



3729 Cahuenga Blvd. West - N. Hollywood, CA 91604  
Main phone: (818) 985-2711 - Fax: (818) 763-7526 - Studio phone: (818) 985-5735

MINUTES (approved 1/19/22)

Local Station Board Meeting of April 19th, 2020

\*Teleconference\*

**Local Station Board (LSB) Meeting**

**I. Call to Order / Opening Business 10:49 a.m.**

**A. Roll Call Taken**

Grace Aaron, Ken Aaron, Michael Adler, Allan Beek, Fred Blair, Jeanette Charles, Sandy Childs, Bella DeSoto, Jan Goodman, Eric C. Jacobson, Evelia Jones, Ali Lexa, Michelle Manos, Barbara Marbach, Michael Novick, James Osborne, Nancy Pearlman, Lawrence Reyes, Paul Roberson, Mansoor Sabbagh, Oscar Ulloa, Polina Vasiliev, Beth von Gunten, Kiana Williams.

Anyel Fields is present.

**B. Approve Agenda**

Motion passed to approve the agenda. (unopposed)

**C. Approval of Excused Absence Requests**

None.

**D. Minutes Approval**

J. Rohn explained that the minutes from various previous meetings are not ready. She had spoken to the chair about getting some assistance. Members volunteering are B. DeSoto and M. Novick.

**E. Set Time to Adjourn**

MOTION passed to set Time to Adjourn at 2pm Open Session; 2:30pm (to include Executive session).

**II. General Manager Report & Discussion**

**A. Report**

Anyel Fields spoke on what he thought was the reason for the Exec Session meeting and would be forwarding a report on remaining updates in the coming days.

## **B. Discussion**

L. Reyes, B. DeSoto, M. Novic, J. Osborne, B. Marbach, J. Goodman and O. Ulloa participated in discussion.

MOTION passed to extend discussion for another 20 mins.

## **III Public Comment #1**

49 listeners/members spoke. All spoke in opposition to Jacobson's motion asking the LSB to respectfully request Jan Goodman's voluntary resignation from the PNB (NOT the LSB), and in support of Ms. Goodman.

## **IV MOTION –By Eric C. Jacobson asking the LSB to respectfully request Jan Goodman's voluntary resignation from the PNB (NOT the LSB). Debate and vote thereon:**

Eric C. Jacobson gives 7 minute statement motivating his motion. (See verbatim transcript below.\*)

Jan Goodman calls on Jim Osborne and Evelia Jones to speak on her behalf in opposition. Following their statements Jan speaks in opposition. See verbatim transcripts below (at Jan's option).

MOTION passed to extend the time for the entire Agenda to 2:30 pm so the members of the board can address Jacobson's motion. Grace Aaron (Y), Ken Aaron (N), Michael Adler (Y), Allan Beek (not avail), Fred Blair (N), Jeanette Charles (not avail), Sandy Childs (N), Bella DeSoto (Y), Jan Goodman (A), Eric C. Jacobson (Y), Evelia Jones (A), Ali Lexa (N), Michelle Manos ( ), Barbara Marbach (N), Michael Novick (Y), James Osborne (N), Nancy Pearlman (Y), Lawrence Reyes (Y), Paul Roberson (A), Mansoor Sabbagh (N), Oscar Ulloa (Y), Polina Vasiliev (Y), Beth von Gunten (Y), Kiana Williams (N). Yes (10); No (8); Abstain (3); Pass (1)

Upon time certain to adjourn, P. Vasiliez states that RROR stipulate that when time certain is reached, discussion is dispensed-with and the item goes to a vote.

G. Aaron moves to extend the discussion for 6 mins.

Vote taken on Motion proposing that the LSB respectfully request Jan Goodman's voluntary resignation from the PNB (NOT the LSB): Grace Aaron (Y), Ken Aaron (A), Michael Adler (Y), Allan Beek (N), Fred Blair (Y), Jeanette Charles (Y), Sandy Childs (N), Bella DeSoto (Y), Jan Goodman (N), Eric C. Jacobson (Y), Evelia Jones (N), Ali Lexa (A), Michelle Manos (N), Barbara Marbach (N), Michael Novick (Y), James Osborne (N), Nancy

Pearlman (N), Lawrence Reyes (Present not voting), Paul Roberson (A), Mansoor Sabbagh (N), Oscar Ulloa (A), Polina Vasiliev (Y), Beth von Gunten (A), Kiana Williams (N). Yes (8); No (10); Abstain (4); Present not voting (1). Motion fails.

Open session of LSB meeting adjourned.

## **V Executive Session (No separate agenda)**

The KPFK LSB convened a closed Executive Session to discuss personnel matter.

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### Report

\* <https://kpftx.org/archives/pnb/kpfk/200419/kpfk200419a.mp3>

Transcript of Jacobson's motivational statement beginning at the 2:56:15 mark:

Thank you Madame Chair.

The year 2020 marks the 17th year since Pacifica instituted democratic governance.

I remember attending the vote-counting for the first KPFK LSB election in February of 2004. It was held at the old Peace Center and . presided over by Local Election Supervisor Casey Peters, someone I had met just over a decade earlier when we both ran for separate seats on the Los Angeles Community College District Board of Trustees—and we both lost.

And I also attended the first KPFK LSB meeting on February 29, 2004 held at the Southern California Library. Our KPFK membership had elected an excellent group of people including our LSB colleagues Grace Aaron and Jan Goodman as well as Sonali Kolhatkar, Maria Armoudian and Jim DiEugenio.

The late great CISPES organizer Don White was elected LSB Chair. That LSB's first resolution was to protest the kidnapping of Haitian president John Bertrand Aristide. And it was introduced by LSB member Margaret Prescod and supported during the listener comments by Lawrence Reyes, who, if memory serves, narrowly lost his first effort to join the KPFK LSB despite my vote for him.

In March 2004 that first elected LSB elected its first delegates to the PNB.

