

TRZ

at 14:01
by CFS

SOURCE CODE: M1407

July 2014 Pledge drive

RES. METHOD: ALL
STATUS CODES: ALL

DATES:

TO 08/07/14

PLEDGES by PROGRAMS

PROGRAM CODE	TITLE	TOTAL BREAKS	TOTAL AIRINGS	TOTAL MINUTES	PLEDGE AMOUNT	ACTIVITY % TOTAL	PLEDGE COUNT	ACTIVITY % TOTAL	AMOUNT PER HOUR	PLEDGES PER HOUR	AVERAGE PLEDGE

UPRISING	UPRISING	9	9	540	38,144.29	11.8%	185	7.5%	4,238.25	20.55	206.18
LETTERPOL	Letters and Politics	7	7	420	25,779.12	8.0%	176	7.2%	3,682.73	25.14	146.47
ECONUPDATE	Economic Update	1	1	60	3,675.00	1.1%	40	1.6%	3,675.00	40.00	91.87
UPFRONT	UPFRONT	9	9	540	32,218.76	10.0%	199	8.1%	3,579.86	22.11	161.90
FLASH	FLASHPOINTS	9	9	540	30,386.40	9.4%	266	10.9%	3,376.26	29.55	114.23
<Blank>		6	6		3,119.60	0.9%	9	0.3%	3,119.60	9.00	346.62
BRAINCHANG	Brain Change	2	2	120	5,964.25	1.8%	26	1.0%	2,982.12	13.00	229.39
GUNS	GUNS & BUTTER	2	2	120	5,821.16	1.8%	57	2.3%	2,910.58	28.50	102.12
BEHINDNWS	BEHIND THE NEWS	1	1	60	2,733.08	0.8%	19	0.7%	2,733.08	19.00	143.84
UNTOLDHIST	Untold History of US	4	4	240	10,790.75	3.3%	68	2.7%	2,697.68	17.00	158.68
AGAINST	AGAINST THE GRAIN WITH CS SOONG	6	6	360	15,983.32	4.9%	108	4.4%	2,663.88	18.00	147.99
LIVINGR	Living Room	1	1	60	2,378.96	0.7%	15	0.6%	2,378.96	15.00	158.59
SAT TALK	Saturday Morning Talkies with K	2	2	120	4,700.04	1.4%	23	0.9%	2,350.02	11.50	204.34
DEMONOW	DEMOCRACY NOW	18	18	1,075	40,735.42	12.6%	259	10.6%	2,273.60	14.45	157.27
LEFT FORUM	Left Forum Special	1	1	60	2,200.04	0.6%	17	0.6%	2,200.04	17.00	129.41
ELLISONSP	ELLISON SPECIAL	4	4	240	8,480.00	2.6%	73	2.9%	2,120.00	18.25	116.16
SUNDAYSHOW	Sunday Show	2	2	120	3,762.04	1.1%	27	1.1%	1,881.02	13.50	139.33
YOHEALTHSP	Your Own Health Special	1	1	60	1,835.00	0.5%	30	1.2%	1,835.00	30.00	61.16
EXPLORA	EXPLORATIONS	2	2	120	3,570.10	1.1%	32	1.3%	1,785.05	16.00	111.56
PROJCENSOR	PROJECT CENSORED	1	1	60	1,660.08	0.5%	22	0.9%	1,660.08	22.00	75.45
ILANPAPPE	Ilan Pappé Special	2	2	120	3,315.28	1.0%	31	1.2%	1,657.64	15.50	106.94
