

**Notes from WPFW Community Advisory Board (CAB) Meeting**

7:00 PM, 24 January 2011, at WPFW, 2390 Champlain St. NW 2<sup>nd</sup> Floor, Washington, DC 20009

**Participants:**

**CAB members:**

Alvernon Garey, Hyattsville, MD  
Bridget Arnwine, Rockville, MD  
Carolyn Brown, Forestville, MD  
David Vega, Takoma Park, MD  
Frank Johnson, College Park, MD  
Herman Samuels, Upper Marlboro, MD  
Jeremiah Lowery, Washington, DC  
Joseph Young, Largo, MD  
Kalonji Olusegun, Silver Spring, MD  
Kathy Allen, Washington, DC  
Mana Rabiee, Washington, DC  
Perry Redd, Washington, DC  
Rabihah Mateen, Washington, DC  
Ron Benjamin, Greenbelt, MD

**WPFW staff members:**

John Hughes, General Manager

**Guests:**

Ayo Handy-Kendi, Washington, DC  
Jim Brown, Silver Spring, MD

**Notes:**

1. Ms. Mateen, the Chair of the 2010 CAB, opened the meeting at 7:00 PM with belated greetings of the New Year.
2. The meeting participants discussed, modified, and approved the meeting agenda (Attachment 1).
3. The meeting participants discussed, modified, and approved CAB Resolution 2011-001, **Community Advisory Board Members** (Attachment 2).
4. The CAB members elected Ms. Brown, Mr. Vega, and Mr. Benjamin respectively as chair, vice chair, and secretary of the 2011 CAB.
5. Ms. Brown thanked Ms. Mateen for her service as chair of the 2010 CAB.
6. The CAB members discussed and approved the notes from the 15 November 2010 meeting (Attachment 3).

7. Mr. Hughes:

- Thanked the WPFW staff, volunteers, and members for the gracious and warm reception that he has received, and said that he is determined to earn the trust that has been placed in him.
- Said that he was formerly with Howard University, where he had the privilege of working with Mr. Brown.
- Said that he is encouraging a “Team WPFW” attitude, in which staff, volunteers, and members alike actively participate rather than just advise. In particular, a “pledge team” has been formed in anticipation of the upcoming pledge drive, 3-19 February. The team meets every Tuesday at 5:00 PM, and is open to all, including Local Station Board (LSB) members, CAB members, staff, and the community.
- Said that he is engaging in a “worldwide listen and learn tour”. He invited people to get on his schedule, or on the schedule of other people on the leadership team, by contacting Gerrie Mahdie, who is maintaining the schedules.
- Said that WPFW has to recognize that radio has changed; this is not our grandparents’ radio market. Even though Washington is the ninth largest radio market in the country, we must redefine our vision in contemporary terms: “our service, anywhere, any place, any time”.
- There is much to do, so we will have to establish priorities, and look at successful models that we can follow. For example:
  - The station’s IT infrastructure is broken.
  - The studio and on-air equipment is ancient and analog, in serious need of overhaul or replacement. Almost all of the equipment will have to be replaced with up to date digital devices when the station moves, if not before.
  - The station needs to get onto a firm financial footing, with less dependence on pledge drives and more on grants.
  - The program schedule needs a top-to-bottom, side-to-side review to ensure that the station’s programming is meeting the needs of the community.
  - We need to raise the profile of the station; it is doing signature work, but too few people know about it. The marketing / promotion / advertising will have to be free or significantly discounted.
  - The station needs to move by November 2012. The new facility has to be identified and prepared, and financing obtained for new equipment and for the move itself. If possible, the new facility should be a multi-use “civic space”, not just a broadcasting facility. The station may obtain rental revenue from the additional uses, and also benefit from synergistic effect of nearby, additional people and events.
  - The station needs a strategic plan; he is leading the charge to develop one. Strategic partnerships with other organizations will be a key part of the plan.

