

KPFK LSB Scheduled Meeting of August 20, 2014

The Special Budget Meeting of the KPFK Local Station Board scheduled for Wednesday, August 20, 2014, 7:00 PM at the Aris and Carolyn Anagnos Peace Center, 3916 Sepulveda Blvd., Culver City, CA 90230 failed to make quorum, therefore roll call was taken to determine quorum. No business (save the scheduling of a future meeting) was transacted and no minutes were approved.

Authority and Notice: This meeting was originally authorized by the LSB's adoption of a regular meeting schedule at its meeting of April 16, 2014. The date and location was posted on KPFTX.org on April 16, 2014. The meeting was designated a Special Budget Meeting by the Board on July 19, 2014 and the kpftx.org posting was updated to reflect this on July 20, 2014. Automated e-mail notifications from pnb@kpftx.org were sent to Board members on August 13, August 18 and the day of the meeting.

Eleven members responded to the calling of the roll, resulting in a lack of quorum: Chuck Anderson, Rodrigo Argueta, Lydia Brazon, Tej Grewall (Chair), Fred Klunder, Jim Lafferty, Brenda Medina (Vice-Chair), Michael Novick (Treasurer), John Parker, Lawrence Reyes, Ron Priestersbach.

SCHEDULING / LOCATION / ANNOUNCEMENT OF MEETINGS (7:56)

Outreach Committee: Thursday, August 21, 2014, 7:00 PM at Radio Station KPFK.

GM Search Committee: Sunday, August 24, 2014, 1:00 at Radio Station KPFK.

Governance Committee: Monday, September 15, 2014, 7:30 PM at The Peace Center.

Finance Committee: Tuesday, September 16, 2014, 7:30 PM at Radio Station KPFK.

LSB Meeting: Saturday, September 20, 2014, 1:00 PM at The Peace Center.

Committee of Inclusion: Sunday, September 21, 2014, 1:00-3:00 PM at Radio Station KPFK.

Novick **moved** to hold a Special Budget Meeting in September, the date to be set by polling the Board via e-mail. Argueta seconded. After discussion Brazon **called the question**. Debate was ended without objection. **Motion passed** without objection.

Respectfully submitted by John P. Garry III, Secretary
(these minutes were approved on July 19, 2015)

KPFK has reached a point where it can slip into the abyss, so says the LA Weekly but the LA Weekly doesn't define who we are or what we can be. For too long the station has operated without a vision and goals greater than fund drive goals. A clear and shared vision is essential in leading us to improve productivity, communication, efficiency, innovation and exceed the expectations of the communities KPFK serves and has yet to serve.

With a clearly communicated vision and a defined strategic plan, KPFK can be poised to reduce the number of fund drive days and increase its impact it has on the communities it serves. A vision is in the process of being defined and a strategic plan for the next 6 to 12 months is in the works. With the support of staff, volunteers, and the community at large KPFK can gain a broader listenership, in which progressive views will play a greater part in the dialogue, and help our community grow into a more diverse, and tolerant environment.

These are some of the key objectives KPFK will set out to accomplish over the next year

- Improve programming
- Grow listenership, particularly in the 18 – 54 age range
- Increase donorship
- Increase donor engagement
- Increase communication with all parties w/ a vested interest in KPFK
- Improve Cash flow
- Reduce the number of on air fund drives days
- Create programs that serve youth
- Expanded outreach and community engagement
- Increase number of awarded grants
- Establish additional revenue streams

Report Highlights

- Premium Debt going back to August 2013 has been paid thru most of May
- An average of 11.3% of all listeners are in the ages of 18-24, while nearly 69.1% are 55+
- 17,833 active donors in the last 12 months
- Malibu booster needs \$10,000 to operate at full power to enhance the broadcast signal on the PCH and surrounding communities
- A modest outdoor outreach campaign has been initiated for August thru October
- Online no inventory KPFK promotional item store opened
- Outside phone service receives mixed reviews
- Matching Gift and Volunteer Grant programs
- Ratings with 6 Month averages

Business

Fund Drive Average Daily Deposits

Feb \$16,000 - \$17,000

May \$12,000 - \$13,000

July \$26,000 - \$27,000 Largely due to immediate credit card processing.

Summer Fund Drive Total: \$553,969 approx. Some donations are still coming in over the web

Premium Debt: \$31,275 was paid to fulfill our premiums going back to August 2013

Online Income: \$40,000 - \$55, 000 in online revenue every quarter, primarily through online pledging during our Fund Drives.