WOMEN	WOMEN'S MAGAZINE	2	2	120	3,070.50	0.9%	29	1.1%	1,535.25	14.50	105.87
HARD	HARD KNOCK RADIO	9	9	545	12,738.16	3.9%	116	4.7%	1,402.36	12.77	109.81
VOICES ME	VOICES OF THE MIDDLE EAST	2	2	120	2,725.00	0.8%	30	1.2%	1,362.50	15.00	90.83
EVENews	KPFA EVENING NEWS	11	11	600	13,341.32	4.1%	115	4.7%	1,334.13	11.50	116.01
CHEFMD	CHEF MD SPECIAL	1	1	60	1,270.00	0.3%	15	0.6%	1,270.00	15.00	84.66
PUSHING	PUSHING LIMITS - DISABILITY ACC	1	1	60	1,230.00	0.3%	13	0.5%	1,230.00	13.00	94.61
MUSIC W	MUSIC OF THE WORLD - WEDNESDAY	1	1	60	1,120.00	0.3%	11	0.4%	1,120.00	11.00	101.81
BLUES	BLUES BY THE BAY	3	3	180	3,160.00	0.9%	44	1.8%	1,053.33	14.66	71.81
MUSIC T	MUSIC OF THE WORLD - TUESDAY	1	1	60	985.00	0.3%	14	0.5%	985.00	14.00	70.35
AFRICAT	AFRICA TODAY - WALTER TURNER	2	2	120	1,965.00	0.6%	18	0.7%	982.50	9.00	109.16
MUSIC F	MUSIC OF THE WORLD - FRIDAY	1	1	60	930.00	0.2%	12	0.4%	930.00	12.00	77.50
MUSIC TH	MUSIC OF THE WORLD THURSDAY	1	1	60	850.00	0.2%	11	0.4%	850.00	11.00	77.27
FULLCIR	FULL CIRCLE	1	1	60	790.00	0.2%	10	0.4%	790.00	10.00	79.00
GDIVIDE	ACROSS THE GREAT DIVIDE	2	2	120	1,575.00	0.4%	17	0.6%	787.50	8.50	92.64
COVER	COVER TO COVER	3	3	85	1,095.00	0.3%	8	0.3%	772.94	5.64	136.87
TWITWIT	TWIT WIT	1	1	30	750.00	0.2%	7	0.2%	750.00	7.00	107.14
YOUROWN	YOUR OWN HEALTH	1	1	60	725.00	0.2%	6	0.2%	725.00	6.00	120.83
HERBAL	HERBAL HIGHWAY - KAREN/AGGIE	1	1	60	700.00	0.2%	9	0.3%	700.00	9.00	77.77
VISIONA	VISIONARY ACTIVIST - C CASEY	2	2	120	1,349.51	0.4%	14	0.5%	674.75	7.00	96.39
BACK 40	AMERICAS BACK 40	2	2	120	1,325.00	0.4%	15	0.6%	662.50	7.50	88.33
HERENOW	HERE AND NOW DERK RICHARDSON	4	4	180	1,930.00	0.6%	18	0.7%	643.33	6.00	107.22
BONSIMS	BONNIE SIMMONS	4	4	240	2,488.00	0.7%	29	1.1%	622.00	7.25	85.79
PEMA	PEMA CHODRON	1	1	60	600.00	0.1%	4	0.1%	600.00	4.00	150.00
INYREAR	IN YOUR EAR	2	2	120	1,175.00	0.3%	16	0.6%	587.50	8.00	73.43
BAYNATIVE	BAY NATIVE CIRCLE	1	1	60	584.00	0.1%	7	0.2%	584.00	7.00	83.42
POINTOFDEP	POINT OF DEPARTURE	2	2	120	1,120.00	0.3%	18	0.7%	560.00	9.00	62.22