8. Ms. Handy-Kendi and Ms. Mateen said that they have not been able to locate the programming goal information that Mr. Hill had presented to the LSB several years ago. Ms. Handy-Kendi asked for Mr. Brown’s assistance in locating it.

9. Several people noted that fund raising, a key concern of the station, was not on the meeting agenda. Ms. Brown and Ms. Mateen said that the topic had been extensively discussed in previous meetings, and that the need now is to implement the suggestions that had been offered. Mr. Redd recommended

Mr. Vega as a point of contact. Ms. Handy-Kendi noted that fundraising efforts should be carefully planned, not just thrown together in an uncoordinated reaction to a budget emergency.

10. Mr. Hughes commended Mr. West for his service as Interim General Manager. Mr. Hughes said that the station's leadership team needs a permanent Program Director as soon as possible, and explained that he is working with the LSB to announce and compete the position.
11. The draft letter to Blue Note regarding establishing a working relationship with WPFW on the rebirth of the Howard Theatre was not available. Ms. Rabiee said that she would contact Ms. Sutler about it.
12. Mr. Brown passed out background information (Attachment 4) on the Mobile Giving Foundation (MGF), which makes arrangements so that people can contribute money to charitable organizations by cell phone, by sending a text message to a designated phone number. He said that Dr. Pamela Brewer found out about the MGF, and thought that it might be good for WPFW. He explained that setting up an MGF account for WPFW would require approximately \$1,500 in (currently unbudgeted) upfront funding, and that it would take about three months before the system would begin to work.
  - Ms. Mateen said that cell phone contributions were used extensively in the Haitian earthquake relief effort. Advertising of the capability was free, done by tweeting.
  - Mr. Redd offered to work with Mr. Brown to put together a WPFW MGF mockup.
  - Ms. Allen asked if the MGF concept had been proposed to the LSB's Outreach and Development Committee. Mr. Brown replied that it had, and that the Committee was worried about the upfront resources required. Ms. Allen recommended that funds received via MGF be earmarked for a specific WPFW need, e.g. the new transmitter, and that the MGF capability be advertised on the WPFW Web site.
13. Mr. Johnson briefed the CAB members on the 10-week Leadership and Strategic Planning Certificate Program that he is facilitating at the Community College of the District of Columbia. He promised to email information on the Program to people on the CAB mailing list.
14. The meeting participants discussed the three listener comments (Attachment 5).
  - The participants understood the desire of the listener to hear the Democracy Now! break music without the Public Service Announcements (PSAs) that WPFW often plays over them. However, it was also recognized that Democracy Now! is a popular program, and that playing PSAs during it gives them an audience that they would never get if they were relegated to the beginning or end of the program. It was noted that the music could be heard, unobstructed by the PSAs, by listening to the program on the Democracy Now! Web site. Mr. Hughes said that the staff believes they know who submitted the comment (the listener's name and phone number were cut off in Ms. Pope's voice mail), and said that he would respond to the person.
  - The participants agreed that the second listener comment should be handled via the station's normal process for comments about programs: place a copy in the public file, send one copy to the Program Director, and send a second copy to the programmer involved. The participants were concerned, however, about the statement that several Community Comment hosts were rude to callers. Mr. Redd, recognizing that the rudeness may be a matter of perception rather than intention, recommended that Community Comment hosts say something like "I apologize if I've been rude" in their comments at the end of the show. The meeting members concurred with the idea.
  - The participants recommended that the third listener comment, recommending Millie Ware as a replacement for Zenadiah Gilchrist, be referred to the Program Director for consideration.
15. The meeting participants noted the document (Attachment 6) summarizing the results of the LSB Programming Committee's initial review of the five CAB policy recommendations.

