

Summer 2007 PNB Meeting – Internet Report

Los Angeles, CA
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OVERVIEW of FY07:

Two of Pacifica's new sites were actualized in FY07 and steady work in many other areas has continued.

1. Pacifica.org – The new Pacifica.org is the centerpiece of Project "New Sites", with a completely redesigned, and rebuilt website featuring many of the most popular Web 2.0 features available online.

- New Pacifica.org debuts late January 2007
- New features include a custom Radio Program content management system
- This custom software includes an integrated user "commenting" system, an integrated "Social Bookmarking" system, as well as an integrated "Tagging" system
- This custom software also includes a customizable "MyPacifica" feature to help registered users easily keep track of their favorite Programs and Topics.
- Every station's grid has been replicated, and can be viewed by days of the week
- Every programmer in the Network has a "Program Mainpage" and can enter their own shows (episodes)
- New PayPal donation form has brought back a secure source of revenues
- 175 registered users in the first quarter
- Traffic has set multiple new highs in the last 3 months
- Pageviews exceed 800,000 twice in the last 3 months
- Visitors exceed 200,000 in the June
- Top search engine, and news results achieved for regular and special programming including number 1 ranks for "Alberto Gonzales" and "LGBT Pride", both around important dates or relevant events
- Extra effort has been made to ensure full web accessibility* where possible (according to official Federal and W3C's protocols for users who are visually impaired)

2. PacificaFoundation.org – PacificaFoundation.org was conceived out specific needs, and concerns, and so far has solved many of the needs and expect to have all concerns resolved in the next 3 months.

- PacificaFoundation.org was launched in July 2007
- Site appearance is similar to Pacifica.org, creating a more uniform cross-site appearance for official websites of the Pacifica Foundation.
- Although PacificaFoundation.org appears as one in public presentation, it actually has been built out of two separate sites, each with unique databases software configurations. Please, if you will, revisit pacificafoundation.org if you haven't seen it in the past month and check out:

- PNB component with: PNB Calendar, Minutes, and meeting announcement spaces
 - Over 35 minutes already posted, and two dozen meetings have been entered in the new PNB calendar
 - Ways PNB members, and committee members to add content on behalf of their committees
- National Office component with: a documents manager, staff reports, and more
 - Over 90 financial documents currently available
 - Over 2500 downloads have already occurred
- So far all indication is that this site is also being well received, with particular traffic indicators displaying user trends already.
- Extra effort has been made to ensure full web accessibility* where possible (according to official Federal and W3C's protocols for users who are visually impaired)

3. New Web Servers – In the past month, our two most important 'National' sites, Pacifica.org and AudioPort.org have moved to new servers. Both of these moves will significantly improve speed and reliability, while adding or improving needed services.

- Pacifica.org now resides on its own server, with a very powerful Duo-core processor (no longer sharing with other Pacifica sites).
- Pacifica.org improvements include speed; more hardened server security; email delivery; anti-virus and anti-spam enhancements; disk drive redundancy;
- AudioPort.org adds a critical service – automated backups
- AudioPort.org improves speed significantly; and security;
- The former Pacifica.org server will continue to house other Pacifica related national sites, like PacificaNetwork.org and PacificaFoundation.org, while also maintaining the Ku Internet stream (for regular program distribution)
- Despite the added web server, and services, Pacifica will still benefit from an annual net savings in hosting costs – with a savings in the cost of hosting AudioPort alone at over \$7,000 annually

4. WBAI.org Streaming and Support – From consulting, to daily direct services, I continue to make my skills and services available to WBAI. In fact, for the entire FY07, I have supplied the world with WBAI's live web stream.

