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From: KPFA Staff Announcements <kpfa-staff@lists.kpfa.org>
Date: Thu, Apr 21, 2011 at 9:14 PM
Subject: [KPFA Staff] Program Changes
To: kpfa-staff@lists.kpfa.org, Margy Wilkinson <margylw@earthlink.net>

MEMO: To All Staff
FROM: Carrie Core iPD, Andrew Leslie Phillips iGM.

April 21, 2011

A CHANGE IN OUR LINE-UP.

As you all know KPFA has been struggling to maintain itself over these past years and months.

Since 2005, KPFA suffered a 27% drop in annual income, including a 30% decline of more than \$1.2 million in annual listener support. There has been a corresponding drop in membership. In the meantime the overall economy is depressed and raising money is difficult.

The old model is not working. Programming is not the only reason but is likely part of it. On going internal disputes have also drained our resources.

We all know that a controversial program change was made by Pacifica's Executive Director Arlene Engelhardt when the KPFA Morning Show was removed from the air. There were staff layoffs. Some paid staff agreed to resign their positions and were offered compensation packages. And some staff agreed to reductions in hours. Restoring the old Morning Show is not the answer. We need to step into the future, not back to the past.

With this in mind and in an effort to get KPFA on a new track, it is necessary to make program changes. It is one of a number of strategies new management is working on with staff, to move the station and the network forward.

We note that under the Union Contract; Section 2 – Management Rights - management rights include: "...the right to hire, classify, assign, promote..." and "...to locate or relocate work assignments."

Immediately following the May fund raiser and membership drive we will be instituting the following program changes:

1) The Morning Mix and the 9am rebroadcast of Democracy Now will be replaced by Flashpoints and Hard Knock Radio – Flashpoints at 8am and Hard Knock at 9am. Both programs are lead by amongst our most experienced broadcasters and award winning producer/hosts. As well as reaching out to our current audience they will embrace a new, vibrant, multi-cultural audience. We have plans to take our new morning line-up on the road reaching deeply into our community.

We want to thank and praise those who pitched in on the Morning Mix over these past months. Most were unpaid staff and they did a good job under difficult circumstances.

2) Against the Grain and Living Room will be moved to 11am following Letters and Politics.

3) The morning music line-up will move to noon and be given an additional 30 minutes. This means our afternoon line-up will move forward one half hour commencing on the half hour at 1:30pm – 4pm. There will be no changes in this line-up other than the time.

4) Free Speech Radio News will run at 4pm followed by an updated thirty minute newscast from Al Jazeera.

5) A proposed new program slated for 5-6pm called Talk Back will run five days a week and will invite our audience to “talk back” to the host. There will be five different hosts for Talk Back. Hosts are currently under consideration.

As you probably know, we want to reinstate the program council and we are moving forward in that regard. The program council will be invited to review and evaluate these changes.

Finally, you will note that nobody has lost their program. Nobody has lost their job. We believe these changes will strengthen and diversify our lineup.

The above mentioned program changes will be shared with the KPFA Community Advisory Board and LSB over the weekend. They will be announced to our audience during the Morning Mix this Monday.

Carrie Core,
Interim Program Director.

Andrew Leslie Phillips
Interim General Manager.

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"It is time to sit down and be still,
for you are very drunk,
and we are at the edge of the roof."
--Rumi

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<https://lists.kpfa.org/lists/listinfo/kpfa-staff>