16. The meeting participants introduced themselves.
17. Mr. Vega said that he continues to recommend that CAB members hold house parties for the benefit of the station, that he will be holding one with the assistance of Mr. Johnson and Mr. Turner, but that he will not coordinate parties. Mr. Hughes, noting that WPFW must be squeaky clean because its license is up for renewal this year, asked that Ms. Jordan be notified of each party, so that the station is aware of everything that is being done in its name.
18. Ms. Handy-Kendi noted that Ms. Jordan occasionally stops proposed fundraising ideas, possibly due to overload. Ms. Mateen recalled that Ms. Jordan told the CAB that she discourages ideas that do not come with sufficient resources, or that are poorly defined.
19. It was agreed that CAB meetings would continue to be nominally scheduled for the third Monday of odd-number months. The next CAB meeting will be at 7 PM on Monday, March 21, 2011.
20. The meeting was adjourned at 9:00 PM.

**January 2011 Meeting of the WPFW Community Advisory Board  
Agenda**

1. Adoption of agenda
2. Discussion of draft resolution 2011-001, **Community Advisory Board Members**
3. Election of officers
  - a. Chair
  - b. Vice chair
  - c. Secretary
4. Adoption of notes from previous meeting
5. General manager comments
6. Old business:
  - a. Discussion of programming goal information previously provided to the Local Station Board
7. New business:
  - a. Discussion of draft Howard Theatre (Blue Note) letter
  - b. Discussion of Mobile Giving Foundation (donation via cell phone)
  - c. Announcement of Leadership and Strategic Planning Certificate Program at CCDC
  - d. Discussion of listener comment
8. Set date for next meeting (nominal date: Monday, March 21, 2011)
9. Adjourn

**Resolution CAB 2011-001**

**Community Advisory Board Members**

**BECAUSE:**

There is a need to specify the members of the Community Advisory Board; and

**BECAUSE:**

The persons named below have applied and been approved for Community Advisory Board membership in accordance with the Bylaws;

**RESOLVED:**

The Community Advisory Board members for the period 1 January 2011 to 31 December 2011 shall be:

1. Mr. Alvernon Garey, of Hyattsville, MD
2. Ms. Bridget Arnwine, of Rockville, MD
3. Ms. Carolyn Brown, of Forestville, MD
4. Mr. David Vega, of Takoma Park, MD
5. Mr. Frank Johnson, of College Park, MD
6. Mr. Herman Samuels, of Upper Marlboro, MD
7. Mr. Jeremiah Lowery, of Washington, DC
8. Mr. Kalonji Olusegun, of Silver Spring, MD
9. Ms. Kathy Allen, of Washington, DC
10. Ms. Mana Rabiee, of Washington, DC
11. Mr. Marcus Jetter, of Washington, DC
12. Mr. Perry Redd, of Washington, DC
13. Ms. Rabihah Mateen, of Washington, DC
14. Mr. Ronald Benjamin, of Greenbelt, MD

## **Notes from WPFW Community Advisory Board (CAB) Meeting**

7:00 PM, 15 November 2010, at WPFW, 2390 Champlain St. NW 2<sup>nd</sup> Floor, Washington, DC 20009

### **Participants:**

#### **CAB members:**

Alvernon Garey, Hyattsville, MD  
Carolyn Brown, Forestville, MD  
Charles Turner, Washington, DC  
David Vega, Takoma Park, MD  
Herman Samuels, Upper Marlboro, MD  
Joseph Young, Largo, MD  
Kalonji Olusegun, Silver Spring, MD  
Kathy Allen, Washington, DC  
Perry Redd, Washington, DC  
Ron Benjamin, Greenbelt, MD  
Suji Sutler, Washington, DC

#### **WPFW staff members:**

Robert West, Interim General Manager

#### **Guests:**

Alan Barysh, Baltimore, MD  
Frank Johnson  
Gar Young, Reston, VA  
Jane Gatewood, Fort Washington, MD

### **Notes:**

21. Ms. Brown, the CAB Vice Chair, opened the meeting at 7:00 PM.
22. The meeting participants discussed, modified, and approved the meeting agenda (Attachment 1).
23. The CAB members discussed, modified, and approved the notes from the 20 September 2010 meeting (Attachment 2).
24. Mr. West said that:
  - The recent pledge drive was successful; it raised \$363,000. It slightly exceeded the goal, which had been selected to be realistic. The drive's success reduces but does not eliminate the station's financial crisis.
  - The new permanent General Manager should be in place before the next CAB meeting, in January.
  - The transmitter has been operating at full power since shortly after the last CAB meeting.

