

Agenda and Minutes: KPFA Community Advisory Board (CAB) Meeting
July 22, 2017 11:00 am – 1:00 pm
Grassroots House, 2022 Blake Street, Berkeley, CA 94704

11:00 1. Sign in CAB members present - (Robin): done.

11:04 2. Introductions of new CAB members (if any), and community members (voluntary): one member of the public was present: Joseph Partansky; he gave his name and written comments (below, item 5). LSB member Carol Wolfley gave input during community input time but was not present to introduce at this time.

11:08 3. Assign meeting roles for any regular position holders who may be absent (Chair, Scribe/Minute Taker, etc.). N/A; all CAB members present and performing usual roles.

11:10 4. Additions or Modifications to the Agenda (see item 11); then approval of agenda. Agenda modified to incorporate anticipated presence of LSB member and former CAB member Carol Wolfley who is coming to give an update on the Pacifica network to the CAB. Agenda approved without objection.

11:15 5. Community input time: Joseph Partansky and Carol Wolfley spoke. Joseph gave written input for inclusion in the minutes (verbatim, next paragraph); Carol said she would email her comments to the CAB.

“Joseph V.A. “Joe” Partansky, Human-Disability Rights Advocate (925) 524-0272. AccessJoeP@gmail.com.

(1) Please make it very convenient to have a one-page weekly schedule (current site won't print graphic form [Joe specifically asked the CAB for a PDF copy]). Last one I got with my annual IRS statement of 2014. Suggest the 2017 KPFA IRS statement include a duplicate weekly schedule on one page.

(2) Please share policies and procedures for Contra Costa and other area bookstores to consider being a place to buy KPFA speaker event tickets. I would be willing to hand-carry cash or a check at least monthly. KPFA should ask to be informed of unsold tickets before events so you know this info timely.”

Carol Wolfley (former CAB member and current LSBS member) attended part of the meeting and shared that, "I am happy to see the CAB exploring new sources of input from the community about the station.

(1) I suggest consideration of Facebook survey possibilities at the KPFA Community Input page and analysis of data about KPFA on stats.pacifica.org to assess listenership for specific programs.

(2) I also hope that data from the KPFA CAB can also be shared with the Pacifica National Board Programming Committee in collaboration with other stations to work on a network wide analysis of programming interests, needs and recommendations.”

CAB and other responses:

(1) CAB member Karen Nyhus emailed the current program grid in .PDF form to Joe P. during the meeting.

(2) CAB member Karen Nyhus gave Joe a form for submitting his (above) written input to the minutes.

(3) LSB member Carol Wolfley, present, offered to forward Joe's email (or request; she gave Joe her phone #) to Bob Baldoch and Ken Preston who handle events.

11:30 6. CNA – status of survey?

A. Final Feedback Form – report from MaryAnn: MaryAnn sent it to the CAB, and (now that the e-survey is complete), is going to modify the top box to match the e-survey as much as possible, and incorporate suggestions from Craig to improve appearance. MA used the paper survey at an event; received 8 surveys back.

Rich is willing to collate paper surveys. **Motion:** Rich will start data entry but not put in SurveyMonkey until we get the paid subscription allowing us to collect over 100 surveys.

Passed unanimously.

Carol Wolfley comments:

- (1) the CAB still has a FaceBook page entitled “KPFA Community Input.” Carol is still the admin of that site; we could take it over; they have free surveys. **No action taken.**
- (2) look at stats.pacifica.org. Go to KPFA: ways to look and see how many people are clicking on website at given time of day. Website listenership has been found to be an effective way to review station programming (another CAB responsibility). Need to revisit when we are putting final report together, but not relevant to surveys right now. We may also use this info to target when to get air the cart announcing the survey.
- (3) We should add “KPFA 94.1 FM and KPFA.org” on title of survey. Discussed, agreed.

Mary Ann suggested that in our final report, we should also mention that there’s bias in the long list of programs toward those listed first/at the top. All agreed.

B. Survey Monkey e-survey – report from Karen.

Survey is complete, open, and designed to match the paper survey as closely as possible. Two CAB members completed the survey (tested); said it was easy to complete and they liked it; could easily find the programs they wanted to mark as “I listen to” (matches paper form where program grid is printed on the back; in the survey the programs are ordered first by day of week and then time, listing show title and start time).

How to promote survey? Cart announcement on air with friendly link. On website. Station has email list (approx. 8,000) of listeners. Maybe write proposal to station to publish survey with link to listeners? Add link to appeal letter? Laura and Quincy would handle sending out email. Mention at LSB. Craig will also ask Laura Prives about including a link to the survey in emails to listeners and fundraising appeals.

