

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
<blank>		12	12	720	6,215.00	0.8%	13	0.2%	6,215.00	13.00	478.07
MUSICAL ABOUTH	A MUSICAL OFFERING/MARY BERG ABOUT HEALTH - MICHAEL LENOIR	10	10	720	9,317.00	1.3%	94	1.5%	776.41	7.83	99.11
GDYVIDE	ACROSS THE GREAT DIVIDE	1	1	60	825.00	0.1%	11	0.1%	825.00	11.00	75.00
AFRICAT	AFRICA TODAY - WALTER TURNER	6	6	360	11,202.13	1.5%	115	1.9%	1,867.02	19.16	97.40
AFTERHRS	AFTER HOURS	3	3	180	3,495.00	0.4%	35	0.5%	1,165.00	11.66	99.85
AGAINSTSP	AGAINST THE GRAIN PM REPEAT	1	1	720	50.00	0.0%	1	0.0%	4.16	0.08	50.00
AGAINST	AGAINST THE GRAIN WITH CS SOONG	1	1	60	640.00	0.0%	9	0.1%	640.00	9.00	71.11
BACK 40	AMERICA EXPRESS	11	11	600	37,963.20	5.3%	263	4.3%	3,796.32	26.30	144.34
APEX	APEX EXPRESS	6	6	360	18,457.00	2.6%	118	1.9%	3,076.16	19.66	156.41
BAYNATIVE	BAY NATIVE CIRCLE	2	2	120	1,030.00	0.1%	10	0.1%	515.00	5.00	103.00
BEHINDMS	BEHIND THE NEWS	2	2	120	2,545.08	0.3%	24	0.4%	1,272.54	12.00	106.04
BLUES	BLUES BY THE BAY	3	3	180	3,615.00	0.5%	39	0.6%	1,205.00	13.00	92.69
BONBONE	BONNIE BONE	5	5	300	8,830.00	1.2%	111	1.8%	1,766.00	22.20	79.54
BONSIMS	BONNIE SIMMONS	4	4	240	3,710.00	0.5%	52	0.8%	618.33	8.66	71.34
BRAINFITNS	BRAIN FITNESS	6	6	360	3,085.00	0.4%	23	0.3%	3,085.00	23.00	134.13
BRAZILIAN	Brazilian music	1	1	60	300.00	0.0%	5	0.0%	75.00	1.25	60.00
CON SAB	CON SABOR - LUIS MEDINA	3	3	240	5,610.00	0.7%	62	1.0%	1,020.00	11.27	90.48
COVER	COVER TO COVER	11	11	330	3,313.33	0.4%	42	0.7%	414.16	5.25	78.88
CUBOP	CUBOP BEBOP	8	8	480	1,775.00	0.2%	19	0.3%	443.75	4.75	93.42
DEAD	DEAD TO THE WORLD	4	4	240	83,088.00	11.7%	608	10.1%	2,443.76	17.88	136.65
DEMOW	DISCREET MUSIC	34	34	540	15.00	0.0%	1	0.0%	1.66	0.11	15.00
DISCRET	EAR THME	9	9	540	460.00	0.0%	10	0.1%	92.00	2.00	46.00
EARTHM	EARLY MORNING JAZZ	4	4	300	360	0.0%	0	0.0%			
EARLYJAZZ	Early Morning Monday	3	3	180	11,425.00	1.6%	92	1.5%	3,808.33	30.66	124.18
EARLYMON	Economic Update	2	2	120	5,350.00	0.7%	60	1.0%	1,783.33	20.00	89.16
EARLYE	EXPLORATIONS	3	3	180	475.00	0.0%	8	0.1%	237.50	4.00	59.37
ECONUPDATE	FATHER FIGURE	2	2	120	47,192.15	6.6%	430	7.1%	2,776.00	25.29	109.74
EXPLORA	FLASHPOINTS	17	17	1,020	1,970.00	0.2%	26	0.4%	358.18	4.72	75.76
FATHERFIG	FREE SPEECH RADIO NEWS	11	11	330	180.00	0.0%	1	0.0%	30.00	0.16	180.00
FLASH	FRIDAY NIGHT VIBE	3	3	360	1,830.00	0.2%	33	0.5%	610.00	11.00	55.45
FSTRN	FULL CIRCLE	3	3	180	29,136.19	4.1%	349	5.8%	1,879.75	22.51	83.48
FRIDAY	GRATEFUL DEAD ALL DAY	23	23	930	5,100.00	0.7%	47	0.7%	2,550.00	23.50	108.51
FULLCTR	GUNS & BUTTER	2	2	120	19,040.75	2.6%	202	3.3%	1,120.04	11.88	94.26
GRADEAD	HARD KNOCK RADIO	17	17	1,020	2,105.00	0.2%	23	0.3%	2,105.00	23.00	91.52
GUNS	HARVEST OF EMPIRE	1	1	60	1,905.00	0.2%	25	0.4%	257.85	3.57	72.20
HARD	HERE AND NOW DERK RICHARDSON	7	7	420	5,210.00	0.7%	41	0.6%	5,210.00	41.00	127.07
HARVESTEMP	Heist Special	1	1	60	33.00	0.0%	2	0.0%	5.50	0.33	16.50
HERENOW	HISTORY OF FUNK- RICKY VINCENT	6	6	360	60.00	0.0%	1	0.0%	60.00	1.00	60.00
HEIST	Hugo Chavez Special	1	1	30	3,817.00	0.5%	51	0.8%	763.40	10.20	74.84
HISTFUN	IN YOUR EAR	5	5	300	250.00	0.0%	3	0.0%	250.00	3.00	83.33
HUGOCHAVEZ	JOE FRANK/SUSAN STONE	3	3	180	31,009.00	4.3%	296	4.9%	1,722.72	16.44	104.76
INWREAR	JOSEPH CAMPBELL SPECIAL	1	1	30							
JOEFRNK	KPEA EVENING NEWS	20	20	1,080							
JOCAMPBELL											
JOSEPH											
SPECIAL											
EVENINGS											