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PROGRAM CODE	TITLE	TOTAL BREAKS	TOTAL AIRINGS	TOTAL MINUTES	PLEDGE ACTIVITY AMOUNT	% TOTAL	PLEDGE ACTIVITY COUNT	% TOTAL	AMOUNT PER HOUR *****	PLEDGES PER HOUR	AVERAGE PLEDGE
PIGPEN	PIG IN A PEN	2	2	120	1,120.00	0.3%	15	0.6%	560.00	7.50	74.66
RUDEAWAKE	Rude Awakening	1	1	30	545.00	0.1%	5	0.2%	545.00	5.00	109.00
JOEFRNK	JOE FRANK/SUSAN STONE	1	1	60	540.00	0.1%	2	0.0%	540.00	2.00	270.00
DEAD	DEAD TO THE WORLD	4	4	240	1,835.00	0.5%	16	0.6%	458.75	4.00	114.68
CON SAB	CON SABOR - LUIS MEDINA	2	2	120	880.00	0.2%	6	0.2%	440.00	3.00	146.66
WORKWEEK	Work Week	1	1	30	435.00	0.1%	7	0.2%	435.00	7.00	62.14
LARAZA	La Raza Chronicles	1	1	60	426.00	0.1%	6	0.2%	426.00	6.00	71.00
THEWEEK	THE WEEK STARTS HERE	1	1	90	631.00	0.1%	4	0.1%	420.66	2.66	157.75
APEX	APEX EXPRESS	1	1	60	370.00	0.1%	5	0.2%	370.00	5.00	74.00
ABOUTH	ABOUT HEALTH - MICHAEL LENOIR	1	1	60	370.00	0.1%	3	0.1%	370.00	3.00	123.33
MUSIC M	MUSIC OF THE WORLD - MONDAY	1	1	60	360.00	0.1%	8	0.3%	360.00	8.00	45.00
ROCNREB	Rock En Rebellion	1	1	60	325.00	0.1%	4	0.1%	325.00	4.00	81.25
GOSPEL	THE GOSPEL EXPERIENCE	3	3	180	970.04	0.3%	12	0.4%	323.34	4.00	80.83
MUSICAL	A MUSICAL OFFERING/MARY BERG	4	4	240	1,170.00	0.3%	18	0.7%	292.50	4.50	65.00
SINGOUT	SING OUT	4	4	240	945.00	0.2%	5	0.2%	236.25	1.25	189.00
CUBOP	CUBOP BEBOP	4	4	240	915.00	0.2%	6	0.2%	228.75	1.50	152.50
PITCH	PITCH A FIT	2	2	240	770.00	0.2%	3	0.1%	192.50	0.75	256.66
RADIO2050	RADIO 2050	1	1	30	180.00	0.0%	1	0.0%	180.00	1.00	180.00
TRANSIT	TRANSITIONS ON TRADITIONS	4	4	240	690.00	0.2%	10	0.4%	172.50	2.50	69.00
OFFBEAT	OFF THE BEATEN PATH - SEP	4	4	240	600.00	0.1%	2	0.0%	150.00	0.50	300.00
SHOWCASE	MUSIC DEPT SHOWCASE	2	2	240	325.00	0.1%	2	0.0%	81.25	0.50	162.50
LAONDA	LA ONDA BAJITA	2	2	120	150.00	0.0%	1	0.0%	75.00	0.50	150.00
REGGAEX	THE REGGAE EXPRESS	4	4	240	127.00	0.0%	3	0.1%	31.75	0.75	42.33
RITMO	RITMOS DE LAS AMERICAS	2	2	120	50.00	0.0%	1	0.0%	25.00	0.50	50.00
DISCRET	DISCREET MUSIC	3	3	180	50.00	0.0%	1	0.0%	16.66	0.33	50.00
BONBONE	BONNIE BONE	2	2	120	25.00	0.0%	1	0.0%	12.50	0.50	25.00
PROGRAMS WITH NO PLEDGES...											
EARLYMON	Early Morning Monday	1	1	180		0.0%		0.0%			
BRAZILIAN	Brazilian music	1	1	120		0.0%		0.0%			
AFTERHRS	AFTER HOURS	1	1	240		0.0%		0.0%			
HUMANKIND	Humankind	1	1	30		0.0%		0.0%			
ROOTS	ROOTS KOMMUNIKATION ON THE	1	1	240		0.0%		0.0%			
FRIDAY	FRIDAY NIGHT VIBE	1	1	120		0.0%		0.0%			
EARTHMY	EAR THYME	2	2	120		0.0%		0.0%			
EARLYF	Early morning Friday	1	1	60		0.0%		0.0%			
PUZZLIN	PUZZLING EVIDENCE	1	1	120		0.0%		0.0%			
OVEREDG	OVER THE EDGE	1	1	180		0.0%		0.0%			
HISTFUN	HISTORY OF FUNK- RICKY VINCENT	2	2	120		0.0%		0.0%			
MAKINGC	MAKING CONTACT	1	1	60		0.0%		0.0%			
NONFICTION	NONFICTION MUSIC	2	2	360		0.0%		0.0%			
ANDRESSOTO	Andres Soto	1	1	30		0.0%		0.0%			
THELATE	THE LATE NIGHT HYPE	2	2	480		0.0%		0.0%			
NOOTHER	NO OTHER RADIO NETWORK	2	2	240		0.0%		0.0%			
LEWISS	LEWIS SAWYER EARLY MORNING	2	2	120		0.0%		0.0%			
NIGHTMA	NIGHT MAGIC	2	2	360		0.0%		0.0%			