In neither of those first LSB and PNB elections nor in ANY LSB and PNB elections since, has ANYONE campaigned for the LSB or the PNB on a platform that included ENDING Pacifica's democratic governance structure. I know because I followed and carefully voted in ALL of those LSB elections.

2020 was not an exception. But during and after the 2020 LSB elections a rump faction of Pacifica members, led by Carol Spooner and Bill Crosier, forced a Bylaws Amendment to a Pacifica membership vote, the core objective of which was to ABOLISH Pacifica's system of democratic governance that had well-served Pacifica OVERALL for 17 years.

The Bylaws Amendment proposed to ABOLISH all LSBs and prevent ANY staff member from serving on Pacifica's [National] Board.

The Bylaws Amendment also presented an affront to Pacifica's legally and morally indivisible 5-city 5-station 1-network institution. Ms. Spooner is on the record favoring the "amicable divorce" of Pacifica's 5 stations from one another. And Mr. Crosier personally participated in the forcible shut-down of WBAI in October 2019.

The latter action not only violated the solidarity and unity of the Pacifica Foundation, but also violated the Golden Rule. How would WE feel if one day intruders entered our beloved KPDK, ended its local autonomy entirely, and removed memorabilia off the North Hollywood station's walls as Alex Steinberg has publicly said Mr. Crosier personally did in WBAI's hallway? We would be OUTRAGED!

When our LSB met on January 19th of this year Ms. Goodman sensibly voted with the overwhelming majority of the LSB AGAINST the infernal Bylaws Amendment. And received my support for her PNB candidacy in material part based on her opposition to the Bylaws Amendment.

Ms. Goodman's startling March 10th 2020 flip-flop and campaign in ardent SUPPORT of the Bylaws Amendment simultaneously disavowed:

- 1) Pacifica's current Bylaws and governance structure of membership democracy;
- 2) the competence of her PNB colleagues; and
- 3) the competence and judgment of her LSB colleagues who had overwhelmingly opposed the Bylaws Amendment and honored her by re-electing her to the PNB.

Which brings me to the crux of my motion:

Given this obvious import of Ms. Goodman's flip-flop and support for the Bylaws Amendment, she had to have known that it would be wholly untenable for her to continue serving on the PNB in the event the Bylaws Amendment was defeated.

Yet Ms. Goodman has not voluntarily resigned [from] the PNB in the wake of the defeat of the Bylaws Amendment by a lopsided margin by the membership during the membership vote.



**REPORT**  
**KPFK**  
**FUND DRIVE**  
**MAY 19 -**  
**JUNE 30**

**FUND DRIVE REPORT**

# Report Overview



Economic hardship has not been an unfamiliar friend to Pacifica and KPFK. It has, unfortunately, plagued our network for the last decade-plus. We've begun to look at developing other revenue streams for the past year and have seen success with our Media Sponsorship programs, events, and our Sustainer program. However, the pandemic's economic fallout has forced public media stations to take a hard look at their revenue sources and fundraising practices.

As we continue our Membership Overhaul and developing fundraising practices, we have learned lessons in this past drive. We realized that with the right pitch, we could move donors to contribute to KPFK without electing a premium. Nearly half of the monies raised donors elected not to get a premium. While some programs thrived without a premium, it is apparent we will need to continue to work with programmers to ensure continuity, provide support, and training where required. Most importantly, messaging needs to be clear and strong.

This fund drive also taught us how many programmers despise fundraising or, in some cases, disregarded making pitches during their programs despite being equipped with scripts. We will need to look more closely at this and look to get all hands on deck with a sense of urgency. We understand that pitching is an art and is not cut out for everyone, and we ask those programmers to let us know how we can help. All programmers need to be proactive in this area.

In the preparation of the upcoming drive, we are looking to meet with programmers more often and take more of an on-hands approach where needed. We want to do more noninterruptive fundraising; our listener's feedback from this drive was positive for keeping most of our programming intact. We are challenged in some areas with low listenership, and we will need to address that with a long term plan. Every program needs to bring in members at any level. We will continue to find a balance in the number of premiums we offer and providing programmers with the proper messaging. For the upcoming drive, we will be airing 30-second promo spots about membership that are very transparent about what we need to close our books by September 30.

*"You cannot mandate productivity; you must provide the tools to let people become their best."*

We have made tremendous strides in liberating our selves from the antiquated tools we had for fundraising. This upcoming fund drive will be the first drive we will be using end to end solutions to fundraising. We will also be moving from Telerep to another call center to take our pledge calls. KPFA uses A Better Answer Call Centers for more staffing and additional support for Spanish speakers. We still need time to get acclimated to Alegeance and complete our data migration. Alongside this upcoming fund drive, we will be doing our first renewal mailing in the last ten years and look to do another one at the end of the year.

In this report, you will get data on the previous fund drive May 19 - June 30. The next drive will begin July 28 and will go for three weeks. KPFK will be participating in the first-ever California Day of Giving for public media broadcasters, which was postponed due to COVID-19. We are returning with our partners to set a new date for our California-wide coordinated fundraising day.

