

# Interim General Manager's Report to the Local Station Board

## March 2026

### NFCB TechSurvey 2025

In November 2025, nearly 4,000 core Community Radio listeners participated in the 2025 Public Radio Techsurvey (PRTS) by the National Federation of Community Broadcasters (NFCB) and in conjunction with the Jacobs Media and Public Media Content Collective. KPFA was one of 33 U.S. Community Radio stations that participated and the survey was available to our listeners for 6 days, from November 18th to the 23rd. The goal of the second annual NFCB PRTS 2025 is to guide Community and Public Radio stations to better understand the following:

- Perceptions on Community and Public Radio's levels of trust and transparency.
- Insights on how audiences engage with radio to discover music and their use of digital platforms and devices.
- Perceptions around station fundraising, including pressure points.
- Insights into public radio's role in providing local news and community information.

#### National Results

- [NFCB PRTS 2025 National Totals](#)

#### KPFA Results

- [NFCB PRTS 2025 - KPFA Pyramids & Charts](#)
- [NFCB PRTS 2025 KPFA Totals](#)
  - [NFCB PRTS 2025 KPFA Female Totals](#)
  - [NFCB PRTS 2025 KPFA Male Totals](#)

Key takeaways from the survey: Listeners go to community stations for their local news and introduction to new music/new artists.

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### Winter Fund Drive Update

- Winter Fund Drive
  - Tuesday, February 17th to Friday, March 6th.
    - Goal \$450,000
    - Pledged \$408,140 around 90% of our goal (paid \$300,836)
      - The Grateful Dead Marathon brought in over \$39,000 for KPFA.
      - Total donation count 2,930
        - 351 New Monthly Pledges
        - 2,579 One Time Pledges

- Currently in post drive to hopefully make up the remaining \$42,000

Listener Comment on Saturday, March 7th

“Thank you all for your hard work and dedication to keep KPFA going . I think the station is stronger and more dynamic than ever in my 28 years of listening and learning. I'm so grateful to be part of this radio community.”

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## Sustainer Update

- As of March 10th, 2026
  - Total # of Sustainers: 4,854
    - Total Monthly Sustaining Amount is \$97,347 (per month)
- February 10th, 2025
  - Total # of Sustainers: 3,699
    - Total Monthly Sustaining Amount was \$75,139 (per month)

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## 77th Birthday Events



- A 77th Birthday Event: Sabroso
  - Date and Time: Friday, March 27th from 8 pm to 1 am
  - Location: La Peña Cultural Center, 3105 Shattuck Avenue in Berkeley.
  - Producer: Luis Medina of Con Sabor



boosts in listener contributions, reinforcing that timely, live journalism drives engagement and support for the station.

The newsroom team stepped up in a major way during this drive, producing high-impact coverage while maintaining the daily newscast.

One metric showing the positive impacts of the News Departments reporting is with listener donations. The last day of the Winter Fund Drive, the 6 pm Evening News brought in over \$9,000, compared to the end of the Holiday Drive, which was a bit under \$4,000, and the final day of the 2025 Winter Fund Drive, which was around \$4,800.