- I continue to provide Internet consulting advise and services to the station as a whole, and the iGM in particular
- For the whole 12 months (and then some), have provided 5 different qualities or types of streams to the public, including a 128k stereo mp3 stream which was never accomplished before (3 different mp3 streams, and 2 different ogg streams)
- Managed the upgrading and restoration of WBAI.org after a serious web server hack
- Post server hack, re-established a new, more secure shopping cart solution, in time for the WBAI spring fund drive
- All costs associated are paid for by myself

5. Highs, Lows, and Miscellaneous – Whether its ensuring program distribution methods are working 24/7/365, or grant writing, or operations issues from the mundane, to the urgent, here are some of the other mentionable items of FY07:

- Maintained and monitored the Ku Internet streams, our Internet distribution system for both special programs, as well as our 'regular schedule'
- Applied for a 2 year, two hundred thousand dollar grant from the CPB, with the intention of funding the next 4 upgrades of the Program Guide, ensuring it stays on the technical forefront, and allow for "quality of service" improvements. It was rejected as they 'were not sure you can do it'.
- Provides managements related services such as create budgets, and proposals, build upon the overall 'Pacifica Internet Strategy', and generally problem solve all Internet concerns for Pacifica
- Provides entrepreneurial related services such as pricing and compare venders, reading Service Agreements
- Provide 24/7 access to staff, and am available for all emergencies, at times even beyond Pacifica National's needs.

Forward to FY08: What's Needed, What's Next, and What's Not Possible

During the past 10 years, as other organizations have ramped up their technical research and development allocations, Pacifica has not done so. The cumulative negative impact of this neglect becomes more serious as time goes on.

We are now in a position where technical advancements are making quantum leaps and rapidly altering old paradigms. In the area of advancements in media, we see an explosion in 'user participation', and 'user experience' driven innovations.

1. Funding, and other Needs –Though complete data is missing, by some measures, Pacifica is spending less today on the Internet than we were in 2000-01. In my tenure, I've consistently used free (open source) software, and have actually decreased my major expenses. I have been committed to doing more with less, and have worked this way for the past 6 years, even during times when Pacifica achieved record revenues, both as a network (in 2003), and as a national office (in 2006). However, it is a real cause of concern that even during the "good times," no significant investment was made for new technologies, despite my proposals to do so (some of which were approved by the board).

2. Distribution, and Licensing – Consistent with the PNB's initiative, spearheaded by the work of the L&D, Pacifica will likely pursue a more aggressive distribution campaign, using the new licensing agreement for producers. We need to raise capital to make ourselves as technically relevant as possible, to better position ourselves to make the necessary upgrades to successfully accomplish our distribution, and licensing.

Another Internet concern regarding distribution is the new regulation on streaming royalties. This will impact all of our stations, particularly stations with a focus on music. The RIAA's recent request for a 1200% increase in fees (per online play or streamer) has been temporarily been delayed, but unless more political struggle can be waged, a fee

hike of some sort, or new pricing models or charges even may be possible in this political climate (ie. recall how large ISPs like ATT, SBC, RR, and Verizon were looking to add fees for better access to one's site).

3. Project "New Sites" Phase 2: e-Marketing and e-Commerce – Now that the fundamental work of launching Pacifica's web sites has been completed, we will embark on the second phase of developing our Internet presence, building an integrated approach towards Pacifica's valuable contributions, promotion, and raising revenue.

Next steps include:

- Marketing the web sites / Some Examples:
 - Using custom social book-marking links and enabling users to market their favorite Pacifica web pages, creating a virtual leafleting campaign potential with every visitor, on our behalf.
 - Creating easier and more direct ways to allow pre-existing on-line communities to find targeted Pacifica content (such as bringing Pacifica's LGBT content to LGBT web-based venues)
 - Working with the stations to upgrade web site promotional radio PSAs with more focus on specific calls to action ask listeners to register at our web sites for free accounts, which would help us build our email address lists.

- Growing web site traffic / Some examples:
 - Ensuring that diverse and fresh content is available, which ensures optimal search engine rankings.
 - Increasing number of Pacifica programs featured on Pacifica.org. Pacifica shows on the web site attract a tremendous amount of traffic.

- Building various on-line revenue generating features / Some examples:
 - Systems for customized, personalized email appeals and calls to action
 - New constituency relational management tool allowing us to securely solicit donations and sign up volunteers.
 - Pacifica program premiums to sell in our e-commerce store, as well as t-shirts, mugs, etc.