Mobile Giving campaign allowing contributors to support KPFK through texting \$5-\$10 donations will go live in late September or early October

Donor Matching Gifts and Volunteer Grants Program

We have added a link to our webpage to provide resources for donors and volunteers to check and see if their place of employment offers matching gift and volunteer grant programs.

Matching gift, also known as a matching fund or matching donation is a charitable gift made toward a non-profit organization by a matching donor (e.g., an employer) under the provision that an original donor (e.g., an employee) first makes a gift toward that organization.

Volunteer Grants, are charitable gifts given to non-profit organizations by employers in recognition of volunteer work being done by a company's employees.

Here is our link <https://doublethedonation.com/kpfk> All you have to do is input your workplaces name in the search field and see what programs they may have if you already aren't aware of it.

KPFK PROGRAMMING DEPARTMENT REPORT

We succeeded in having a successful fund drive, even as we incorporated a set of new procedures. Foremost among these was the change in our phone room, which is not directly a programming matter but did represent a set of challenges to programmers during the drive. In this regard, the first week was most difficult, but as programmers adjusted, things ran more smoothly in the second and third weeks.

The other major innovation in this drive was the mandated participation of all programmers. This meant that more than twenty shows that had not been pitching in recent drives did so this time. This required a tremendous effort on the part of a few members of the staff as well as the participating programs. The results were mixed, but as first efforts go, the experiment showed a lot of promise for future fund drives. We look to start implementing training and or workshops to help improve programmer's success rate during drives.

Not surprisingly, our daily average of money raised was lower than recent drives. (The pre-recorded shows that we have been running in recent drives were raising more money per hour than the array of regular programs that pitched for the first time in many years in this fund drive.) We are hopeful that we will raise the daily average back up to where it was before in the fall fund drive.

One thing that we did do very well was manage to provide excellent coverage of a set of international crises—in particular Gaza—while at the same time raising funds. Our success in this regard was assisted by having more of our regular programs participate in the fund drive.

As for programming initiatives, management is going to focus on strengthening current shows and, in particular, on building social media outreach—an essential of 21st century media. As we contact each programmer about these initiatives, we will take the opportunity to check in on all aspects of the show's performance.

We are not looking to make significant program changes before the fall fund drive though we may make some minor time slot adjustments, which we would do in coordination with all impacted programmers. Having said that, we still have an abundance of shows that we would like to include on the programming grid such as Michio Kaku's *Explorations*, an issue we will address in the coming months.

