

Community Advisory Board (CAB) AGENDA – March 24, 2018
Grassroots House, Berkeley, CA

- 11:00 1. Sign in CAB members present - (~~Robin~~) Absent: Robin Collin (emergency). Present: Craig Dunkerly, Karen Nyhus, Grace Alcantar, MaryAnn Thomas, Rich Stone (quorum, 5 out of 6 CAB members).
- 11:04 2. Introductions of new CAB members (if any), and community members (voluntary). Done. Present were 6 community members, 3 LSB members (Carol Wolfley, Marilla Arguelles, and Sharon Adams) as well as one programmer, Alysa Chadow, who recently joined the staff of Pushing Limits (disability show).
- 11:08 3. Assign meeting roles for any regular position holders who may be absent (Chair, Scribe/Minute Taker, etc.) Karen taking minutes; MaryAnn keeping time, Rich taking stack, Craig facilitating.
A. Revisit meeting roles including LSB Liaison. (Karen?) Tabled until next meeting.
- 11:10 4. Additions or Modifications to the Agenda (**see item 12**); then approve of agenda. Approved as is.
- 11:15 5. Community input time: Facilitator will ask any community members present if they would like their comments reflected in the Minutes (such inclusion is optional). If so, they will be asked to submit a written summary of their verbal comments before the end of the meeting to assure accuracy.
This was done, forms were handed out. One submission was received from Keith Barton and is reproduced at the end of these minutes.

The remainder of the meeting was spent on item 6 below.

- 11:15 6. Community Outreach Discussion - ways to increase membership
- A. Register community members attending (name, phone and email, city)
 - B. KPFA Community Outreach Team email list – would you like to be on it?
 - C. Intro to the KPFA website & programs (Carol)
 - 1. How to become a member
 - 2. How to listen live
 - 3. How to find announcements of meetings and events
 - 4. How to contact program hosts and other KPFA staff
 - 5. How to Volunteer...and review of volunteer options available
 - D. How to set up an Outreach Table at community events (Carol & Barb)
 - E. Review of existing literature and materials
 - 1. Do we need new materials...and if so what?
 - 2. Ask for volunteers to form a Literature Committee
 - F. Social Media Team – what it would do; and ask for volunteers (Karen or Carol)
 - H. Brainstorm - Other ways to reach out to community (Mary Ann)

After a presentation on existing means of community outreach, the CAB facilitated a roundtable community discussion about means, strategies, materials, etc. for outreach. Follow-up will happen over email, independent of the CAB, using the existing KPFA Outreach Google group. The next opportunity for coordinating outreach will be at KPFA's birthday party and Community Appreciation Celebration (4-5 pm) and Outreach Mobilization (5-6 pm), Friday, April 13th, at the station, 1929 Martin Luther King, Jr. Way in Berkeley just north of University Ave.

Items 7-13 were tabled until next meeting.

- 12:30 7. CNA Review
- A. Continue discussion of different ways the CAB can make constructive contributions to the station.

- B. Decide on a proposed date to meet with management to discuss the above ideas and hear similar ideas from them. Also, assign who on the CAB will reach out...and to which members of management.

- 12:40 8. CARTS for Community Outreach, membership & meeting announcements – report from Robin
- 12:42 9. Listener Email to CAB – report from Robin
(Any emails this month from listeners that we need to discuss and/or respond to?)
 - A. Auto response (Craig)
- 12:45 10. Last LSB meeting – Report from MaryAnn
- 12:50 11. Grassroots House – update/report (if any) from MaryAnn
- 12:53 12. Items added to agenda (if not covered elsewhere)
 - A. CAB nominee – Julie Motz (Karen)
 - B. Attributing news sources (Karen)
 - C. Thom Hartmann ...and more Jim Fetzer, Holocaust Denier, Sandy-Hook conspiracy (Craig)
- 12:58 13. Announcements (reminder: next meeting **April 28**)
- 1:00 14. Adjourn

Community Input form received today from Keith Barton:

- “1) I was glad to hear that women’s programming had (temporarily) replaced the sports program on Fridays at noon. Is there a constituency for the sports show in the KPFA audience?
- 2) For fundraising, another avenue would be to post on the website an address to send checks to KPFA. Some older people do not like to donate on-line; we distrust the security of on-line donations. We write checks.
- 3) I personally would like to see the cantata hour restored at 8 am on Sunday that Mary Berg hosted for decades as part of her program, “A Musical Offering.” KPFA has gospel music on Saturday but what about religious music on Sunday? This might also attract more church-goers, which is an older group that often has a degree of wealth.
- 4) There is a “traditional” divide between “leftists” and religious people. This is self-defeating for the leftists and progressives.
- 5) I listen to KPFA pretty regularly and rarely hear from progressive Jewish voices at the same time that there is ample representation of Palestinian and Middle Eastern (primarily Muslim) programming in news, music and regular shows, such as VOMENA (Voice of the Middle East and North Africa, which is a great show). There is also a self-defeating policy considering the local demographics. (Note: I am not disparaging the pro-Palestinian perspective on KPFA, but there are local pro-Palestinian Jews + Christians who are not on KPFA).
- 6) There is very little programming for East Asian news and music, even though there is a large Asian population – this is another opportunity missed to build links with the local demographics. Ditto for South Asians.

7) There should be some regular updates on KPFA airwaves about the national Pacifica debate. It is hard to mobilize support for KPFA when the listeners are kept in the dark about what is happening to the nat'l. network and how that impacts the local station(s).

8) Some of the announcements on KPFA are somewhat amateurish and don't project a great image.