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TOTALS for: M1407	91 PROGRAMS	210	210	12,175	321,648.22	100.0%	2,435	100.0%	1,585.12	12.00	132.09

COLUMN HEADING DESCRIPTION

This report itemizes program codes associated with the pledge campaign. Only program codes that have been scheduled for that campaign, and that have recorded at least one pledge, will be listed. The order of output is either alphabetical by TITLE, or numerical by AMOUNT PER MIN/HOUR. Output Order is selected by the operator.

- PROGRAM CODE Program code identifying a single program, a weekly installment, or an entire series.
- TITLE Program title associated with the program code; if the program code record also has text in its description field, it will be printed below the title. If program title was chosen as output order, its column heading is underscored with asterisks.
- TOTAL BREAKS Count of break records attributed to the program code, i.e. how many breaks or time periods are being tracked, which are credited to the same program or series.
- TOTAL AIRINGS Count of end-breaks attributed to the program code, i.e. the number of breaks flagged Type "E" (external) to the program. This report assumes that only one external break exists for each airing of the program. Any breaks scheduled as intermissions to ongoing programs should be flagged Type "I" (internal) to the program.
- TOTAL MINUTES Total length of all breaks in minutes; entry of each break record's start and end time automatically calculated its length in minutes. The number printed in this column is the sum of the lengths of the breaks counted in the TOTAL BREAKS column.
- PLEDGE ACTIVITY
 - Amount Total amount of pledges credited to breaks linked to the program code.
 - # Total Percent of total amount pledged during the campaign that is attributed to the program code.
- PLEDGE ACTIVITY
 - Count Total count of pledges credited to breaks linked to the program code.
 - # Total Percent of all pledges during the campaign that are attributed to the program code.
- AMOUNT PER MIN. (or HOUR) Amount pledged per minute or per hour, as selected by the operator. Total pledge amount is divided by the number of minutes (or hours) in breaks linked to the program code. Note: Tracking results by the hour yields unexpected results in breaks that are less than one hour long. In that case, the amount in this column is greater than the total amount pledged - it is really a projection of the amount that would be generated if pledge activity continued at the same rate for an hour. If amount per minute/hour was chosen as output order, its column heading is underscored with asterisks.
- PLEDGES/ MIN. (or HOUR) Count of pledges per minute or per hour, as selected by the operator. Total pledge count is divided by the number of minutes (or hours) in breaks linked to the program code. Note: Tracking results by the hour yields unexpected results in breaks that are less than one hour long. In that case, the count in this column is greater than the total pledge count - it is really a projection of the pledge count that would be generated if pledge activity continued at the same rate for an hour.
- AVERAGE PLEDGE Average pledge amount is calculated by dividing pledge amount by pledge count.