

Minutes for the regular National Finance Committee meeting April 10, 2012.

Meeting convened at 8:39 PM (ET) a quorum being present, the Chair being absent and the Secretary being present.

Attending: Ken Aaron, Jim Boyd, Bill Crosier, Marcus Jetter, Campbell Johnson, Kim Kaufman, R. Paul Martin, Tracy Rosenberg, Barbara Whipperman, Lavarn Williams, also attending were Executive Director Arlene Englehardt, WPFW General Manager John Hughes, WPFW Development Director Tiffany Jordan and WPFW Business Manager Robert West.

Agenda:

1. Roll Call
 2. Draft Agenda
 3. Minutes
 4. Financial Transparency Update - Marcus and Tracy
 5. WPFW - Discussion with Manager - time certain 9:00 PM (ET)
 6. WPFW - Recommendations (establish workgroup if needed or otherwise establish deadline/protocols)
 7. Update on KPFK Session on 4/27
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By agreement Bill Crosier assumed the Chair to start the meeting.

At 8:42 PM (ET) Tracy Rosenberg came onto the meeting and assumed the Chair.

Motion: (R. Paul Martin) "To adopt the agenda." (Passed without objection)

Amendment: (Kim Kaufman) "To add #8 for FY13 budget time line chart discussion." (Fails 0 for, 8 against, 2 abstentions)

Minutes 8:58 PM (ET)

Motion: "To approve the minutes of the March 13, 2012, meeting." (Passed without objection)

Motion: "To approve the minutes of the March 27, 2012, meeting." (Passed without objection)

WPFW - Discussion with Manager 9:02 PM (ET)

WPFW General Manager John Hughes, WPFW Development Director Tiffany Jordan and WPFW Business Manager Robert West made a report to the committee about WPFW's current financial situation. The General Manager said that over the course of FY12 they've lowered their on-air fund raiser goals, the station has not met its budgeted special events fund raising goals, the station has not met its budgeted major donor fund raising goals, and the station has not met its budgeted planned giving projected goals. The station had projected implementing four full on-air fund raisers in its FY12 budget coinciding with development and implementation of an

integrated fund raising campaign themed “Campaign for Growth.” The General Manager reported that some Staff had refused to participate in the full on-air fund raising efforts. This substantially reduced the number of days that the station engaged in on-air fund raising and affected the station’s actual Listener Support revenue. The Listener Support revenue shortfall affected the station’s ability to fund other fund raising efforts, some of which are directed at helping the radio station to move to new premises.

The General Manager said that WPFW’s lease has been extended to December 31, 2012, and that it’s possible that it might be able to be extended beyond that deadline, but there was no agreement on such an extension yet. The previously identified location that the station had hoped to move its offices and studios to could not reach an agreement for giving the station a lease. The station now has a Relocation Committee that is actively looking for a new location for the station to move to.

The committee discussed the report. There are a number of off-air fund raisers that are currently projected to bring in substantial revenues. The station had held an on-air fund raiser in September and so had finished FY11 in good shape. The WPFW General Manager said that another goal for FY12 had been to bring all Paid Staff up to full time employment. Not everyone from WPFW agreed with Management’s characterization of programmer’s actions.

In closing the WPFW General Manager acknowledged that improved Listener Support was critical. He suggested a national fund drive for WPFW.

The WPFW Management and Staff left the call and the committee discussed setting up sub-committees to come up with plans for what to do about both WPFW and KPFK.

The following committee members will be on the sub-committee to discuss WPFW: Jim Boyd, Marcus Jetter, Campbell Johnson, R. Paul Martin (when possible), Tracy Rosenberg, Alex Steinberg, Lavarn Williams.

The following committee members will be on the sub-committee to discuss KPFK: Ken Aaron, Bill Crosier, Kim Kaufman, R. Paul Martin (when possible), Tracy Rosenberg, Barbara Whipperman, Lavarn Williams.

Motion: (R. Paul Martin) “To adjourn.” (Passed without objection)

Adjourned 10:22 PM (ET)

Submitted by R. Paul Martin, Secretary.