that when I'm busy I could search for stuff 2-3 weeks later

Fierce independent news no "rip and read" off the newswire

More North Bay coverage – I'll help

Listen to listeners more, there is a lot of talent out there.

Local programs like the Morning Mix

Have more local guests, more call in time, want Andre Soto back

Concentrate on local issue we can do something about

More call in programs and less criticism of callers

More local actions and events should be the focus

Develop a broader base of community support through support of local community programming emphasizing the urgency of issues we are facing

Fewer interviews with Talking Head stars more organizing, training, portable broadcasting, unedited live in the community (edited ok and learn to edit)
Blog and newsletter about new news and where we can find it

News and public affairs staff and programming feedback

Have Program Counsel with community input at every level
Criticisms of high pitch voice on Uprisings
Like the new mix of radio announcers in the evening and the mix of people
For news staff to meet and collaborate
Continue getting more professional sound as it reliably and factually cover news and issues not covered elsewhere
Balance with rebuttals before or after
More variety of voices
More panels and interviews beyond book reviews
I don't think KPFA should "support", however KPFA should make sure the voices not heard on other media are heard
A purpose, not Idealism

Coordinate Local, National and International News

Balance big picture structural issues analyzed with local immediate problems and activism
Democracy Now-- highest priority
Stop repeating Democracy Now information during KPFA news, actually find other sources
Brief summary of world news
The interconnection among all the different collectives or missions
A summary of news not just what's popular
Global economic reach into African countries post capitalism
Liberating resources and organizations
Palestine/Israel.
Pro-Palestinian views/news
Eliminate federal centric language like, "Here in the US"

Requests for news and public affairs coverage of:

The Black Lives Matter movement and other social justice issues

Police profiling, killings and militarization
NAACP issues on housing, education, job equality and tasers in Berkeley
Militarization of Police,
Immigration and Latin America
Integration in a social activist community
Richmond, Poor News Network, interactive with African American community much more
Police oppression, militarization,
Current Black Lives matter,
Native American history and theft of their resources
Prisons

(Cindi Mitchel shared about the violent murder of her unarmed brother Mario Romero shot 40 times while sitting in his car in front of his home and would like his story to be shared on KPFA)

The Environment

Climate change, climate solutions

Drought prevention, environmental policies of Obama

Water

Not enough coverage of Fukushima, and fracking in California ,

Community based environmental solutions,

Gather to stop climate change and extinction

Gardening, herbs, health

Local, environmental social justice

Local food/farm issues

Net Zero Energy

Other Issues of Concern

Faith based work against the empire

History of blacklisting in America

Gay issues,

Progressive economic ideas

Debt and the economy

Unions and livable wages

Programs related to gardens and food justice

Nonviolent struggle,

Social security, medical issues and single payer health care

City Development

Richmond Politics RPA Berkeley community Issues

Saving the Shattuck Landmark Cinema and Plan Bay Area

Opposition to privatization sale of Berkeley Post Office

Berkeley high rise and gentrification boom

Issues such as out of control development

Gentrification of local Berkeley/Oakland that does not include inclusive affordable housing, Net Zero Energy

Local privatization of everything

Homelessness

Local development and corruption process

Reporting local electoral politics and issues

Report on planning and zoning meetings with focus on public comments

Sponsor forums with c questions to city commissioners and police commission in SF, Berkeley and Richmond

Berkeley development and saving the Shattuck Cinema

This topic from the Feb. 22 KPFA Community Advisory Board meeting was later addressed by Philip Muldari on the KPFA Sunday Show on March 15, 2015 which was devoted to "Big Buildings and Community Preservation", featuring Matt Vander Sluis, Program Director at Greenbelt Alliance, David Trachtenberg, Berkeley architect who frequently works with developers, and Kelly Hammargren, activist and member of the Save Shattuck Cinemas group. Their discussion and occasional sparring was followed up by Philip's regular call in section that allowed the local community to dig more deeply into the issue and served as a noteworthy example of what people at the CAB meeting were most wanting.

Connection with activists and social movements for news and public affairs

Progressive organizers able to share info regarding issues and events

More activist based radio, not just covering issues but announce ahead of time to help make them great

Important outlet for community issues with maximum input to programmers

Connect with organizers and activists

Space to include all voices

More access to local programmers to easily present issues

When I hear "good to have you on again", I wonder how other organizers like me can get on the air.