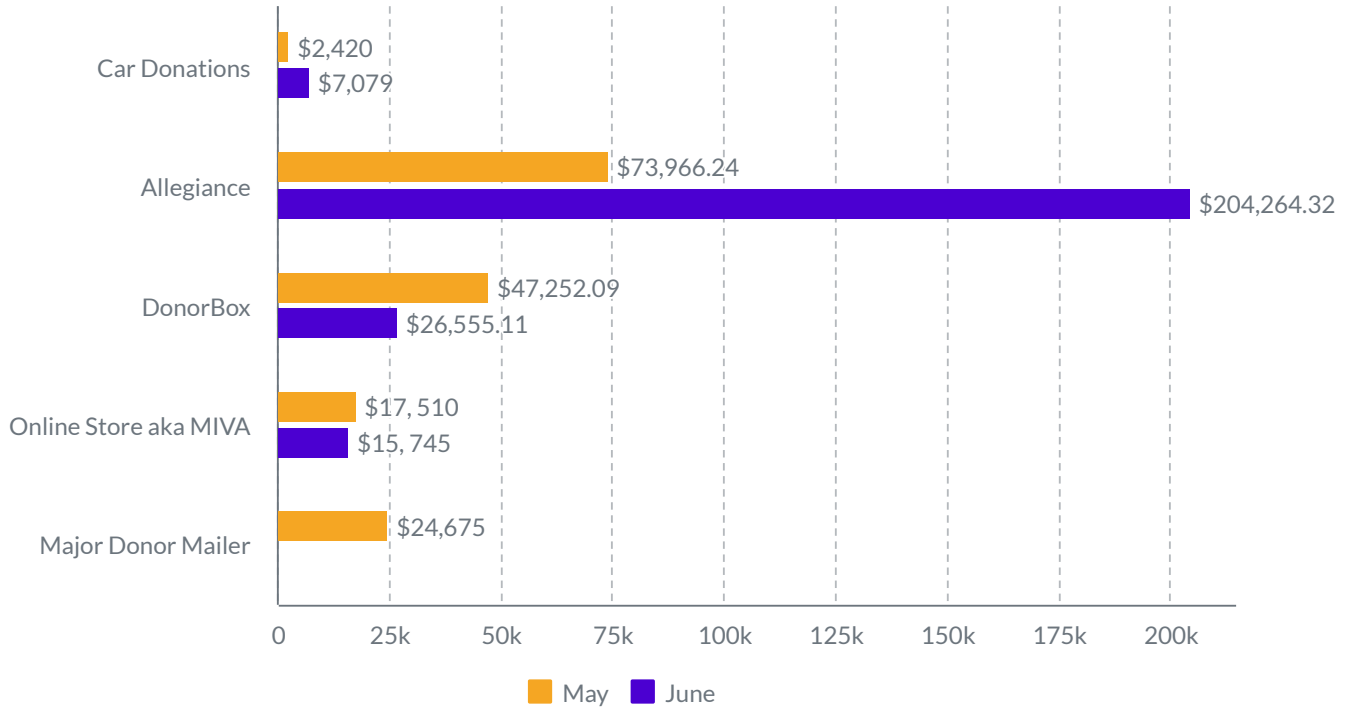
We have a long way to go in developing the station and freeing ourselves from the over-reliance from on-air fund drives. Fundraising has gotten more complex, and relationships with donors bring sustained support to any nonprofit organization. We will continue to broadening our revenue portfolio and work to stay at the forefront of fundraising evolution.

*Angel Z. Fields*

General Manager

# Revenue Round Up

Here is a break down of revenue for the months of May and June. Please note figures are unaudited, and may change as new data comes in.



Over the past two years, KPFK has utilized the Donorbox platform for its online donations and we have seen encouraging numbers from our online contributions. In particular, 52% of all donors have elected to cover the processing fees and 54% are Sustaining Members (recurring donations). The Allegiance platform will allow us to give the donor the option to cover processing fees.

We chose to use Donorbox, because of its ease for donors to use, member portal, and ability to distinguish the difference between Sustaining members and donors that are making payments. Now that we are moving to Allegiance we will be able to provide an end to end solution for our online contributions.

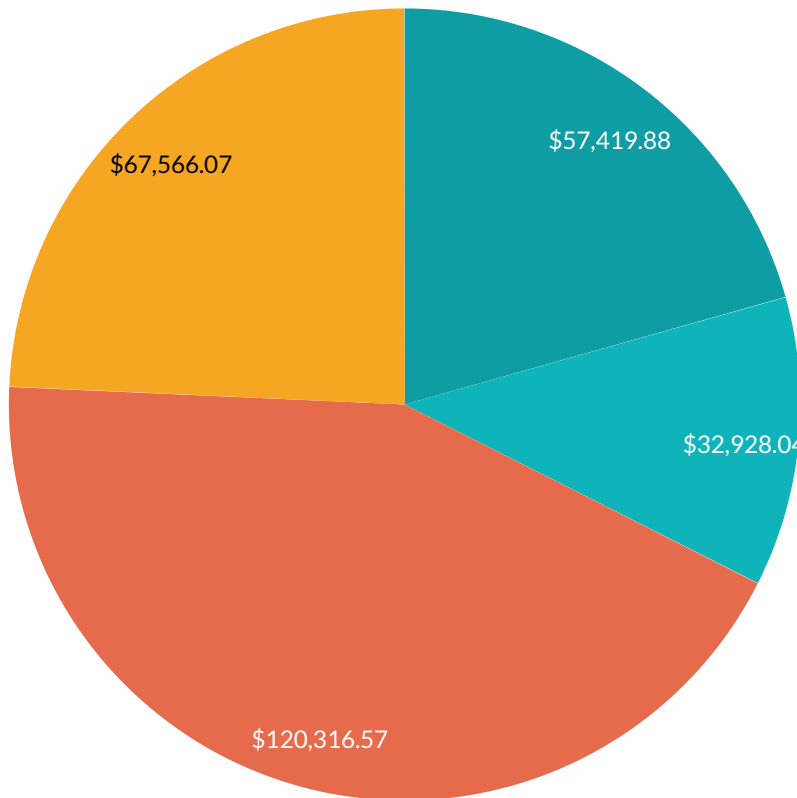
\*Please note this does not reflect other recurring plans that were subscribed from our other platform Memsys and previous years before adopting DonorBox.

## 2030

Total Donors	4564
Donations Made	54%
Recurring Donations	\$11,579.60
Expected Monthly Total	339
Active Plans	

# MAY 19 - JUNE 30 TOTALS

This is a break down of all donations that went through the Allegiance system during the on-air fund drive.