How to pay for the subscription that allows us to collect more than 100 surveys and create a customized url that is easier to remember when announced on air or read off paper? Need credit card; \$35/month. Need for 3 months to complete this year’s CNA (\$105 total). Decided to pay for it ourselves and hope to be reimbursed by the station, knowing that (a) there is no budget for the CAB; (b) the decision process is slow; (c) the station is \$250K in debt and so it is unlikely we will be reimbursed. But we think it’s necessary and will formally request it.

Budget is developed Aug/Sept. Fiscal Year ends Sept. 30, so now is the right time.

CAB members Mary Ann Thomas, Karen Nyhus, and Craig Dunkerley as well as LSB member Carol Wolfley each contributed \$20 cash to Robin, who will purchase the subscription on her credit card (done after the meeting). Rich is going to also contribute \$20, as will Robin, so we will have \$120.

We want to get the station to reimburse the CAB this \$105. There’s no budget for CAB: may not be worth our time. Discussion: propose CAB budget to station covering \$15/month (year-round) and \$35/month (either for 3 mos/year or year-round) for SurveyMonkey subscription.

Decided: Mary Ann will write up proposal [not in proposal, but implicit per discussion above: two budget versions: one to cover cost including Grassroots House rent for 1 year and 3 months Survey Monkey subscription (minimum; would total \$355), and another w/year-round survey cost max – \$660] and finalize for presentation to the LSB at their August 19 meeting.

C. Is survey up and available on KPFA website? Action steps needed?

Karen: Survey is *not* listed anywhere yet; needed to test/validate it (OK; done) and we need a friendly (i.e. easier to remember and say on-air) url and then to post it. Friendly URL also requires a paid subscription.

Discussed:

* add to web page's scrolling footer? Discussed but not decided or assigned to request.

* add sentence to bottom of KPFA home page in CAB section ("next CAB meeting" text)?

Decided:

- (1) Craig will add wherever he can within our power as CAB to edit the KPFA web page.
- (2) Robin will ask Miguel (KPFA webmaster) to add a link to the survey on the KPFA.org home page (in the CAB section at bottom) and at the top of the CAB page.

- 11:45 7. CARTS for CNA Survey, membership & meeting announcements – report from Robin
Robin sent 3 carts to all CAB members on email: CAB meeting announcement cart, CAB membership recruitment cart, and proposed survey cart. Discussion and decisions follow:
Survey Cart: **decided:** incorporate into other 2 carts instead of having a standalone cart.
Meeting Cart: add language to announce survey friendly url.
CAB Membership Cart: similar; add language to announce survey friendly url.
CAB Members will give suggested exact language to Robin by Sat 7/29 for her to finalize.

- 12:00 8. Status of Email auto-response on CAB Gmail account (for public input) – report from Robin
Robin posted it yesterday. Don't know where it goes. Karen tested and it works. Karen and Robin improved format.

- A. Any emails we need to discuss and respond to? – Robin [no]
- B. Clarify all email addresses as well as Google-group access – Karen
Cab.kpfa@gmail.com is for feedback from listeners to CAB; kpfa-cab@googlegroups.com is for internal CAB communications. Karen will add Craig's "5500" email address on the CAB group.

- 12:10 9. Frequency of CAB reports to LSB and who should do them? It's a 6-hour meeting; Robin used to go and is done attending, but concerned it might be part of CPB requirements. **Motion:** that we decide at each meeting, with a standing agenda item, whether and/or who will attend to give a CAB report to the next LSB meeting. **Passed unanimously.**

- 12:20 10. Grassroots House (GRH) rental fees for CAB meetings – update/report from MaryAnn. We finally got arrears paid by the station, through June of 2017. We are paying \$15/month for our 2-hour meetings. MaryAnn will work with GRH to submit another invoice to Maria Negrete, KPFA's business manager, and will include it in presentation to LSB on Aug 19th if possible.

- 12:25 11. Items added to agenda (if not covered elsewhere)

Reassigned half of community input time for Carol Wolfley to present during this part of the meeting, but it turned out not necessary; Carol came before first community member was done speaking and spoke then.

- 12:35 12. Announcements (reminder: next meeting **August 26** at GRH). Robin will be unable to attend unless she chooses to by phone, but CAB will meet then/as usual anyway.

- 12:40 13. Adjourn. Adjourned at 12:45 (early). Karen and Robin completed testing and editing of CAB email auto-responses, added Craig's other email to the CAB Google group, put a monthly subscription to SurveyMonkey on Robin's credit card, changed the URL of the survey to be more friendly, and edited the title per Carol's suggestion.