Vital Signs Report

KPFK-FM		Los Angeles-METRO					
P 6+		AVG Daily Pop: 12,196,900					
Monday-Sunday 6A-12M		AVG Weekly Pop: 12,196,900					
Daily Panel Estimates	JAN. 2014	FEB. 2014	MAR. 2014	APR14Rev1	MAY. 2014	JUN. 2014	6 Month Avg
AQH Share	0.2	0.1	0.1	0.2	0.2	0.2	0.2
AQH Rating	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AQH Persons	1,500	1,300	1,200	1,600	1,700	1,400	1,450
Avg Daily Cume	38,600	35,500	28,600	36,100	32,600	35,000	34,400
Avg Daily Cume Rating	0.3	0.3	0.2	0.3	0.3	0.3	0.3
Avg Daily Intab	2,743	2,738	2,791	2,837	2,769	2,770	2,775
Avg Time Exposed (ATE)	0.45	0.45	0.45	0.45	1.00	0.45	0.47
Weekly Panel Estimates	JAN. 2014	FEB. 2014	MAR. 2014	APR14Rev1	MAY. 2014	JUN. 2014	6 Month Avg
Avg Weekly Cume	142,800	134,400	112,800	135,200	110,900	123,800	126,650
Avg Weekly Intab	2,358	2,371	2,407	2,455	2,366	2,380	2,390
Avg Wkly Time Exposed(AWTE)	1:15	1:15	1:15	1:30	1:45	1:15	1:22
P1 Estimates	JAN. 2014	FEB. 2014	MAR. 2014	APR14Rev1	MAY. 2014	JUN. 2014	6 Month Avg
AQH Persons	300	100	300	600	1,000	600	460
Avg Weekly Cume	11,500	2,900	2,500	15,600	21,300	11,000	10,760
AQH Composition %	18.2	8.3	22.9	40.0	57.4	45.2	31.7
Avg Wkly Cume Composition%	8.1	2.2	2.2	11.5	19.2	8.9	8.5
Time Period (AQH Share)	JAN. 2014	FEB. 2014	MAR. 2014	APR14Rev1	MAY. 2014	JUN. 2014	6 Month Avg
Mo-Fr 6A-10A	0.2	0.2	0.2	0.3	0.4	0.3	0.3
Mo-Fr 10A-3P	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Mo-Fr 3P-7P	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Mo-Fr 7P-12M	0.1	0.1	0.1	0.1	0.0	0.2	0.1
Sa-Su 6A-12M	0.2	0.2	0.2	0.2	0.2	0.1	0.2
Gender Composition (AQH)	JAN. 2014	FEB. 2014	MAR. 2014	APR14Rev1	MAY. 2014	JUN. 2014	6 Month Avg
Male	59.7%	58.3%	59.2%	45.8%	36.3%	42.1%	50.2%
Female	40.3%	41.7%	40.8%	54.2%	63.7%	57.9%	49.8%
Age Cell Composition (AQH)	JAN. 2014	FEB. 2014	MAR. 2014	APR14Rev1	MAY. 2014	JUN. 2014	6 Month Avg
6-11	1.7%	1.4%	0.7%	1.2%	0.3%	0.1%	0.9%
12-17	2.0%	1.7%	2.6%	2.4%	1.0%	1.3%	1.8%
18-24	17.0%	10.4%	20.3%	7.3%	1.7%	11.3%	11.3%
25-34	1.9%	1.5%	1.6%	4.7%	9.3%	7.9%	4.5%
35-44	11.0%	8.3%	10.7%	7.1%	5.4%	2.9%	7.6%
45-54	4.9%	3.6%	4.2%	5.8%	4.1%	5.8%	4.7%
55-64	34.7%	29.4%	24.3%	19.4%	19.5%	17.1%	24.0%
65-74	21.9%	42.7%	12.6%	17.9%	26.3%	31.5%	25.5%
75+	5.0%	1.0%	22.9%	34.2%	32.5%	22.1%	19.6%
Ethnic Composition (AQH)	JAN. 2014	FEB. 2014	MAR. 2014	APR14Rev1	MAY. 2014	JUN. 2014	6 Month Avg
Black	17.9%	18.8%	34.1%	45.6%	53.8%	36.4%	34.4%
Hispanic	23.5%	22.3%	13.1%	8.7%	11.5%	11.7%	15.1%
Other	58.6%	58.8%	52.8%	45.7%	34.7%	51.8%	50.4%
Location(AQH)	JAN. 2014	FEB. 2014	MAR. 2014	APR14Rev1	MAY. 2014	JUN. 2014	6 Month Avg
Out of Home	50.7%	57.7%	52.8%	44.9%	44.1%	56.8%	51.2%
In Home	49.3%	42.3%	47.2%	55.1%	55.9%	43.2%	48.8%

Prepared by RRC from Data © Nielsen Audio



Volunteer / Outreach Dept. Update

Internships/Volunteers/Students

We are looking forward to reaching out to colleges, universities and even high schools during the 2014/15 school year. One the station's goals is to expand our reach on college campuses. We want to offer a competitive internship / apprenticeship program to those who are seriously interested in Media, Journalism, International Studies, etc.. We can help expand resumes, with real experience from day one! To that end, we are planning a "KPFK school tour". We'd like to set up booths at various schools, partner with media studies depts. hopefully garner some interns while promoting the station.

We will continue to implement:

- Reviewed and approved application and interview
- At least 8 hours or one full day per week
- 12 week commitment
- You do not have to be in school to volunteer/intern

Upcoming Outreach Opportunities and Volunteer Opportunities

We are sponsoring some exciting events in the near future including:

- Levitt Pavillion Summer Series
- The Green Festival – September 12-14th
- Month of Resistance Against Police Violence
- George Regas Courageous Peacemaker Awards

LA Rooted School Field Trip

July 31st, 201 L.A. Rooted is a grassroots summer youth program which aims to cultivate youth leadership in the areas of environmental stewardship, community empowerment, food sovereignty and self-care. On July 31st 20 campers and from 10 to 17 rode their bikes to the station, got a tour, and even recorded station IDs. It was, as always, a great experience for everyone.

Membership Report

Total number of donors: 17,833 active donors, who had made a contribution in the last 12 months.

Number of new donors from summer drive: Roughly 828 out of 3,332 entered so far.

Number of cancelations this year: 297 - many of these were probably because of our inability to deliver some premiums within a reasonable time frame. But we always have cancelations for various other reasons, such as medical emergencies, job losses, or they thought they were pledging to a different radio station.