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PLEDGES by PROGRAMS SOURCE CODE: ML302 Feb 2013 Pledge Drive

PROGRAM CODE	TITLE	TOTAL BREAKS	TOTAL AIRINGS	TOTAL MINUTES	PLEGE AMOUNT	ACTIVITY % TOTAL	PLEGE COUNT	ACTIVITY % TOTAL	AMOUNT PER HOUR	PLEDGES PER HOUR	AVERAGE PLEDGE
LAONDA	LA ONDA BAJITA	6	6	360	390.00	0.0%	3	0.0%	65.00	0.50	130.00
LARAZA	La Raza Chronicles	3	3	180	3,915.00	0.5%	32	0.5%	1,318.33	10.66	123.59
LEWISS	LEWIS SAWYER EARLY MORNING	2	2	120	35.00	0.0%	1	0.0%	17.50	0.50	35.00
LETTERPOL	Letters and Politics	11	11	660	34,025.00	4.8%	267	4.4%	3,093.18	24.27	127.43
LIVINGR	Living Room	2	2	120	2,455.00	0.3%	20	0.3%	1,227.50	10.00	122.75
MAKINGC	MAKING CONTACT	1	1	60	1,600.00	0.2%	11	0.1%	1,600.00	11.00	145.45
MINDBODY	MIND BODY SPECIAL	13	13	750	57,999.08	8.1%	268	4.4%	4,639.92	21.44	216.41
MILKSPECIAL	MILK Special	1	1	60	1,630.00	0.2%	11	0.1%	1,630.00	11.00	148.18
MORNING	Morning Mix	14	14	840	31,100.02	4.3%	331	5.5%	2,221.43	23.64	93.95
SHOWCASE	MUSIC DEPT SHOWCASE	3	3	360	100.00	0.0%	1	0.0%	16.66	0.16	100.00
MUSIC F	MUSIC OF THE WORLD - FRIDAY	3	3	180	4,170.00	0.5%	56	0.9%	1,390.00	18.66	74.46
MUSIC M	MUSIC OF THE WORLD - MONDAY	2	2	120	1,405.00	0.1%	17	0.2%	702.50	8.50	82.64
MUSIC T	MUSIC OF THE WORLD - TUESDAY	3	3	180	3,085.00	0.4%	46	0.7%	1,028.33	15.33	67.06
MUSIC W	MUSIC OF THE WORLD - WEDNESDAY	3	3	180	1,745.00	0.2%	26	0.4%	581.66	8.66	67.11
MUSIC TH	MUSIC OF THE WORLD THURSDAY	3	3	900	2,730.00	0.3%	38	0.6%	182.00	2.53	71.84
NIGHTMA	NIGHT MAGIC	3	3	540	187.00	0.0%	56	0.0%	23.37	0.25	93.50
NOOTHER	NO OTHER RADIO NETWORK	4	4	480	100.00	0.0%	2	0.0%	11.11	0.11	100.00
NONFICTION	NONFICTION MUSIC	3	3	540	100.00	0.0%	1	0.0%	11.11	0.11	100.00
OFFBEAT	OFF THE BEATEN PATH - SEP	6	6	360	2,170.00	0.3%	12	0.2%	2,170.00	12.00	180.83
OPTERROR	Operation Terror	1	1	60	175.00	0.0%	2	0.0%	19.44	0.22	87.50