**TOTAL:**  
**\$278,230.56**

**WEB TOTAL:**  
**\$26,475.36**

■ New (20.64%) ■ Renewal (11.83%) ■ Add Gift (43.24%) ■ Expired (24.28%)

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**Description:** A description of the breakdown method. The default display option is the Solicitation Method used to acquire the pledges – email, direct mail, on-air, telemarketing, etc.

**Total #:** Total number of pledges recorded for the Campaign.

**Total:** Total dollars pledged for the Campaign.

**New:** A first-time pledge from a new member.

**Renewal:** Existing members, renewing their memberships before they expire.

**Add Gift:** An extra pledge from an existing member; does not add to the months remaining on their membership.

**Expired:** A pledge from an expired member, re-activating their account with a new donation.



# Totals By Program

The following are totals by the program. Most programming was kept in tack with few pre-emptions as compared to previous fund drives. We received far fewer complaints about pre-emptions. We have also had to adapt to coordinating and broadcasting fund drives remotely. We will need to continue to train and support programmers with pitch training and pitch inserts. Some programs fared better than they did during regular fund drives, which has been encouraging. Overall the whole team still needs some experience conducting fund drives where the station and the member are the major pitch points over premiums.



Description	Total #	Total	New	Renewal	Add Gift	Expired
CHRISTINE BLOSDALE - SPECIALS	490	\$89,682.46	\$31,982.02	\$8,130.04	\$26,295.19	\$23,275.21
BACKGROUND BRIEFING	198	\$34,120.00	\$2,967.00	\$3,210.00	\$20,503.00	\$7,440.00
RISING UP W/ SONALI	202	\$20,001.00	\$2,980.00	\$2,050.00	\$10,916.00	\$4,055.00
SOJOURNER TRUTH	89	\$19,366.16	\$2,965.08	\$2,420.00	\$9,786.08	\$4,195.00
SOMETHING'S HAPPENING	88	\$13,590.08	\$850.04	\$3,965.00	\$7,365.00	\$1,410.04
NO PROGRAM SELECTED	91	\$12,406.70	\$1,395.00	\$1,775.00	\$5,012.00	\$4,224.70
LETTERS POLITICS	76	\$9,135.00	\$785.00	\$1,055.00	\$4,120.00	\$3,175.00
MAGGIE LEPIQUE - SPECIALS	31	\$8,295.24	\$500.00	\$310.00	\$7,160.24	\$325.00
THOM HARTMANN	59	\$7,927.82	\$1,540.74	\$745.00	\$3,692.00	\$1,950.08
RHAPSODY IN BLACK	35	\$4,250.00	\$170.00	\$1,230.00	\$1,870.00	\$980.00
DEMOCRACY NOW	19	\$3,710.00	\$1,385.00	\$145.00	\$195.00	\$1,985.00
PACIFICA RADIO ARCHIVES - MARK T. & CHRISTINE B.	13	\$3,200.00	\$1,450.00	\$0.00	\$800.00	\$950.00
REGGAE CENTRAL	29	\$2,600.04	\$260.00	\$100.00	\$1,015.04	\$1,225.00
QUESTION EVERYTHING	26	\$2,587.00	\$310.00	\$525.00	\$1,552.00	\$200.00
FREEDOM NOW!	13	\$2,545.00	\$375.00	\$200.00	\$1,190.00	\$780.00
GLOBAL VILLAGE THURSDAY	20	\$2,190.00	\$170.00	\$490.00	\$1,115.00	\$415.00
MICHAEL SLATE	15	\$2,185.00	\$100.00	\$0.00	\$1,265.00	\$820.00
ALAN WATTS	7	\$2,045.00	\$0.00	\$25.00	\$1,975.00	\$45.00
ROOTS MUSIC BEYOND	14	\$1,987.00	\$0.00	\$1,167.00	\$770.00	\$50.00
FOLKSCENE	21	\$1,985.00	\$50.00	\$400.00	\$1,175.00	\$360.00
EXPANSION ZONE	8	\$1,940.00	\$150.00	\$0.00	\$1,525.00	\$265.00
LAWYERS GUILD	8	\$1,825.00	\$50.00	\$600.00	\$625.00	\$550.00
THE HUTCHINSON REPORT	21	\$1,656.00	\$170.00	\$300.00	\$705.00	\$481.00
GLOBAL VILLAGE MONDAY	12	\$1,500.00	\$265.00	\$450.00	\$425.00	\$360.00
BENEATH THE SURFACE	11	\$1,325.00	\$330.00	\$150.00	\$475.00	\$370.00
CALIFORNIA SOLARTOPIA	8	\$1,205.00	\$0.00	\$520.00	\$75.00	\$610.00
TRUMPWATCH W/ JON WIENER	9	\$1,175.00	\$0.00	\$275.00	\$550.00	\$350.00
AFRODICIA	9	\$1,010.00	\$300.00	\$200.00	\$10.00	\$500.00
THE AWARE SHOW	7	\$1,000.00	\$50.00	\$0.00	\$150.00	\$800.00
GOSPEL CLASSICS	16	\$994.00	\$20.00	\$290.00	\$284.00	\$400.00
ACADEMIX BEAT LAB RADIO	9	\$985.00	\$300.00	\$180.00	\$355.00	\$150.00
KPFK - KPFA NEWS	7	\$924.98	\$250.00	\$0.00	\$449.98	\$225.00