**Attachment 3**

- The station is negotiating to purchase the transmitter that it received as a loan and used while the main transmitter was being refurbished. The purchased transmitter would be used as a backup to the main transmitter, and potentially could be installed at an alternate site and used, in conjunction with a new antenna, to keep the station on the air if the main transmitter and antenna must be shut down during lead abatement work on American University's antenna tower (on which WPFW is a tenant).
25. Mr. Vega said that he and Ms. Jordan modified the concept for the previously proposed multi-ethnic potluck fundraising dinner: the single, large event has been replaced by a suggestion that each CAB member host a fundraising pot luck in his or her home, with their friends and neighbors as guests. The new approach simplifies logistics, and avoids licensing and legal liability issues. Mr. Vega said that he previously hosted a successful potluck for the benefit of another organization. He charged \$20 to \$25 per person, and easily raised \$500 to \$750. Mr. G. Young said that potluck participants could deduct the full amount of their contributions as long as the food at the event is given away (rather than provided in exchange for the contribution). He also recommended inviting a WPFW programmer to the potluck as a guest, to help attract interest. Mr. Barysh recommended that the concept not be restricted to potluck dinners; he proposed an open mike poetry reading as an alternative that might work in his Baltimore neighborhood. A sign-up sheet was passed around for volunteers for a committee to flush out appropriate details.
26. Ms. Sutler noted that the recent Thelonius Monk competition was a major jazz event, and that it would have been desirable for WPFW to be involved in it. Similarly, she noted that BB King Enterprises and a division of Blue Note will be managing the soon-to-be reborn Howard Theatre, and that a relationship between the Theatre and WPFW could be mutually beneficial. Mr. Turner moved that Ms. Sutler draft a suitable letter that WPFW staff could send to Blue Note. The motion was seconded, voted on, and approved.
27. Mr. Barysh described several issues regarding WPFW programming:
- The late Ambrose Lane Sr. had permitted hate speech on his program, and did not challenge it.
  - The only way to provide input to Democracy Now is to contribute \$2,000 to the show.
  - Gary Null and Sunyata Amin misrepresent their professional expertise on air.
  - Gary Null advertises various products on his program. WPFW could be held liable if a listener purchases one of those products and has a bad reaction to it.
- Ms. Brown told Mr. Barysh that the CAB had already passed resolutions recommending policies related to each of those issues, and that the policies had been passed to the Local Station Board (LSB) for consideration. Mr. Barysh concurred, and said that the LSB had not considered the recommendations. Mr. Benjamin said that Ms. Gatewood told him that the LSB had referred the recommendations to its Program Committee, which is expected to consider them and report back at the December LSB meeting.
28. The attendees discussed draft resolution CAB 2010-007, **Announcements of Personnel Changes**. The draft was modified to:
- Say that announcements should be made as soon as practicable,
  - Say that, in addition to on-air announcements, the LSB and CAB should be notified, and
  - Include sample text for announcing a program host change.
- The modified resolution was approved (Attachment 3).
29. The attendees discussed draft resolution CAB 2010-008, **Grants Team**. Ms. Brown said that Ms. Gatewood told her that a grants team similar to the one described in the resolution is already in

**Attachment 3**



operation under the LSB's Outreach and Development Committee, and that non-LSB members are welcome to participate. Ms. Sutler said that she thinks it is important for CAB personnel to be involved in the grants team, and for them to brief other CAB members on its operation. Ms. Allen withdrew the resolution, with the understanding that Ms. Brown would notify the Outreach and Development Committee of the CAB-related personnel (Ms. Allen, Mr. Benjamin, and Mr. Johnson) who are interested in joining the grants team.