KPFA needs an informed public which activist groups continue to fail

More activist and radical coverage, i.e. revolution

Better coverage of Social Movements, Culture and Activism

I don't think KPFA should "support" however KPFA should make sure the voices not heard on other media are heard

KPFA a space for coverage of community actions and organizing

Give participants opportunities to speak for themselves

KPFA sponsored information sessions on issues of community activism

KPFA Community

Bring back the Program Counsel

Recruit and consolidate KPFA volunteer teams for membership, volunteer outreach, food in the phone room, outreach events and the outreach committee lists and meetings

Oversight on KPFA spending

Sell affordable CDs as premiums -- \$25

More fundraising events with music

Developing new kind of fund raising possibilities

Switch to monthly subscription model rather than fund drives that take time from programming

Shift to a monthly open-ended subscriber charge to bank or credit card as more sustainable than fund drives

More event promotion and lead-up interviews and coverage

More accessible calendar

More community announcements with less lead time

Act as a community service connecting groups

More event promotion and lead-up interviews and coverage

More community announcements and not the thirty day restriction more like two week lead time

There should be a bulletin board for community group announcements, Three week's notice doesn't allow for local actions to be announced on short notice

You people are spoiled and ridiculous how you fight when you have so much DON'T KILL IT!

Community events, events, events

More {community} as much as possible New Program Council

More meetings with programmers and community

Great CAB meetings

Youth Outreach

Youth health

Be diligent on social media (very important to 13-30 age group)

Aggressive outreach in high schools, churches, community colleges, community based non profits KPFA

Youth community stickers

Engage the young—high school age

Make Youth Activities Announcements

Put youth on the radio

Cultural and music programs

Wants Pod casting

2 hours World Music

Return to 2 hrs. world music daily

Less music

Outstanding, improved

More music like Jazzmaster on KALX

More non-mainstream hip hop

Diverse array of music, including classical

Local composers, folk music and performances

Less obscure music

Radical music

More Reggae

Live audio video streaming of local actions and events on the website

Live stream school board and public meetings local actions, protests

Track and live stream events and protests at UC Berkeley

Expand awareness of livestreaming and do more on the video channel

Live streamed programs must be tagged and circulated through other social media

Livestream local actions

Publicize the actions KPFA is streaming on the home page

Pre-empt regular programming for live streaming of urgent local news events

Keep the KPFA stream current with local live stream and recordings. It looks great!!!

Live stream meetings and video record meetings with community
Concern about cost

KPFA social media resources

Solicit and use audio and video segments for news and public affairs programs
Teach people how to submit segments and use social media
How do we utilize Twitter and Facebook and U stream to get information for news and public affairs programs?
Better tech interface
Blog and newsletter about new news and where we can find it
Run a well-managed website so listeners can talk to each other
Making high tech space available open to independents
Bulletin board on the website using social media input and output
Cross generational mentoring
New website—lateral communication]
Use information from twitter for news updates
Teach listeners how to use it
Expand and use Twitter, Facebook, Spotify and Instagram
Promote and connect with the community through KPFA Twitter and Facebook

Recommendations

Based on the above input from the community we strongly urge Station Management and the Local Station Board to

- Develop and implement station wide plans for local news and public affairs programming that includes addressing community issues, including working with individuals and organizations acting in alignment with KPFA's mission.
- Promote connection of programmers with individuals and organizations working on police terror, social justice, Bay Area development, environmental destruction and other topics of interest mentioned in this report
- Expand the station use of livestreaming and social media resources and increase outreach to youth

We respectfully submit this assessment to the KPFA Station Management and Local Station Board and request that station management prepare a document stating programming goals for the CAB in alignment with PNB regulations. We ask that this report address and implement recommendations of the Community Advisory Board submitted here on behalf of the community. Below in an excerpt from the March 5, 2010, PNB Special Open Session, with regulations on Community Advisory Boards:

The station management shall produce a document stating programming goals for the station and submit it to the CAB for review no later than May of each year.

Completed Community Feedback forms are available upon request for viewing or copying by KPFA Station Management and the Local Station Board. CAB meeting minutes and reports to the LSB are posted at kpfa.org. KPFA Community Advisory Board members may be contacted at cab@kpfa.org. Thank you for all that you are doing to help KPFA to meet the daunting and exciting challenges of independent community media today.