CANTO TROPICAL	7	\$920.00	\$750.00	\$0.00	\$120.00	\$50.00
PRIDECAST LIVE	5	\$860.00	\$410.00	\$0.00	\$50.00	\$400.00
INFORMATIVO PACIFICA	11	\$851.04	\$0.00	\$0.00	\$146.00	\$705.04
BRADCAST	8	\$830.00	\$385.00	\$25.00	\$360.00	\$60.00
GLOBAL VILLAGE FRIDAY	9	\$700.00	\$175.00	\$0.00	\$500.00	\$25.00
JIMMY DORE	8	\$695.00	\$75.00	\$0.00	\$200.00	\$420.00
RADIO MAIZ	2	\$680.00	\$0.00	\$630.00	\$50.00	\$0.00
SPOTLIGHT AFRICA	5	\$680.00	\$250.00	\$60.00	\$370.00	\$0.00
TRANSFORMING CONSCIOUSNESS	4	\$650.00	\$200.00	\$0.00	\$0.00	\$450.00
SPECIAL PROGRAMMING	6	\$650.00	\$250.00	\$0.00	\$270.00	\$130.00
GLOBAL VILLAGE TUESDAY	5	\$645.00	\$0.00	\$0.00	\$525.00	\$120.00
COVID, RACE AND DEMOCRACY	2	\$600.00	\$400.00	\$0.00	\$200.00	\$0.00
DEADLINE L.A.	3	\$600.00	\$300.00	\$150.00	\$0.00	\$150.00
POCHO HOUR OF POWER	6	\$600.00	\$420.00	\$0.00	\$180.00	\$0.00
INNER VISIONS W/ NITA VALLENS	4	\$590.04	\$340.00	\$50.00	\$200.04	\$0.00
ECONOMIC UPDATE	3	\$550.00	\$0.00	\$200.00	\$350.00	\$0.00
ON CONTACT	3	\$550.00	\$0.00	\$0.00	\$550.00	\$0.00
ADVENTURES IN STEREO	4	\$480.00	\$225.00	\$0.00	\$0.00	\$255.00
HEADROOM	8	\$480.00	\$145.00	\$75.00	\$210.00	\$50.00
NUUESTRA VOZ	3	\$440.00	\$0.00	\$40.00	\$0.00	\$400.00
VOICES FROM THE FRONT LINES	5	\$400.00	\$150.00	\$0.00	\$100.00	\$150.00
ENFOQUE LATINO	5	\$350.00	\$50.00	\$0.00	\$300.00	\$0.00
ENCUENTROS	4	\$340.00	\$50.00	\$0.00	\$290.00	\$0.00
ARTS IN REVIEW/PACIFICA PERFOR	4	\$300.00	\$0.00	\$0.00	\$25.00	\$275.00
VOCES DE LIBERTAD	3	\$300.00	\$100.00	\$0.00	\$200.00	\$0.00
MIDDLE EAST IN FOCUS	4	\$260.00	\$0.00	\$0.00	\$260.00	\$0.00
RADIO BILINGUE	3	\$260.00	\$10.00	\$0.00	\$50.00	\$200.00
SOUL REBEL RADIO	2	\$250.00	\$0.00	\$100.00	\$150.00	\$0.00
THE BLUNT POST W/ VIC	2	\$250.00	\$50.00	\$0.00	\$200.00	\$0.00
CONTRA GOLPE	2	\$240.00	\$0.00	\$0.00	\$0.00	\$240.00
REAL ROCK, RIFFS RHYTHMS	3	\$220.00	\$0.00	\$0.00	\$220.00	\$0.00
CENTROAMERICA SIN CENSURA	1	\$201.00	\$0.00	\$201.00	\$0.00	\$0.00
SOUNDWAVES	1	\$200.00	\$200.00	\$0.00	\$0.00	\$0.00
SWANA	3	\$180.00	\$0.00	\$0.00	\$180.00	\$0.00
SENDEROS DE OAXACA	3	\$175.00	\$0.00	\$25.00	\$0.00	\$150.00
PACIFICA PERFORMANCE SHOWCASE	1	\$150.00	\$0.00	\$150.00	\$0.00	\$0.00
INSURGENCIA FEMENINA	4	\$135.00	\$50.00	\$0.00	\$70.00	\$15.00
FOLKSCENE TUES	3	\$130.00	\$0.00	\$25.00	\$105.00	\$0.00
ANTI-WAR RADIO	1	\$125.00	\$0.00	\$0.00	\$125.00	\$0.00
CONTACTO ANCESTRAL	2	\$125.00	\$25.00	\$0.00	\$0.00	\$100.00
SUPLEMENTO COMMUNITARIO	4	\$125.00	\$50.00	\$50.00	\$0.00	\$25.00
FEMINIST MAGAZINE	1	\$120.00	\$0.00	\$0.00	\$120.00	\$0.00
DIGITAL VILLAGE	2	\$105.00	\$75.00	\$0.00	\$0.00	\$30.00
CAR SHOW	1	\$100.00	\$0.00	\$0.00	\$100.00	\$0.00
THE CAR SHOW	1	\$100.00	\$0.00	\$100.00	\$0.00	\$0.00
PERSPECTIVAS DE LAS AMERICAS	2	\$90.00	\$0.00	\$65.00	\$0.00	\$25.00
TRAVEL TIPS FOR AZTLAN	2	\$85.00	\$0.00	\$25.00	\$0.00	\$60.00
DIALOGOS DE MEDIANOCHE, LUCHA	1	\$75.00	\$75.00	\$0.00	\$0.00	\$0.00
KITCHEN CONVERSATIONS	2	\$75.00	\$0.00	\$0.00	\$75.00	\$0.00
LOS ANGELES THEATER WORKS	1	\$75.00	\$0.00	\$0.00	\$0.00	\$75.00
BREAK BEATS RHYMES	1	\$65.00	\$0.00	\$0.00	\$65.00	\$0.00
RISE	2	\$55.00	\$5.00	\$0.00	\$0.00	\$50.00
RALPH NADER	1	\$50.00	\$0.00	\$50.00	\$0.00	\$0.00
VOCES DE LA LIBERTAD	2	\$50.00	\$25.00	\$0.00	\$0.00	\$25.00
ONE TRACK MIND	2	\$35.00	\$35.00	\$0.00	\$0.00	\$0.00
DUE DILIGENCE	1	\$25.00	\$25.00	\$0.00	\$0.00	\$0.00
GAVIN NEWSOM UPDATE	1	\$10.00	\$0.00	\$0.00	\$0.00	\$10.00
<b>Total</b>	<b>1,850</b>	<b>\$278,230.56</b>	<b>\$26,475.36</b>	<b>\$32,928.04</b>	<b>\$120,316.57</b>	<b>\$67,566.07</b>

# Premium Requests

We primarily pitched the value of KPFK and Pacifica's service in this drive. Nearly half of all donations were without a premium, which means we will have less overhead for premiums and shipping costs for this drive. On average, premiums cost 10 cents on the dollar.

