

# LSB Board Meeting

July 15, 2023

# First Goal: Better Communication & Organization

To enhance internal communication and coordination, we will establish regular meetings among managers, programming staff, and other relevant teams. These meetings will provide a space for collaboration, feedback, and the alignment of goals and objectives.

## Weekly Meetings:

Programming/Social Media & General Manager

Manager's Meeting

## Monthly Meetings:

Paid Programmers - Every first Thursday of the month

Quarterly Meetings - Before fund drive

Community Programmers Representatives

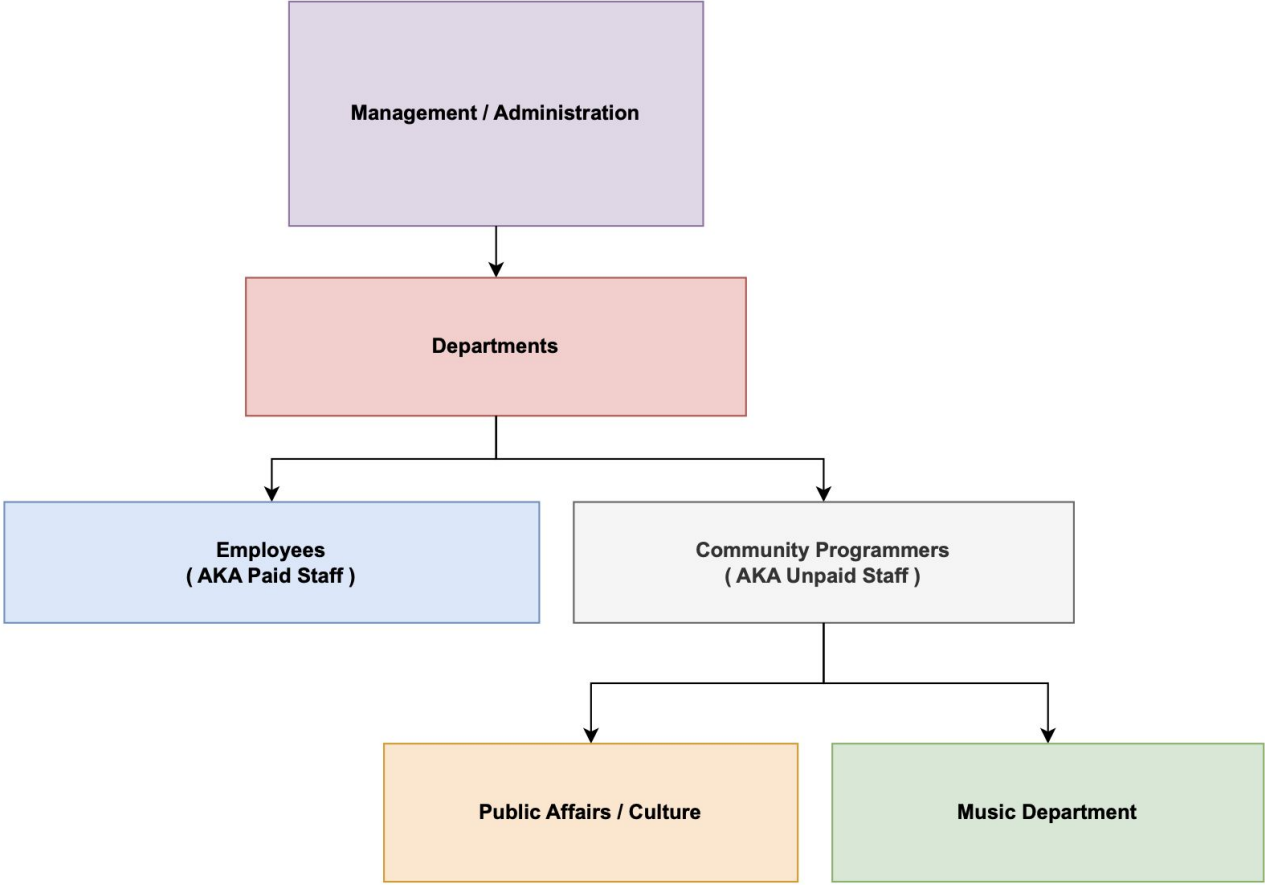
Volunteer Programmers who meet with management to relay information like a “phone tree”

All meetings include running notes for all meetings held that year!

# KPFA Organizational Chart

We have created an updated organizational chart to ensure clarity and transparency in our operations. This chart will outline the reporting structure and responsibilities of each department, enabling smoother workflows and improved coordination. It is regularly updated with an ongoing process as we collect more information and update station roles.

This chart can be located at [www.kpfa.org/staff](http://www.kpfa.org/staff) under the Staff List



# We Need more Help....

## INTERNS!!!

We've been working with Pacific Coast Community Services, PCCS, a program that pays persons with disabilities and helps them find jobs and training. This program is headed by Larry Silva.

