



**WPFW COMMUNITY ADVISORY BOARD  
November 17, 2014 Meeting Notes  
William O. Lockridge Library**

*Attendees: Cynthia Hartley (Chair), Aminyah Muhammed-M'backe (Vice Chair), Nancy Switkes (Co-Secretary), Barbara Patterson. Marcel Reid and Keith Braswell are excused as absent.*

*WPFW staff: none. Guests: none.*

On the record at approximately 6:50 pm.

**ROLL CALL**

Four members were in attendance, so quorum was not met. This was an informal meeting where no votes were taken. There was not a formal agenda.

**PROGRAMMING GOALS**

Aminyah addressed the need for LSB to contact CAB *before* they write info about CAB. The LSB's description of CAB was inaccurate in an updated Programmers Operations Policy Manual. It says that:

*"WPFW's Community Advisory Board (CAB) is also an all-volunteer body comprised of community members representing various local constituencies such as education, government, business, performing arts, and other media. The function of the CAB is to offer responses and advise to WPFW as to how it is serving the community. The CAB is a standing committee defined by Pacifica national bylaws."*

*This is not true or correct.* The correct language was read by Aminyah:

*"As a recipient of Corporation for Public Broadcasting (CPB) funds, WPFW is required to have a Community Advisory Board (CAB). The CAB operates independently*

*of WPFW's management and its Local Station Board (LSB). We have no operational or day-to-day role in finance, personnel, programming, or in any other matter. Our independence ensures our ability to advise the LSB and station objectively.*

*The function of the CAB is to review the station's programming goals, services provided by the station, and any significant policy decisions made by the station. We serve as a vehicle for the community to effectively provide input to the LSB and Programming Director.*

*The CAB advises the LSB and Programming Director with respect to whether the programming and other policies of WPFW are meeting the specialized education and cultural needs of the communities served by the station, and may make recommendations we deem appropriate to meet these needs"*

Aminyah will draft a resolution to be approved by this Board and sent to the LSB for acceptance asking the management to use the official CAB description. The resolution will then be sent to Katea Stitt (iPD) and to Tony Leon, chair of the LSB Program Committee. Aminyah's resolution will be voted on at the December meeting.

Aminyah sent out a copy of the CAB by-laws today, November 17, with suggested changes in red. It is in the by-laws that they be amended every two years so that discussion would be very appropriate for the 2015 CAB. Discussion ensued, including CAB having its own funds, treasurer and website. Also she wrote fuller job descriptions for Chair, Secretary, etc.

### **AIRTIME FOR LSB AND CAB**

Cynthia would like the Programming Director to have more timely PD reports for the CAB meetings. Future PD reports would benefit the community and CAB better if the reports have future plans or readily identifiable programming goals, not for each show but for the station as a whole. Currently, the PD has not provided the CAB with any goals to monitor/evaluate.

There needs to be a discussion of radio airtime. By-laws state that "the LSB may not demand airtime." The LSB show recently included an interview of musical guests, George Clinton and one other. This is off-base. Also the CAB may want to reach out to the community by using airtime. Having airtime the week before the CAB's monthly meeting might inspire more attendance by community guests. Nobody seems to know what the CAB is doing outside of a few listeners that read our Minutes.

Cynthia is working up the Survey Report to present at Dec. 10 LSB meeting. Members discussed some of the survey data regarding breakdown of categories: music vs. talk, etc. The survey revealed that the community want more "arts and literature" programming (such as the "Letters & Politics" show).

The strongest reaction is about the new format of Community Comment, where callers are now more restricted in their making comments.

The lack of professionalism and preparedness of programmers was noted by Barbara when survey-takers were asked what they liked least about WPFW.

Nancy will draft a resolution to give voice to the listeners upset about premiums not being received, nor was an update, explanation, apology, or a substitute gift offered.

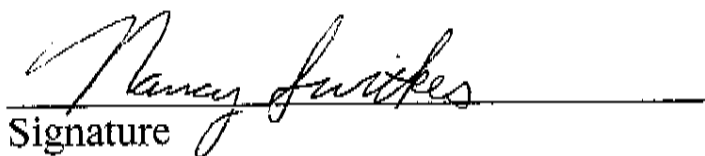
Aminyah suggested the station develop a mechanism: if a listener paid say, \$150, and didn't get their gift, divide the pledge by \$35 and have it count toward future years' membership subscription that equal the total.

During the last fund drive the cost of the membership subscription was reported as being \$50. The membership subscription is \$35 per year. The pledge amount for membership subscription is regulated by the Pacifica/WPFW by-laws. Michelle with Tiffany and others solicited membership subscriptions at a cost of \$50 because (paraphrasing) it's been \$35 for so long and basically the station needs more money quickly. Oversight at the station needs improvement.

**ADJOURNMENT at 8:30 pm**

The next meeting will be December 15 at Northeast Library.

Signed this 6<sup>th</sup> day of February, 2015 by my hand:

  
Signature

Nancy Switkes, Secretary  
WPFW Community Advisory Board