As we move forward, we look to use far fewer premiums. This reduces the cost of fundraising and reduces the need for the membership department to operate as a clearinghouse. The membership department's focus should be donor relations, retention, and enhancing the donor experience.



Description	Total #	Total	Web	Web %	New	Renewal	Add Gift	Expired
NO PREMIUM SLELECTED	907	\$108,735.38	\$15,085.00	14%	\$8,552.70	\$15,033.00	\$59,773.98	\$25,375.70
P2005 HIGHER DIMEN. LIVING SECRETS	140	\$28,022.16	\$600.00	2%	\$14,622.08	\$2,600.04	\$3,600.00	\$7,200.04
P2005 RISING UP HANDMADE FACE MASK	112	\$8,955.00	\$2,265.00	25%	\$875.00	\$520.00	\$4,980.00	\$2,580.00
P2005 BRENT PHILLIPS END OF SUFFERIN	106	\$16,300.00	\$150.00	1%	\$8,300.00	\$900.00	\$2,300.00	\$4,800.00
P2005 MULTIPLE PREMIUMS SLELECTED	76	\$20,136.04	\$1,015.04	5%	\$4,095.00	\$4,410.00	\$7,331.04	\$4,300.00
P2005 EATING FOR OPTIMAL HEALTH PK	63	\$13,200.17	\$200.00	2%	\$2,200.00	\$2,000.00	\$6,000.09	\$3,000.08
P2005 PROTEKT SPRING CLEANING PACK	49	\$8,880.00	\$180.00	2%	\$1,620.00	\$540.00	\$4,360.00	\$2,360.00
P2005 SET THE NIGHT ON FIRE BOOK	47	\$7,275.00	\$300.00	4%	\$900.00	\$450.00	\$5,000.00	\$925.00
P2005 CHRIS HOWARD SPEAKER LAUNCHPAD	44	\$4,520.16	\$220.00	5%	\$1,700.00	\$500.00	\$800.00	\$1,520.16
P2005 SUZY PRUDDEN PIVOT AND PROSPER	37	\$7,400.00	\$200.00	3%	\$2,400.00	\$600.00	\$2,600.00	\$1,800.00
P2005 BE KIND 2-FOR-1 FACE MASK	35	\$3,200.00	\$300.00	9%	\$250.00	\$520.00	\$1,810.00	\$620.00
P2005 BRENT'S FORMULA FOR WEALTH PAK	33	\$6,650.01	\$200.00	3%	\$3,400.00	\$400.00	\$1,000.00	\$1,850.01
P2005 VOICES THAT CHANGE THE WORLD	31	\$8,775.16	\$0.00	0%	\$2,500.08	\$775.00	\$3,000.08	\$2,500.00
P2005 INNER MIND COACHING PACK	22	\$5,500.12	\$0.00	0%	\$2,000.02	\$0.00	\$2,500.10	\$1,000.00
P2005 J. LOGGINS' IMMUNE SYS REBOOT	16	\$4,000.00	\$0.00	0%	\$750.00	\$500.00	\$1,250.00	\$1,500.00
P2005 S FAIREY LOGO COTTON FACE MASK	15	\$1,351.00	\$350.00	26%	\$130.00	\$65.00	\$741.00	\$415.00
P2005 SIGNED SET THE NIGHT ON FIRE	12	\$12,500.00	\$2,500.00	20%	\$0.00	\$1,000.00	\$9,500.00	\$2,000.00
P2005 ROCK YOUR LIFE EXPERIENCE	10	\$2,000.00	\$0.00	0%	\$200.00	\$400.00	\$800.00	\$600.00
P2005 MEN'S CLASSIC LOGO T SHIRT LRG	8	\$560.00	\$50.00	9%	\$160.00	\$0.00	\$150.00	\$250.00
P2005 BLACK 60TH ANNIV LOGO MUG	6	\$795.00	\$225.00	28%	\$420.00	\$0.00	\$225.00	\$150.00
P2005 KPFK 60TH ANNIV PINBACK	6	\$180.00	\$50.00	28%	\$0.00	\$50.00	\$25.00	\$105.00
P2005 KPFK BUMPER STICKER	6	\$200.00	\$60.00	30%	\$125.00	\$0.00	\$50.00	\$25.00
P2005 KPFK 60TH ANNIV T-SHIRT MED	5	\$390.00	\$0.00	0%	\$110.00	\$100.00	\$60.00	\$120.00
P2005 ALAN WATTS PACIFICA COLLECTION	4	\$500.00	\$0.00	0%	\$0.00	\$0.00	\$500.00	\$0.00
P2005 BLUE 60TH ANNIV LOGO MUG	4	\$325.00	\$75.00	23%	\$75.00	\$0.00	\$0.00	\$250.00
P2005 KPFK 60TH ANNIV T-SHIRT X-LRG	4	\$585.00	\$0.00	0%	\$160.00	\$0.00	\$365.00	\$60.00
P2005 KPFK 60TH ANNIV WATER BOTTLE	4	\$1,150.00	\$75.00	7%	\$900.00	\$175.00	\$0.00	\$75.00
P2005 KPFK CLASSIC LOGO MUG	4	\$350.00	\$100.00	29%	\$200.00	\$0.00	\$50.00	\$100.00
P2005 KPFK GROCERY BAG TOTE	4	\$260.00	\$0.00	0%	\$100.00	\$50.00	\$0.00	\$110.00
P2005 SIGNED S FAIREY ANNIV POSTER	4	\$1,000.08	\$250.08	25%	\$0.00	\$500.00	\$250.00	\$250.08
P2005 KPFK LICENSE PLATE FRAME	3	\$135.00	\$0.00	0%	\$35.00	\$0.00	\$50.00	\$50.00
P2005 MEN'S CLASSIC LOGO T SHIRT MED	3	\$270.00	\$0.00	0%	\$120.00	\$0.00	\$150.00	\$0.00
P2005 NAVAJO HOPI FAMILIES RELIEF	3	\$445.00	\$445.00	100%	\$250.00	\$0.00	\$75.00	\$120.00
P2005 NLP TOTAL LEARNING PACK	3	\$600.04	\$0.00	0%	\$0.00	\$0.00	\$400.04	\$200.00
P2005 BE KIND KPFK NO GIFT CAMPAIGN	2	\$200.00	\$0.00	0%	\$0.00	\$0.00	\$100.00	\$100.00
P2005 CLASSIC LOGO SHIRT X-L	2	\$150.00	\$0.00	0%	\$0.00	\$50.00	\$100.00	\$0.00
P2005 KPFK 60TH ANNIV T-SHIRT LRG	2	\$120.00	\$0.00	0%	\$120.00	\$0.00	\$0.00	\$0.00
P2005 KPFK 60TH ANNIVERSARY BEANIE	2	\$195.00	\$120.00	62%	\$0.00	\$0.00	\$0.00	\$195.00
P2005 KPFK SUPER SUPPORTER PACK	2	\$200.00	\$0.00	0%	\$100.00	\$0.00	\$0.00	\$100.00
P2005 MEN'S CLASSIC LOGO SHIRT XXL	2	\$170.00	\$120.00	71%	\$0.00	\$0.00	\$120.00	\$50.00
P2005 RED 60TH ANNIV LOGO MUG	2	\$200.00	\$0.00	0%	\$0.00	\$0.00	\$100.00	\$100.00
P2005 WOMEN'S CLASSIC LOGO SHIRT LRG	2	\$100.00	\$0.00	0%	\$50.00	\$50.00	\$0.00	\$0.00
P2005 WOMEN'S CLASSIC LOGO SHIRT MED	2	\$550.00	\$500.00	91%	\$0.00	\$500.00	\$0.00	\$50.00
P2005 GLOBAL VILLAGE LIVE 10 VOLS	1	\$500.00	\$500.00	100%	\$0.00	\$0.00	\$0.00	\$500.00
P2005 KPFK 60TH ANNIV T-SHIRT SMALL	1	\$60.00	\$0.00	0%	\$0.00	\$0.00	\$0.00	\$60.00
P2005 LA THEATRE WORKS PRIDE PACK	1	\$200.00	\$0.00	0%	\$0.00	\$0.00	\$0.00	\$200.00
P2005 MR SATAN GOES TO WASHINGTON	1	\$100.24	\$100.24	100%	\$0.00	\$0.00	\$100.24	\$0.00
P2005 SUPPRESSED: THE FIGHT TO VOTE	1	\$100.00	\$0.00	0%	\$0.00	\$0.00	\$100.00	\$0.00
P2005 ULTRAGRAV WATER FILTER	1	\$240.00	\$240.00	100%	\$0.00	\$240.00	\$0.00	\$0.00
<b>Total</b>	<b>1,850</b>	<b>\$278,230.56</b>	<b>\$26,475.36</b>	<b>9.5 %</b>	<b>\$57,419.88</b>	<b>\$32,928.04</b>	<b>\$120,316.57</b>	<b>\$67,566.07</b>

