

PROPOSED PACIFICA OUTREACH DIVISION
Affiliates Task Force of the Pacifica National Board
June 2007

INTRODUCTION:

The PNB Affiliates Task Force is recommending that an Outreach Division (OD) be formed as part of the Pacifica National Office. We see this as a natural outgrowth of Pacifica's ever expanding Affiliates Program. When the current Affiliates Program was created there were only approximately 30 US Affiliates. Now there are now over 125 international affiliates including new members in Nigeria, Liberia and El Salvador. The Affiliates Program, and therefore, The Pacifica Network, has gone international thanks to the efforts of the Affiliates Coordinator.

Over the years Pacifica's Affiliates Coordinator, has assumed many unfulfilled job responsibilities, necessary to the smooth functioning of a large \$18 million media organization, including outreach, public relations and media advocacy.

The OD can also assist with efforts to integrate outreach and public relations for Pacifica's sister stations by promoting the Network as a whole. Therefore the Affiliates Task Force is recommending the expansion of this program into an Outreach Division as a part of the National Office beginning October 1, 2007.

The OD will create annual plans and priorities and establish budget proposals in collaboration with the ED to be presented to the PNB for review and confirmation. 2007-08 National outreach funding allocations are integrally connected to the national operations and programming allocations and should be considered together with them.

Initially this Division will have two staff people; the current Affiliates Director and her administrative assistant. But we are mindful that this division is an investment in Pacifica's growth and increased profile throughout the world. With additional promotion resulting in the generation of increased revenue for the Foundation this Division will need to hire additional staff and/or short- term consultants.

Proposed 2007-08 fiscal allocations are attached to this proposal, outlining this Task Force's financial recommendations to the national finance committee.

MISSION:

The Outreach Division's mission is to promote Pacifica Radio as the broadcast champion for independent radio and to further the cause of progressive grassroots media. The OD will seek to further the collaboration between progressive radio producers and organizations that advocate for free-speech rights in an ever more repressive media environment.

VISION:

The vision of the OD is to create an effective outreach and public relations division that will

enhance the profile of the Pacifica Network in general and the Affiliates Program in particular and ensure its long-term success. As the founder of public radio in the US Pacifica needs to promote and expand its leadership role within community media at large.

FUNCTIONS:

The OD will be performing three main functions: Affiliates Program outreach and development, Promotion and Public Relations.

a. Affiliates Program

The OD will continue to deliver and maintain of services to the affiliates program and expand the Affiliates Network.

b. Promotion

The OD will coordinate and collaborate with Pacifica national staff, Pacifica Radio Archives (PRA) and the Pacifica sister stations to identify new markets for the promotion of Pacifica's products and services. In furtherance of the Pacifica mission this division would also address issues of media democracy.

c. Public Relations

The OD will coordinate and collaborate with national staff, PRA and the sister stations in the areas of development and public relations including elevating Pacifica's international profile and enhancing its reputation and prestige. This includes coalition building with parallel media democracy organizations and public relations campaigns through print and other media.

STAFF:

a. Director

It is proposed that the Affiliates Coordinator's job be redefined as the Outreach Division Director. This director will continue to report directly to the ED as well as continue to work collaboratively with the Affiliates Task Force (see attached job description).

b. Part time Administrative Assistant (AA)

This existing staff position will be redefined and expanded to assist with program implementation for this Division. The AA will continue to report directly to the Outreach Director.

c. Part time consultant:

This proposed position will need to be added at a future date. As this unit continues to grow and to expand Pacifica will need to add staff to coordinate a public relations and media advocacy outreach campaign as well as to coordinate station support services for community radio.

1. General Responsibilities

- Collaborate with the ED and the PNB for policy development;
- Collaborate with National staff including the Program Coordinator, Technical Director, Web Manager, Financial staff, and others to plan and deliver services;
- Supervise the existing staff person and hire and supervise additional staff as needed; and
- Continue to coordinate Pacifica's efforts with the "Radio for People Campaign".

2. Affiliates Coordination

- Continue to coordinate and oversee day-to-day affiliate relations for the Pacifica Network, including serving as the primary point of administrative contact for Pacifica's Affiliate Stations;
- Continue to provide outreach and promotion to new Pacifica affiliates and assist non-commercial stations and other groups who wish to become Pacifica affiliates. Negotiate and maintain Pacifica's Affiliation Agreements and contracts from contributing producers and affiliate stations. Update and renegotiate agreements as needed. Provide assistance for the affiliate PNB nomination process;
- Continue to initiate collaborative projects between the Pacifica Foundation and its affiliates, including assisting in the expansion of the Affiliates' Sprouts Program; the third most listened to Pacifica program after DN! and FSRN; and
- Continue to provide relevant information about Pacifica's affiliates and conduct and update national distribution activities (such as carriage surveys and opinion polls) to Pacifica management. Participate in the yearly review of the KU schedule.

3. Promotion

- Develop outreach and promotional materials, including web site content;
- Help expand, strengthen and promote Pacifica program distribution networks;
- Develop new client bases other than affiliates and promote Pacifica products;
- Provide information regarding Pacifica promotion and public opinion about Pacifica, to Pacifica management and the PNB;
- Develop fund-raising and grants as possible; and

- Develop ongoing collaborative relationships and alliances with partner media organizations.

4. Public Relations

- Develop media advocacy campaigns and support services for community radio stations;
- Develop marketing, outreach, and public relations campaigns and promotional materials for Pacifica Radio;
- Represent the Pacifica Foundation at public events such as conferences, media events, and press interviews, etc;
- Collaborate with national and sister station staff for marketing, public relations, promotions, and development; and
- Continue to report directly to the Executive Director and provide regular status reports to the PNB.