



PACIFICA
 RADIO WITH VISION
 SINCE 1944

MEMO

TO: RUBEN LIZARDO, LEONOR LIZARDO, MONEIM FADALI, MARK SCHUBB
 FROM: JACK O'DELL AND THE PACIFICA EXECUTIVE COMMITTEE
 RE: KPFF BOARD
 DATE: JULY 19, 1995

At its meeting on July 11, 1995, the Executive Committee made the following decision regarding the Station Advisory Board at KPFF:

- 1) To temporarily freeze local Advisory Board membership * at the May 15, 1995 level, the date of hire of the Station Manager, Mark Schubb.
- 2) Retire those members who have missed three meetings in accordance with existing meeting by-laws;
- 3) Over the next three months, the Manager is to organize a Pacifica Retreat for the Advisory Board members. The orientation should include, station goals, needs of the station that can be fulfilled by the Station Advisory Board and board evaluation criteria.
- 4) After the three month period, at the Manager and Advisory Board's discretion, they can begin to resume receiving applications for local Advisory Board membership -- having in place a process with guidelines regarding KPFF station needs and priorities. This is to result in a matching of these needs with Board talent and resources. Under such conditions, new applicants will be considered and persons who were retired from the Board or whose membership on the Board was affected by the May 15th freeze, may reapply and such applications will also be respectfully considered.

Meanwhile, a subcommittee of the National Board has been established as of this July meeting, with the responsibility to review and update Pacifica policy regarding the function of Station Advisory Boards, so that this area of our Pacifica organization is made fully compatible with changes taking place throughout the Pacifica Network.

The decision made has the objective of giving the current Manager the latitude and time needed for him to carry out the responsibilities critical to the life of KPFF, accelerate program change in order to make available to more people programming on issues of cultural understanding, peace and social justice, expand listener support and begin to remove the pattern of budget deficits, which have been running for the past three years.

An active, helpful Station Advisory Board is an essential component of this effort.

* ALL PACIFICA LOCAL ADVISORY BOARDS ARE FROZEN AS OF MAY 15, 1995.

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