# Proven Practices In Fundraising Webinar



I encourage all board members to equip themselves with the knowledge and nuances of fundraising. The following is a free webinar that will help you understand the ever-changing fundraising industry, practices, and strategies.

As fundraising becomes more diverse and more complex, you need to go beyond your campaign results and take a more in-depth look into your donors' behaviors and trends.

Arm yourself with actionable information like understanding how your donors choose to give, sustainer conversion rates, the impact of your growing sustainer file, retention rates, and average gift amounts. These are just a few examples of the information you can use to drive strategy for your entire program.

**You can register for the webinar here <https://bit.ly/32iR2G4>**

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I also encourage board members, in particular, those in finance committees to become familiar with the database metrics that will be used to gauge the success of campaigns, spot trends, and project listener revenue annually, bi-annually, and quarterly. The following was a webinar I attended and found it to be very helpful in understanding the benchmark data Allegiance will be providing us now. Much of our budget projections will utilize these metrics, giving us additional data to project listeners to revue and develop strategies for upcoming campaigns.

## **7 Key Database Metrics**

Become familiar with the 7 Key Database Metrics. How to calculate them. Why you should pay attention to them. And how you can use them to make smart decisions as you plan future campaigns.

**You can access the recorded webinar here <https://bit.ly/3j4QqcL>**



# In Closing

Our primary strategy has relied on the fact that our supporters engage with us every day on our airwaves. We have utilized a model of raising funds from an audience who loves what we do. These donor interactions are straightforward and transactional. It has been our greatest strength, but it has also made us blind to weaknesses with that model and other opportunities to raise funds by other means.

Listening habits are changing rapidly, and what was listened to one year may not be the same the following year. We are competing against many more options and content that is out there. We have to be prepared to make the program changes that innovate and adapt to changing demographics and listening habits. Other public media organizations and nonprofits have been investing in areas of individual giving that have lagged for us. Such as thicker memberships models, mid-level donor programs that offer well-defined benefits to the donor aside from a premium.

We have the opportunity to elevate our performance with individual giving programs from standard membership to major giving. Successful membership is just the beginning. To fully unite all of the ways our donors want to have an impact; our fundraising programs must consistently strengthen relationships with potential top donors, inspiring and challenging them to give in more significant ways. Major donor cultivation is relational, not transactional. Our relative success with membership has rooted our goal-setting, by force of habit, in the \$25 annual membership to an average \$150/yr space, which has gotten us to where we are today. But our relative success has also humbled our aspirations.