OVEREDG	OVER THE EDGE	3	3	540	8,340.00	1.1%	93	1.5%	1,390.00	15.50	89.67
PANTRY	PANHANDLE COUNTRY	6	6	360	360.00	0.0%	93	0.0%	1,390.00	15.50	89.67
PITCH	PITCH A FIT	3	3	360	100.00	0.0%	1	0.0%	11.11	0.11	100.00
POINTOFDEP	POINT OF DEPARTURE	2	2	120	1,530.00	0.2%	18	0.3%	765.00	9.00	85.00
POST	POST THON MISCELLANY	1	1	60	1,400.00	0.1%	11	0.1%	1,400.00	11.00	127.27
PUSHING	PUSHING LIMITS - DISABILITY ACC	1	1	60	940.00	0.1%	10	0.1%	940.00	10.00	94.00
PUZZLIN	PUZZLING EVIDENCE	1	1	60	360.00	0.0%	10	0.0%	940.00	10.00	94.00
QUANTMED	QUANTUM MEDITATION	5	5	300	10,105.00	1.4%	45	0.7%	2,021.00	9.00	224.55
RACEILLUS	RACE POWER OF AN ILLUSTION SPECT	1	1	60	2,355.00	0.3%	24	0.4%	2,355.00	24.00	98.12
RADIO2050	RADIO 2050	2	2	60	100.00	0.0%	1	0.0%	100.00	1.00	100.00
RADIOCHR	RADIO CHRONICLES	1	1	30	250.00	0.0%	1	0.0%	250.00	1.00	250.00
DAWKINS	RICHARD DAWKINS GOD DELUSION	1	1	60	1,220.00	0.1%	10	0.1%	1,220.00	10.00	122.00
RITMO	RITMOS DE LAS AMERICAS	3	3	240	60.00	0.0%	1	0.0%	15.00	0.25	60.00
ROADMAP	ROADMAP TO APARTHEID SPECIAL	1	1	60	4,560.00	0.6%	41	0.6%	4,560.00	41.00	111.21
ROOTS	ROOTS KOMMUNIKATION ON THE	3	3	720	275.00	0.0%	2	0.0%	22.91	0.16	137.50
ROCKNERB	Rock En Rebellion	3	3	180	250.00	0.0%	5	0.0%	83.33	1.66	50.00
SAT TALK	Saturday Morning Talkies with K	3	3	180	13,670.00	1.9%	58	0.9%	4,556.66	19.33	235.68
SINGOUT	SING OUT	8	8	480	990.00	0.1%	10	0.1%	123.75	1.25	99.00
STATE O	STATE OF THE UNION	2	2	120	170.00	0.0%	3	0.0%	85.00	1.50	56.66
SUGARBIT	Sugar Bitter Truth	1	1	60	1,533.00	0.2%	15	0.2%	1,533.00	15.00	102.20
SUNDAYSHOW	Sunday Show	6	6	360	16,826.00	2.3%	150	2.5%	2,804.33	25.00	112.17
TERRAVE	TERRA VERDE	1	1	60	1,340.00	0.1%	13	0.2%	1,340.00	13.00	103.07
GOSPEL	THE GOSPEL EXPERIENCE	9	9	540	4,025.00	0.5%	56	0.9%	447.22	6.22	71.87
THELATE	THE LATE NIGHT HYPE	4	4	960	40.00	0.0%	1	0.0%	2.50	0.06	40.00
REGGAEX	THE REGGAE EXPRESS	6	6	420	600.00	0.0%	5	0.0%	85.71	0.71	120.00

