

AFFILIATES PROGRAM

Report to the PNB / July 2007
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Objectives:

- ✪ Continue to recruit new affiliates. Current goal: 150 affiliates, enlarging Pacifica's reach and strengthening community radio.
- ✪ Develop international affiliate relations, extending Pacifica's reach and connection to people of other cultures for mutual exchange and benefits to both.
- ✪ Continue to effectively meet affiliates' needs, providing excellent and personal customer service, strengthening partnerships with our affiliates.
- ✪ Encourage and increase greater contact and understanding between affiliate stations and Pacifica stations and PNB to encourage network synergy and broaden Pacifica Network reach and effectiveness
- ✪ Outreach to other parallel organizations to strengthen allied relations and further free-media.
- ✪ Key role for Pacifica in developing new community radio stations, particularly in the Deep South, for more equitable distribution of media resources for social and economic justice for people of color and low income people in the United States.
- ✪ Develop a national outreach department to work in collaboration with the PNB, the sister stations, and national staff, to initiate concerted mission-based marketing of Pacifica as the national broadcast champion in the United States.

Overview and Challenges:

Our office conducted a survey of our affiliates regarding program carriage, preferred methods of distribution, and general feedback about our services. An executive summary of the survey has been included at the end of this report. The report reflects good feelings about network-wide partnership with Pacifica and confirms areas of concern that have been expressed by national staff: 1) Pacifica's need to invest in technology and 2) the need for Pacifica to extend beyond being only a program-provider to our affiliates but to also offer them support services for helping them upgrade their stations. The integration of affiliates' technical and programming needs underlines that 2007-08 National affiliates and outreach funding allocations are integrally connected to the national operations and programming allocations and should be considered together with them.

The number of affiliates continues to grow (currently there are 125), with the addition of two new international members of the network in El Salvador and Liberia.

However, recent negative press and waning public confidence due to the high ED turnover in the absence of comprehensive marketing strategies is a serious challenge impacting the affiliates program, as well as other parts of Pacifica.

There is a serious and urgent need for a network-wide marketing and outreach plan for Pacifica. Without it, we are letting the public -or worse – competitors and enemies – brand us. Although marketing and outreach may be seem intangible compared to radio programs, the consequences of their absence are very tangible, as has already been evident at conferences this summer.

Interest in Pacifica's workshops dropped significantly at the GRC. At the US Social Forum, members of the public easily recognized Democracy Now and Prometheus Radio Project's names and spoke about them with enthusiasm but Pacifica's name almost always drew blank looks or even

sometimes elicited head-shaking and sighs. . Also, our ability to raise funds on air or to attract grants and other potential funders is seriously affected.

It's not the public's job to recognize Pacifica's value; it is *our* job to educate them about why we are important to them – that's what marketing does. All of us at Pacifica continue to accomplish many great things but it is a bitter reality that our good work and our good production will not ultimately attract supporters or affiliates without a well-researched, planned, and executed marketing campaign for long-term growth.

Until now, we have been attributing declining revenues to new technologies and national trends in listenership in public radio (although these numbers do not apply specifically to community radio). Before blaming outside sources and trends – how much have we asked ourselves if we have made a real and concerted effort to market Pacifica to the public?

Pacifica's affiliates program is a good place to begin coordinating network-wide collaborative marketing efforts. Due to its national scope and its consistent promotion of the Pacifica name to prospects in multiple venues, the program has become the public national face for Pacifica as a media presence. Some examples of initiatives in this area are listed below. However, none of these replace the need for a concerted and collaborative network-wide marketing and outreach strategy. The affiliates program is:

- ✪ Representing Pacifica at conferences such as NFCB, GRC, Media Reform Conference, US Social Forum, Intercollegiate Broadcasting System, etc..
- ✪ Representing Pacifica Radio at coalition meetings between media democracy organizations and building relationships with parallel media organizations (such as Prometheus Radio Project, NFCB, Public Radio Capital, Free Press, and many more).
- ✪ Creating and coordinating buying of promotional items such as T-shirts, banners, brochures, etc.
- ✪ Applying for and successfully acquiring grants on behalf of Pacifica for outreach efforts.
- ✪ Creating Public service announcements, when possible, that are played on affiliate stations that promote Pacifica and the Pacifica archives.
- ✪ Helping to organize the Radio For People Campaign: Movement to help new noncommercial educational (NCE) radio license applicants and build support services to help create new community radio stations.
- ✪ Building relationships with regional media networks (such as the Northwest Community Radio Network.)