We must reject our limited thinking about what constitutes a major donor. It's not \$1,000 a year. It starts with the potential to give \$5,000-\$10,000 on an ongoing basis. We must become equipped to pursue six figures regularly. By approaching individual giving holistically, we separate sources of revenue that deliver on short-term goals, each month, each drive. Our campaigns must work in concert with one another to move donors toward greater giving, allowing them to have a greater impact. We must embrace the goal of urging each donor to fulfill their potential. By structuring our fundraising programs properly, we allow ourselves to embrace donor-centered fundraising truly. We must place the donor's interests first, not ours. We must make our asks when they're ready, not when we need the money. We must cultivate deep, meaningful relationships with major donors to connect with their passions, interests, and true giving potential.

Pacifica must look beyond wanting to be 100% supported by individuals. Why should we, when many of those individuals are entrepreneurs, have connections with institutions (both local businesses and non-profits), are decision-makers at institutions that not only share our values but would be open to supporting community media.

These changes won't come easy, but if we change our mindsets and look and participate in an expanded fund and relationship raising. We may stand a chance.

A community is only as strong as the relationships within it. We need stronger efforts to cultivate relationships with celebrities, community organizers, foundations, other organizations, and the very donors that continue to support KPDK. Donor stewardship will play a key role in retaining donors.

*Angel Z. Fields*  
General Manager

She evidently wishes to remain OUR LSB delegate to the PNB even after blatantly disregarding our will as expressed in our 21-3 with 1 abstention vote on January 19th. And wants to continue serving on the PNB even after resoundingly expressing no-confidence in that body's existence as we know it AND no-confidence in all of her colleagues on the PNB, including herself!

I say far more in sadness than in anger that Ms. Goodman's flip-flop and non-resignation following the membership's rejection of the Bylaws Amendment constitutes untoward conduct and compels this body to attempt to cure it by formally requesting Ms. Goodman's resignation from the P-N-B--NOT from the LSB. Please do not associate me with anything to do with those who wish, or might wish, Jan not to continuing serving on the LSB. That is NOT my position.

At the first KPFK [LSB] meeting in 2004 the issue was the Haitian crisis. Today it's the Covid crisis. Pacifica is the indispensable broadcast media voice of independence and sanity.

The membership's resounding "No" vote was also a repudiation of the PNB's in-fighting, intrigues and wrecker tactics of the sort that brought the Bylaws Amendment to a vote. This must stop! PNB members must be ready, willing and able to work diligently and cooperatively with one another in the best interests of Pacifica. Ms. Goodman's actions have made it effectively impossible for her to do so.

Accordingly I call upon this LSB to adopt the resolution formally and respectfully requesting Ms. Goodman's resignation from the PNB, and if she does comply with that request replace her as soon as possible with a new PNB delegate. Thank you.

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## Fundraising Committee Motion – Development Task Force

Moved that the LSB create a Development Task Force, seeking participation from volunteers with development expertise. The Development Task Force will collaborate with management and will assist in designing and implementing a campaign for greater off-air fundraising for the station, with the goal of reducing the number of days spent in on-air fundraising by at least a week a year beginning in FY2020. This will include a sustaining membership campaign, a major donor campaign, grant-writing efforts for specific station activities, such as training, an investigation of appropriate and remunerative community events, a crowd-funding strategy, and a concerted effort to obtain bequests and the inclusion of KPFK in listeners' wills. The task force will make recommendations on a capital campaign for physical and technical improvements (for making the building physically accessible, securing the parking lot and monetizing its use, upgrading and restoring facilities, etc.). It will promote "directed giving" for specific projects and productions (e.g, the news department, interns and training program; etc.) The Development Task Force will also investigate and try to adapt and recommend the adoption of the best practices of other Pacifica stations in this regard.

(Governance Motion - Strategic Planning)

The LSB urges the PNB to approve the motion calling for a strategic planning process at each station incorporating management, paid and unpaid staff and governance to deal with COVID-19 and its consequences and plans for the survival and growth of the station.

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Whereas the impact of the COVID-19 pandemic is being felt throughout the network, along with the rest of the country, and necessitates concerted, collaborative, urgent action throughout Pacifica to meet the needs of the communities we serve, as well as to insure the survival of our institution,

Resolved that the Pacifica National Board instructs the interim Executive Director to direct all station managers to immediately convene a strategic planning group at each station, including members of national and local governance selected by those bodies and members of paid and unpaid staff at the station to develop a short-range and long-range strategic action plan covering the following:

- a) how to ensure the health and safety of station staff (paid, unpaid and managerial), volunteers, guests and visitors;
- b) how to produce and air fresh content for the duration of the crisis through the provision of and training on remote production technologies for all paid or unpaid producers and programmers;
- c) how to raise funds effectively on- and off-air for the duration of the crisis and beyond;

and

d) how best to apply the resources, skill sets and talents available to the station in the most effective manner to meet the highest priorities for the station's functioning survival and growth, including: 1) program evaluation, improvement and development; 2) community engagement; 3) membership services and fulfillment; 4) fundraising and money-saving measures and accurate financial record-keeping; 5) training and 6) internal and external communication mechanisms. The planning process may include surveys and interviews with paid and unpaid staff, volunteers, listeners, LSB members, the Community Advisory Board, and other community members, stakeholders and experts.

Such strategic planning groups are to be constituted within two weeks of the adoption of the motion, and their membership reported to the iED and the PNB by each station manager. Each group is then to produce an initial plan of short- and long-term goals, priorities and steps for implementation within a month after constitution of the group for review by the iED, the local station board and the PNB. Plans should include step-by-step actions to be taken, designation of accountable parties for implementation, as well as methods and criteria for assessing the success of steps taken and for adjusting plans accordingly in response to either successes or failures in accomplishing the steps in the plan.