How many donors are waiting for unfulfilled premiums: 2616

Feedback on call center service: Very mixed reviews of the Call Center service

- There were at least 15 complaint calls from would-be donors about the difficulty of communicating with the call center operators. Most often the complaint was that the operator didn't know what we were offering at the moment of the call, and had difficulty figuring that out.
- There was some relief that some staff didn't have to be at the station working in excess of 12 hours each day during past drives. This has allowed us to catch up on a lot of neglected work that is put on hold during fund drives. This has become a problem with back to back drives.
- Operators seemed inconsistent in following the script we provided Comnet. Callers were not uniformly asked if they could be thanked on air, or told about the delivery time of premiums. In one of my own pledge calls, I was not told that my card was being charged right away.
- We had to notify Comnet what we were specifically offering on a show-by-show basis as we went along. It was helpful for them to have items entered into our catalog ahead of time, but even so, there sometimes were reports of problems discerning what we were offering. They were helpful in working with us to clarify any misunderstandings.
- We missed seeing some of our regular volunteers and enjoy taking pledge calls ourselves;
- In future drives we intended to utilize volunteers to help call back people regarding complaints and or unfulfilled pledges.
- We are exploring viable options on what steps to take to modernize our phone room so we can enhance donor experience, improve pledge taking efficiencies, and adhere to PCI compliance rules

Highlights of the online status and developments at KPFK

KPFK.ORG Traffic Statistics July 2014 –

Total Hits 1,197,752 Number of visitors 410,938

Number of unique visitors 30,669 Average Length of stay 2mn – 10mn

*Top Sources of traffic: 1. Direct Request (kpfk.org) 2. Google
3. Archive.KPFK.org 4. Bing 5. Facebook 6. Yahoo*

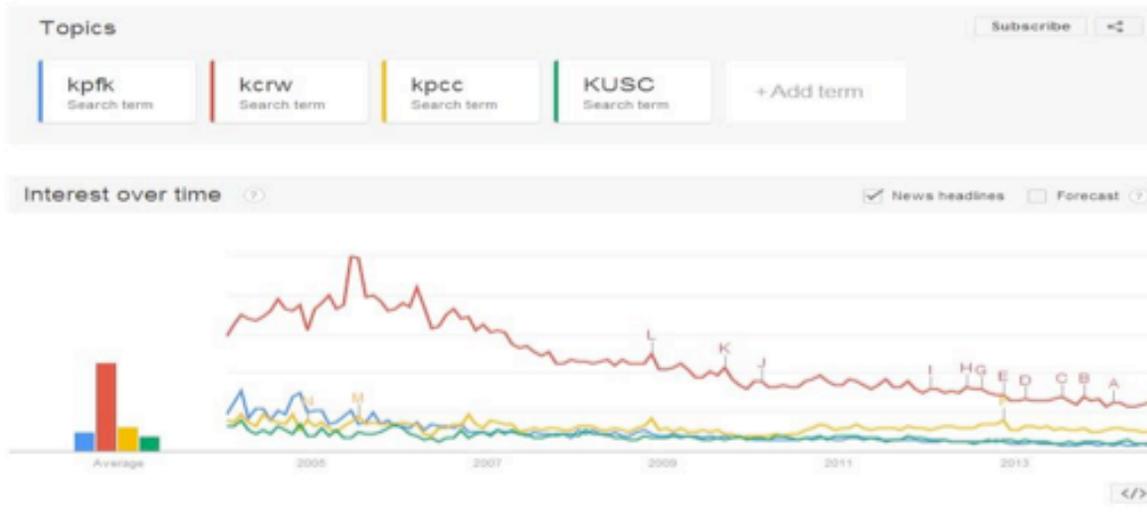


New promotional Items Web Store -We've created a secondary online store focused on promotional items that will remain active throughout the year. [http://www.zazzle.com/kpfk907*](http://www.zazzle.com/kpfk907)