THE WEEK THE WEEK STARTS HERE 5 5 270 2,492.00 0.3% 18 0.3% 553.77 4.00 138.44
 TRANSIT TRANSITIONS ON TRADITIONS 6 6 360 1,985.00 0.2% 23 0.3% 330.83 3.83 86.30
 KPFA-FM 94.1
 PLEDGES by PROGRAMS SOURCE CODE: ML302 Feb 2013 Pledge Drive RES. METHOD: ALL DATES: TO 03/08/13 03/08/13 Page 3
 STATUS CODES: ALL

PROGRAM CODE	TITLE	TOTAL BREAKS	TOTAL AIRINGS	TOTAL MINUTES	PLEDGE AMOUNT	% TOTAL	PLEDGE COUNT	% TOTAL	AMOUNT PER HOUR	PLEDGES PER HOUR	AVERAGE PLEDGE
*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
TWITWIT	TWIT WIT	3	3	150	1,330.00	0.1%	11	0.1%	532.00	4.40	120.90
UPFRONT	UPFRONT	16	16	960	88,249.00	12.4%	636	10.6%	5,515.56	39.75	138.75
VISIONA	VISIONARY ACTIVIST - C CASEY	3	3	180	1,445.00	0.2%	15	0.2%	481.66	5.00	96.33
VOICES ME	VOICES OF THE MIDDLE EAST	1	1	60	3,685.00	0.5%	35	0.5%	3,685.00	35.00	105.28
WOMENWAG	WOMEN'S MAGAZINE	3	3	180	2,818.00	0.3%	34	0.5%	939.33	11.33	82.88
YOUROWN	YOUR OWN HEALTH	3	3	180	4,530.00	0.6%	48	0.8%	1,510.00	16.00	94.37

TOTALS for: ML302 100 PROGRAMS 463 463 29,760 708,722.93 100.0% 5,980 100.0% 1,428.87 12.05 118.51
 KPFA-FM 94.1 SOURCE CODE: ML302 Feb 2013 Pledge Drive RES. METHOD: ALL DATES: TO 03/08/13 03/08/13 Page 4
 PLEDGES by PROGRAMS

COLUMN HEADING	DESCRIPTION
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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 identifying a single program, a weekly installment, or an entire series.

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.

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.

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 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.

Total amount of pledges credited to breaks linked to the program code.

Percent of total amount pledged during the campaign that is attributed to the program code.

Total count of pledges credited to breaks linked to the program code.

Percent of all pledges during the campaign that are attributed to the program code.

Amount pledged per minute or per hour, as selected by the operator. Total pledge amount is divided by the number of

PLEDGE ACTIVITY
 Amount
 # Total
 PLEDGE ACTIVITY
 Count
 # Total
 AMOUNT PER MIN. (OR HOUR)

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.