

FRESNO FREE COLLEGE FOUNDATION  
BOARD OF DIRECTORS MEETING Draft Minutes  
3/17/09 7:10 PM

Present: Sue Kern (pres), Mel Sanders (vice-pres.), Leni V Reeves (se'ty), Hasan Johnson, Dave Gendron, Jan Slagter, Alex Vavoulis, Vickie Fouts (treas. excused late), Rych Withers (ED)  
Absent, excused: Gerry Bill, Rand Stover  
Guest : Mark Hernandez, Janet Flores, Rick Flores

Minutes of 2/17 approved (M- MSs, S- JS, adopted)

Public comment made during discussion of studio move: notification and training for programmers discussed. Programmers Liaison to Board suggested. Rick Flores will initiate discussion of this with programmers.

A) Reports

- 1) President - none
- 2) Executive Director/Programming Director - report given
- 3) Chief Engineer - report given
- 4) KFCF Representative to KPFA LSB - did not attend due to Marc Scalzo's death. Report made from KPFA's Treasurers report.

Committees

- Budget Committee - report given
- Fundraising/Community Outreach - report given
- Programming - did not meet
- Governance Committee did not meet
- Election Committee - report given
- Personnel - closed session

B) Consent Agenda: PSA and Calendar Policy - moved effectively to New Business but discussed at this time.

C) Old Business

- 1) ad hoc committee on stringers reported that a fund-raising letter was mailed and response has been good. KPFA has clarified conflict of interest rules and has recommended that KPFA pay stringers to avoid underwriting announcements.

**Moved that stringer fund raising appeal mailing expenses come from general fund "printing"**

**(M- LVR, S- JS, Adopted)**

- 2) sales tax and business license. State Board of Equalization audit has occurred. Resale License pending.
- 3) studio move - per ED/CE reports
- 4) Staffing hours and assignments. Currently Becky has 20 hours doing filing, mail, database, and calendar; Frank has 15 hours doing graphics, on-air production, website, facebook and myspace.
- 5) Broadcasting Board Meetings - no motion to do so.
- 6) Ownership pf URL's for website.

**Moved that ED be administrative and financial contact for all domain registrations**

**(M- LVR, S- VF, Adopted)**

D) New Business

- 1) Marc Scalzo: ( appreciation and sympathy, no motion required)

**Filling seat vacated by Marc's untimely death: Alex Vavoulis  
nominated Mark Hernandez Passed**

- 2) Meeting Place - we can continue using the Union Hall
- 3) PSAs and Community Calendar Items

**We adopt this draft on a one month trial basis.**

**PSAs**

**These need to be no more than 60 seconds (35 seconds or ten lines of text plus music and need to be prepared by the organization proposing to run them, at a time convenient to FFCF staff. ( Staff proposes that all PSAs be prepared, once approved, on Thursdays between 2 and 6 pm.) Decisions on what PSAs to run will be left to the Calendar PSA Director based on the number of events occurring the week the PSA is to air. Priority will be given to KFCF sponsored events (e.g. WILPF crafts fair, sleeping bag project, and our own fundraising outreach events) but as time allows we will accept PSA requests from any one time event or campaign that is open to the public (or seeks help from the community) as long as there is no commercial profit being made and it does not endorse a political candidate. Each organization will be limited to one PSA request per month. If there are too many PSA requests for a particular week, the PSA Director will inform the person requesting it that we cannot play a PSA but they can include the event in our community calendar. (I'd propose a limit of 5 PSAs other than our own events for each week, and then local programmers have a choice of several they can run during their shows.)**

**All requests must be made in writing at least 4 weeks before the event and include a proposed script. Exceptions may be made on a case by case basis. The PSA Director will respond to the request within a week, either agreeing to do the PSA or explaining why it can't be done. ( Need to know who they should direct the email to...) PSAs will not generally be played during a KPFA marathon period, so if the person requesting it knows that a marathon is coming up they can request that the PSA be played the week before the marathon starts.**

**If accepted, the person must schedule with the office a time they can come in to prepare the cart, unless they have one already made and ready to do. The PSA will then be played during the week before the event (or the week before the marathon if applicable.) All approved PSAs will be available for local programmers to play during show breaks.**

**Community Calendar**

**Community calendar listings are available for any one time event that does not involve any commercial profit or endorsement of a political candidate. We will be running a cultural calendar and a social justice calendar, and groups can submit a calendar listing for either one, as long as there is no commercial profit involved. We will generally not list events that occur every week, unless there is a special speaker, film, etc. involved in a particular meeting. We will accept listings for monthly events [e.g. a Filmworks, FCNV or Cineculture film showing], but the item must be submitted by the group each month. All items must be submitted in writing at least 3 weeks in advance on a form available on the website, and**

**should include both the date, time and location, and a contact number for more information. Exceptions can be made on a case by case basis.**

**Items are to be sent by mail, e-mail or fax to the office. The Calendar Director will collect these requests and review them to insure they meet application criteria. If any calendar item is rejected, the Calendar director will respond to the person submitting it explaining why it cannot be included. Those approved will then be forwarded to staff by 10 a.m. on the Thursday before they are to air, so the on-air calendar can be recorded on Thursday before they are to air, so the on-air calendar can be a limit on the total number of items on the on-air calendar each week, but no limit on the on-line calendar as long as it fits within the above-described criteria, On-air items will only be played the week before the event. But on-line items be included as soon as they are submitted, and only taken off once the event ends (updates to the website should be done on a weekly basis by the assigned staff person.) The on-line calendar will also include appropriate links to the sponsoring organization's website, if appropriate.**

#### **Local Program Interviews**

**In addition to the above if a group or organization has an issue of general interest to the community for which they are requesting more on-air exposure, they can submit a proposal to the ED for a subject of an interview on a local program. Such requests should include the date of the event (if it is a specific event) or a summary of the issue, a name and phone number to contact, and, if there is a time limit on when it needs to be aired, that should be included as well. the ED will review each proposal to see if the subject fits within the scope of one of our local shows. The ED will then make an effort to forward the information to the local programmer or programmers in a timely manner, but it will be up to the programmer whether to invite the individual or group to be interviewed on the show.**

**M- JS, S- DG Adopted, with AV abstaining**

To Closed Session for Personnel Matters 9:35 PM

To Open Session 9:48PM

**Moved we accept the Paul Pierce consulting proposal and authorize signing a contract.**

**M- LVR, S- JS, Adopted**

Adjourn 9:50 PM

(Not part of official minutes: a guide to abbreviations used:

Names: SK Sue Kern, MMs Mel Sanders, VF Vickie Fouts, LVR Leni V Reeves, DG Dave Gendron, JS Jan Slagter, AV Alex Vavoulis, GB Gerry Bill,, RS Rand Stover, HJ Hasan Johnson  
RW Rych Withers, MH Mark Hernandez

M = moved, S= seconded, Unan= unanimous)