30. Discussion of the status of the application for a grant for a new transmitter was dropped in light of the previous discussion; the status is an issue for the Outreach and Development Committee's grants team, not for the CAB.
31. Available CAB membership applications were collected and placed on Ms. Pope's desk.
32. It was agreed that the next CAB meeting would be held on January 24, a week after the normally scheduled date, to avoid a conflict with Martin Luther King Day.
33. The meeting was adjourned at 9:00 PM.

**EDITOR'S NOTE:** This attachment is not an exact duplicate of the information that was handed out at the meeting. It reflects the information currently posted on the Mobile Giving Foundation Web site, <http://mobilegiving.org/>, which apparently has been modified since the information distributed at the meeting was generated.



The Mobile Giving Foundation brings the power and reach of mobile phones to nonprofit organizations as a new fundraising and donor interaction mechanism. Through the Mobile Giving Foundation, non profits can leverage the ubiquity of mobile without the complexity, expand and cultivate a new base of givers and create permissive donor interaction.

### **Mission**

Our goal is to enable the “mobile channel” for charitable giving in support of good causes by using the convenience, security and ubiquity of text messaging and other wireless network based billing systems. Nonprofit organizations will find mobile to be an effective channel for new donor acquisition, fund raising and donor interaction. Donors will find the use of mobile to be convenient, immediate, private and secure. Merging philanthropy with the power of the mobile medium serves the broader objective of expanding the pool of contributors to include those who might only be able to afford to make a small gift through a \$5 or \$10 charge collected through their wireless bill. Donors can immediately respond to a mobile call to action whether it is delivered at point of sale, on television, via print, etc. 100% of each donation is remitted directly from the wireless operators to the Mobile Giving Foundation, which in turns gives 100% to the recipient charity.

The Mobile Giving Foundation operates in the US and Canada, and serves global charitable interests by:

- Provide the organizational element that enables charitable giving across wireless carrier platforms
- Be responsible for compliance with all federal and state laws and regulations
- Develop, manage and keep standards for participation
- Certify non profit participation and giving campaigns

**Attachment 4**

- Manage assigned short codes to be utilized by charities for mobile giving
- Act as billing settlement and records clearinghouse between carriers and participating charities
- Issue the donor receipt
- Conduct research on the demographics of mobile giving and optimizing mobile giving campaigns
- Increase awareness among the general public about the “Mobile Philanthropic Channel”

### **Standards for Participation**

We have attempted to create a set of reliable, straight forward standards that give all participants in the mobile ecosystem, including donors, some assurances with respect to who is using the mobile channel. In order for a non-profit organization (“NPO”) to solicit contributions through the mobile channel, the NPO must have a rating of m4 or higher.

### **The following scale is used:**

NPO adheres to all 11 standards: m5  
NPO adheres to 9 or more standards: m4  
NPO adheres to 6 or more standards: m3  
NPO adheres to 4 or more standards: m2  
NPO adheres to less than 4 standards: m1

### **Mandatory standards:**

1. The organization shall be exempt from income tax under section 501(c)(3) of the Internal Revenue Code (*includes filing a 990 annually and reporting gross revenues of at least \$500,000.00 on such 990*);
2. The organization shall be registered as a soliciting charity in all states in which the solicitation will occur. In the event of multi-state solicitations, the NPO must be a registered as a soliciting charity in all states requiring registration, unless sponsored by a qualified 501(c)(3) organization who is registered in all states requiring registration;
3. The organization shall be in compliance with all applicable state and federal laws including remaining current with all required filings (includes US Patriot Act Compliance);
4. The organization shall be in good standing in its state of incorporation and have been operational for at least 1 year;
5. The organization shall make only truthful representations to the public with respect to its fundraising, finances, operation and solicitations;
6. The organization shall be accessible and responsive to the public and shall have a donor privacy policy that allows for donor opt-outs.