Outreach:

As part of our efforts to develop the international aspect of our network, we have affiliated Radio Sumpal in Chalatenango, El Salvador; and Peace FM 107 in Liberia. Our friends in El Salvador are struggling against government repression and gold mining while our Liberian affiliate is struggling against ruthless diamond mining interests. Efforts are being made to connect members of these new stations with producers around the network who have common focus.

We are also doing outreach inside the Unites States, to an area sorely lacking community radio: the Deep South. In this area of the country, we are recruiting and preparing people to apply for community radio (NCE) licenses during the upcoming license-filing window this fall (October 12-19) under the Radio For People Campaign. We are working in coalition with long-time civil rights activists and aspiring community radio builders, young and old, to build a regional network of minority-owned, locally based community radio stations.

One of former PNB affiliate member (station manager of affiliate WRFG in Atlanta, Georgia) Ebon Dooley's last wishes was that Pacifica and WRFG collaborate on a campaign to create more

southern community radio stations in response to this upcoming filing window. Since then, Ebon has joined the ancestors but we have realized this dream with the help of others at WRFG. Through them, we connected with the Federation of Southern Cooperatives, a long-standing civil-rights era organization for impoverished southern rural areas. Using the contacts and resources of the Federation, we began a network of southern applicants, who still meet on a weekly basis on conference calls hosted by Pacifica. We are currently involved in Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Louisiana, and Mississippi.

Helping to build more minority-owned community media has been a dream for many in local southern communities -a vision that has been shared by many inside the Pacifica network, as well. New community stations owned by historically underserved people who are working to overcome social injustices and their own poverty are extremely significant. As one of the areas with the lowest number of community radio stations per capita in the continental United States, the Deep South has a tremendous need for support.

Due to a \$10,000 grant from Public Radio Capital, created by myself with the help of Executive Director Greg Guma, Pacifica has been able to intensify its efforts there. Using these funds, Pacifica organized two mini-conferences in May at Atlanta, Georgia and Epes, Alabama. With this grant, we also currently employ two consultants from southern Pacifica affiliates (from Richmond Virginia and Sarasota Florida) who travel to participating communities throughout the South and help applicants.

We continue to find more partnering organizations in the cause of building a regional self-sustaining community radio network in the Deep South. Some of these organizations will apply for community radio licenses in October; others are playing a supportive role. Recent additions have been:

- ✦ Center for Civil Rights of the University of North Carolina School of Law - Chapel Hill, North Carolina
- ✦ Voices for Justice in Moore County, North Carolina
- ✦ Mississippi Action for Community Education (MACE) in Greenville, Mississippi
- ✦ Southwest Georgia Project in Albany, Georgia
- ✦ NAACP, Florida
- ✦ Project South in Atlanta, Georgia
- ✦ The Southern Media Justice Coalition
- ✦ Miccosukee Tribe of Indians in the Everglades area of Florida

After the filing window for Noncommercial radio licenses is complete (October 19, 2007) we hope to continue ongoing efforts to support the development of locally owned community radio stations in the Deep South. We plan to provide support services to those who will be doing the hard work of following through with building the stations despite legal challenges and various serious threats from conservatives.

During this difficult time for applicants, we will help sustain them by providing training and advocacy; help with funding-raising mechanisms for the new radio stations, and provide support and information to fend off ownership challenges, primarily from the religious right. We are looking for grant funds to hire consultants who will act as organizers, advocates and trainers.

Affiliates Task Force:

The task force will be bringing two proposals to the PNB regarding 1) a marketing and outreach department for Pacifica 2) a resolution to support for Local Community Radio Act of 2007 - House Bill 2802/S, and Senate Bill 1675 – supporting the approval of Low-powered radio licenses in urban areas.