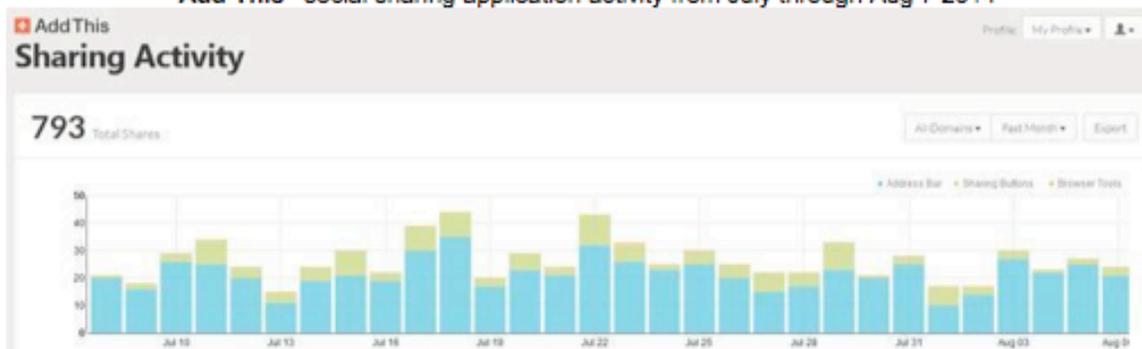
Online Pledge Cart Statistics



Google Trends: The numbers on the graph reflect how many searches have been done for a particular term, relative to the total number of searches done on Google over time. They don't represent absolute search volume numbers, because the data is normalized and presented on a scale from 0-100. Each point on the graph is divided by the highest point and multiplied by 100



"Add This" social sharing application activity from July through Aug 7 2014



KPFK FACEBOOK REPORT

The KPFK Fan page <http://www.facebook.com/KPFK90.7>

The page continues to gain fans on a regular basis, with over 18,300 fans up from 16,000 in May 2014, and a weekly reach of over 35, 000. Including lively discussions over a variety of topics and events.

KPFK Online Archives. Most listened to archived programs

# Listens / Downloads	Program
68982	Ian Masters
49777	Biketalk
41916	Feminist Magazine
33939	Connect The Dots
32369	Michael Slate
26651	Jon Wiener

Engineering Report

Studios - The studios are generally in good condition and operating properly.

- As soon as funds permit we will install a Comrex Access as a dedicated backup system to carry program audio to the main transmit site on Mt. Wilson. Cost \$2,700
- Six CD players should be replaced within the next six months. Cost \$3,000
- Four CD recorders will be needed within six months. Cost \$3,200
- Installation of the studio microwave transmit antenna has been delayed for lack of funds. This should be done as soon as the budget permits. Cost \$5,800

Malibu 90.7 Booster site – The booster transmitter cannot be operated at full power until a GPS sync system is installed. This system synchronizes the main transmitter with the booster transmitter and eliminates overlap interference from the booster transmitter into the main transmitter. Cost \$10,000

The Oat Mountain/Saddle Peak - program audio microwave system license application to the FCC has been filed.

Rancho Bernardo 93.7 translator site – The system is in good condition and operating well covering northern San Diego County.

Santa Barbara 98.7 translator site – Routine maintenance has been done on the translator, it's in good condition and operating properly.

Mt. Wilson 90.7 transmitter site – The Nautel transmitters are operating reliably at full power.

Purchase and installation of a Nautel NV10 backup auxiliary transmitter has been delayed for lack of funds. Cost \$56,000

Outreach Campaign

KPFK has relied on word of mouth to gain new listenership, and it is those listeners who to this day remain the core support of the station who allows it to stay on the air, because they value true independent, unique programming and seek an alternative to the overabundance of commercial stations.

In addition, as new media have come to challenge broadcast radio, it is essential for KPFK to seek a broader audience to uphold its tradition of advancing the arts, culture and ideas that would otherwise get lost in the noise, and grow from fringe FM underdog to become a dominant voice for progress.

Fortunately, Los Angeles is the #1 outdoor advertising market in North America, which offers huge opportunities for people to turn the dial to the station as they go about their daily commute.

A single ad on a bus bench can reach upwards of 300,000 impressions in a month, while a FRWY Billboard can reach 1 million impressions in a single week!

KPFK has partnered with LA based agency 10K advertising; who has successfully ran several campaigns for NPR member station KCRW 89.9.

Our current outreach effort has allowed KPFK to put its call sign out into the world for the first time in its history, using 12 bus benches, 3 medium sized centrally located billboards in high traffic areas, and one Digital Billboard on the 405 Freeway, at 1/4th the cost of what would have been a \$20,000 campaign.

The Future

KPFK will need to budget \$8,000 - \$10,000 a month for an outdoor marketing base line.

Strategic blitz campaigns with a funding of \$30,000 - \$60,000 should be budgeted for the spring and fall months to help grow listenership in between major drives.

Grants and support from major donors or groups of donors will be solicited to help sustain and expand our outdoor campaigns.