

KPFA Community Advisory Board (CAB) Agenda and Minutes, September 23, 2017
Grassroots House, 2022 Blake Street, Berkeley, CA

11:00 am – 1:00 pm

- 11:00 1. Sign in CAB members present - (Robin) Robin House Collin, MaryAnn Thomas, Karen Nyhus, Rich Stone, Craig Dunkerley (arrived late)
- 11:04 2. Introductions of new CAB members (if any), and community members (voluntary): Gregg Nelson and Erich Huffevere, community members, and Carol Wolfley, LSB member and former CAB member.
- 11:08 3. Assign meeting roles (Facilitator: MA. Minute-Taker: KN, Stack-Taker: RH, Time-Keeper: RS).
- 11:10 4. Additions or Modifications to the Agenda (**see item 11**); then approval of agenda. Done.
- 11:15 5. Community input time: All three visitors spoke. Erich, a musician with a band, filled out a feedback form, and indicated interest in promoting his band on-air. CAB referred him to Program Director Laura Prives's email to explore what programs he might ask to be on. Gregg, who has visited the CAB before, also filled out a form. He is from LA, has several proposals for the station, regarding fundraising, outreach, and public affairs programming. Gregg may be interested in joining the CAB. He is in the Bay Area frequently. The CAB suggested he contact the station with his suggestions, including what he is willing to do to make them happen. Carol updated the CAB from the LSB, bringing us a copy of General Manager Quincy McCoy's latest report, and reading from it. CAB members took a photo of this report to share and read later.
- 11:30 6. Community Needs Assessment ("CNA" – CAB's annual report to station/LSB) Status
- A. Survey Monkey responses? – report from Karen
We have over 300 surveys. Rich downloaded the data we had as of last Saturday (9/16), and compiled answers from questions 3-8, which he pasted into Word. The answers to questions 1 and 2 are available (via export) in .PNG (graphical/bar chart) format.
Decided; Karen will handle questions 1 and 2. Rich will send Karen what he has on Qs 3-8 now; she will append remaining surveys. Keep transcribed paper forms in a separate doc.
Rich send me what he's compiled as of today. I will close the survey at 6 pm on Sept. 30th around 12-1 pm. At that point, add all remaining data to the summary (1-2, all) Q 3-8 (since last Sat). Rich will data enter approx. a dozen paper forms into a new, separate document and send me the doc. I'll combine all and recalculate stats. Passes unanimously.
Otis can tell us whether it's a compliance issue for Pacifica (that other stations reportedly are not doing CNAs).
- B. When should we take survey down... and should we alert listeners of this "deadline?" If so, how should we do that? Sept 30th 6 pm.
- C. Next action steps needed to prepare CNA?
Motion to produce better report late (no LSB meeting Oct. at which to present the report) rather than rushing and presenting a lower-quality report. Passed unanimously.
Other things to include in the report:
- a. List of events we handed out paper forms at: 9/11 film festival, White supremacist Aug 26th Prayer for Peace protest in Civic Center.
 - b. Handed out flyers (announcing online survey) at SF Labor Council, Amy Goodman birthday event, handed out paper surveys (form with CAB email: before we changed the form) at SF Green Party meetings, anti-fascist rally, 9/11 film fest.
 - c. Include quarter sheet used for outreach at anti-fascist rallies in report.
 - d. List carts in doc. Sabrina got them on a regular schedule.
 - e. Thank people who helped us. Sabrina, Miguel, Mike Biggs, Laura P, Quincy, Maria Negrete.

- f. The answers to the SurveyMonkey survey questions.
- g. Transcribed answers to questions on paper forms.
- h. I will submit a raw data and an outline based on other CAB (KPFT and ours) send to group.

D. When to end the carts announcing the survey?: Robin will contact Miguel or Mike Biggs to (a) end survey cart, (b) boost/start membership cart and meeting announcement cart.

Other follow-up: Robin will submit a bill for Survey Monkey to the station for reimbursement. Who will summarize each Q: one paragraph, plus more if needed. Use for exec summary.

Q1) How do you listen? Bar chart. Redo the graph with new stats and add text responses as seems appropriate. **Karen**

Q2) What programs do you listen to: SM has graph and % of respondents. Karen will combine w/paper forms and summarize. **Karen**

Q3) What topics or resources do you want to hear about. **Rich**

Q4) How can KPFA better support.... **Mary Ann**

Q5) What suggestions do you have about pub affairs **Craig**

Q6) What suggestions do you have about cult & music progs **Robin**

Q7) Please list contact info for individuals and orgs you'd like CAB and staff to connect with: (just a compilation): 72 answered **Robin**

Q8) City, State, Country, other (compilation) brief summary. **Rich**
Summary) **Craig** will write.

KN will send aggregated data on above questions to all people ASAP.

Karen will send a summary of Qs 1 and 2 by 10/20. Everyone else will send to the CAB list by 10/26, in time for review before the next meeting on October 28th.

- 11:50 7. CARTS for CNA Survey, membership & meeting announcements – report from Robin
 - A. How often are they being played? See above.
 - B. Response from KPFA staff? - Craig
- 12:00 8. Listener Email to CAB – report from Robin
 - A. Any emails this month from listeners that we need to discuss and/or respond to? NOTHING
- 12:10 9. Last LSB meeting – Report from MaryAnn: she missed it.
- 12:20 10. Grassroots House – update/report (if any) from MaryAnn: MaryAnn still needs to get GRH to send out the bill to KPFA.
- 12:25 11. Items added to agenda (if not covered elsewhere)
 - A. Update on suggested changes to CAB home page approved at last meeting – Craig (tabled)
 - B. Tabled until Oct. meeting: Discussion held over from last meeting: During the meeting, should we permit/have an option for attendees to present relevant information to CAB members “off the record” (i.e. not for official inclusion in the minutes) but in a manner open to the public?
- 12:35 12. Announcements (reminder: next meeting **October 28**)
- 12:40 13. Adjourn

Next Time: meeting w/Quincy, discussion of the report and strategy he put out that Carol brought us (and discuss how we can help).