### **Preferred Standards:**

7. The organization shall have an elected and volunteer Board of Directors of at least 5 members that has at least 4 meetings each year;
8. The organization shall measure its effectiveness through assessment tools every two years;
9. The organization shall have a well-defined mission statement and operate programs that work to efficiently achieve that mission;
10. The organization shall spend its funds in a prudent and transparent manner;
11. The organization shall accurately report its expenses and make such information, financial statements and annual reports openly available to the public.

Jim Brown 301-439-7144 or 240-604-3318  
Dr. Pamela Brewer – 301-654-5286

**Attachment 4**

## Comments for the CAB

01/24/2011

- An anonymous listener (his name and number were cut off by my message machine) objected to the station running PSA over Democracy Now's musical interludes. He said that Democracy Now selected music which was and that broadcasting PSAs during it destroyed the integrity of the show. He suggested that all station PSAs be played after Democracy Now had finished airing.
- Two listeners, RD Carter, and a man called John, telephoned to complain about Community Comment. They called on the same day and both said that Community Comment should be longer. John suggested that it be an hour. John also said that the hosts had begun voicing their own opinions about what people called in to say. He emphasized that CC should be for the community and that it was not a talk show. RD Carter said that several of the hosts were rude to those who called in; he did not specify which of the hosts these were.
- Tyrone M. Washington would like Millie Ware to be considered as the replacement for "Z", Saturday mornings..

**Attachment 5**

## **WPFW-LSB Programming Committee**

1/24/11

### **Initial LSB Programming Committee Consideration of CAB Policy Recommendations**

The LSB Programming Committee reviewed five (5) policy recommendations from WPFW's Community Advisory Board (CAB) at its regular monthly meeting of Tuesday, 1/18/11. Marcus Jetter, a member of the CAB, facilitated our discussion of the recommendations. The following represents the results of our initial discussion.

#### **(A) Support With Further Suggestion:**

##### **Proposed Personnel Change Announcements Policy --- Resolution 2010-007**

We suggest that the recommendation be amended to also apply to programmer and time/slot changes.

#### **(B) Reject**

##### **Proposed Policy On Misrepresentation Of Health Expertise --- Resolution 2010-003**

We consider this policy to be unnecessary: health shows and their programmers should be evaluated by the Program Director based on their overall performance; i.e., from a global perspective.

#### **(C) Tabled Pending Further Investigation**

##### **(1) Proposed Hate Speech Policy --- Resolution 2009-002**

A) We first need to find out if the station already has a policy in this regard, and if so, what it is; so that we can then decide if anything else needs to be added, and if so, what.

B) Having said that, we basically support the CAB's recommendation, with one (1) exception: social/political opinion is generally attributable to an individual, whereas prejudice is directed towards social groups, and so we must distinguish between the two (2).

C) Marcus will provide us with a legal definition of hate speech, which we will use to improve the language.

##### **(2) Proposed Advertizing Policy --- Resolution 2010-001**

A) This is a very complicated issue which has been under discussion for many years at the station. For instance, how do we distinguish between the behavior of hosts and guests; both of whom may promote services/products --- their own and/or those of others ?

B) In order to develop a policy, we should first consult with the current IPD, as well as former PDs, and check to see if there is a Pacifica policy, and if so, what it is.

##### **(3) Proposed Health Show Disclaimer Policy**

A) We agree that there is a need for such a policy.

**Attachment 6**

B) We should first find out if a policy currently exists, and if so, what it is.

**ADDITIONAL NOTE:**

Although not a part of the meeting's notes, this writer (Benito Diaz) adds that, if memory serves him properly, the station has begun airing a disclaimer at the end of health shows lately.