These interns have worked as show audio editors and production assistants streaming and broadcasting shows

We're expanding their duties to assistant with quality control as we have more help to review KPFA content

2 programs in the works to train interns in audio and also provide more support to the station

1. LAEP Funding through Berkeley City College (Peralta)
  - a. Submitted application and waiting for processes
  - b. Training interns as board operators and other areas of support around the station and help with shows
2. DSEI for differently abled interns to train in audio and video production
  - a. I'm finalizing a program with the State of California's Department of Rehabilitation to train persons with disabilities to assist at the station and with the production of shows. This program will provide training as board operators and production assistants



# Intern Tasks & New Projects

Our current interns have helped with...

1. Audio editing
2. Social Media production
3. Video Production and broadcasting

# KPFA Best of Podcast

We're developing a "Best of KPFA Radio" podcast that is available wherever you get podcasts. This is different from Area 941.

1. It's not housed on the KPFA website. We use a distribution service to present it on various platforms including ones catering to younger audiences
2. The goal is to include an episode from every show on KPFA Radio.
3. Each episode is started with "KPFA Radio presents," includes a mid show break to inform listeners about donating to KPFA and ends with an outro encouraging listeners to follow and connect with KPFA online and on social media
4. There is a goal to get programmers to start promoting this podcast for the Fall Fund Drive
5. Certain shows or broadcasts also include video produced segments

# KPFA TV

In our ongoing efforts to explore new mediums, we are actively working on the development of KPFA TV. This exciting venture will allow us to deliver visual content, including interviews, documentaries, and special programming, to complement our radio broadcasts.

Look to the lower left hand corner of the KPFA website and you will see our KPFA TV playlist. This includes all released video episodes for KPFA shows.



VIGILANT AS ALWAYS

**LISTEN LIVE** ▶ **OPTIONS** ▾

**ON AIR**      **PREV** | **NEXT**

La Onda Bajita – July 14,  
2023

Lowrider soul, with a mix of barrio oldies  
and raza knowledge.

LA ONDA BAJITA

**AREA 941** PODCASTS

**Storytelling for Social Change**

Discover our collection of on-line only  
podcasts!

▼▼▼ **KPFA TV** ▼▼▼



## What does TV have to do with KPFA Radio?

1. People like to watch Podcasts
2. Great content for social media
3. We can simulcast - Radio & Video

# Video Broadcasts We've Done Already...

1. News Headlines Tuesday - Friday
  - a. Captioned news headlines
2. ON THE DECK Monthly Announcements & Weekly Update
  - a. The audio version of this is released on the Best of Podcast along with the video component
3. Live Streamed Winter Craft Fair
  - a. Last year for our first live stream we did the OTD monthly announcements from the fair. It included interviews for vendors & Xmas Carols sung by staff. For this year, we'd love to expand by doing a simulcast of the radio portion and do more vendor interviews with product displays as well as a small winter holiday show.
4. Simulcast of Election Night & Bob Dylan Fundraiser
  - a. We did a few test runs of this endeavor until we were able to have a successful presentation and process for combining a live, worldwide accessible video production to go along with our terrestrial broadcast signal. We've finally found a winning combination.

# Other Video Shows @ KPFA

Letters & Politics - over 40 hours of episodes (Binge Watch it)

The Herbal Highway - Herb of The Month

La Onda Bajita Presents Radio Café

The Nightcap - Mocktail of The Month

The Venus Lounge - A new video podcast series distributed via KPFA social media platforms

Drag Storytime & Other KPFA Video Special Broadcasts

# Collaboration w/ Berkeley Community Media

The success of our live video stream simulcast is in part due to a collaboration with Berkeley Community Media.

1. All of our video episodes are shared with them and broadcast on public access television
2. They would like to expand this collaboration to do more events and shows.
  - a. We've already started to discuss the plan for this year's Winter Craft Fair
3. They are equally part of our training program plans for interns and production assistants
4. We want to simulcast and produce video for at least all of our major events and broadcasts

# KPFA Radio App

KPFA Radio should be using more technology

Our goal should be to maximize our use of social media, video and technology to strengthen the already established reputation of KPFA and pass it on to the next generation.

Through programs like jotform, we can create a downloadable app that will allow us a modern presentation and keep KPFA Radio always at the tip of a finger to our audience and listeners as well as take in app donations from donors

We also include the station's QR Code on the Winter Fund Drive card to make donating easier

We'd like to release the KPFA Radio app for the Fall Fund Drive



MENU



## KPFA Radio - 94.1 FM

KPFA Radio - 94.1 FM in Berkeley, Ca. Stream Live Radio & Podcast episodes. Community Sponsored Listener Supported Radio since 1949.



The First Community Supported Radio Station in



Create your own Store

# KPFA Radio 75th Anniversary Planning...

All of these updates

1. More communication via meetings
2. Better organization
3. More interns and production assistants
4. Best of KPFA Podcast
5. KPFA TV & Live Stream simulcast broadcasts
6. Collaborations with Pacific Coast Community Services, Berkeley City College, Berkeley Community Media
7. KPFA App

This is a great setup to begin organizing for the station's 75th anniversary with a plan to carry on for another 75 years!

# Thank You

Follow KPFA

Facebook @KPFA94.1

Instagram, Twitter, Youtube, Tik Tok, Twitch.TV @KPFARadio

Find our Best of Podcast - KPFA Radio

Presented by KPFA Programming Coordinator mikO Tolliver - [mtolliver@kpfa.org](mailto:mtolliver@kpfa.org)