

LSB

FY2013 KPFA BUDGET -- FUND DRIVES

	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
15	FY2013 KPFA BUDGET -- FUND DRIVES										GOES into worksheets for Listener Support calculations				
16															
17	Fund Drive Dates and Number of Days										KPFA + FRESNO + L.A.				
18	Month	Start Date	End Date	# Days per Month	# Days per Fund Drive	Success Rate	All Stations Expected Success	Phone Room Avg. Daily Pledge	L.A.	FRESNO	KPFA (Fwd'd to Budget)				
19						%	\$		5.00%	5.30%	94.70%				
20	July 2012	23	31	9	11	100%	335,000	30,455	16,750	16,867	301,383				
21	Aug 2012	1	2	2					9,915	9,988	178,473				
22	Sept 2012	24	30	7	7	100%	198,301	28,329	26,911	27,112	484,427				
23	Oct 2012	1	19	19	19	100%	538,224	28,328							
24	Nov 2012														
25	Dec 2012	10	14	5	5	100%	147,368	29,474	7,388	7,420	132,580				
26	Jan 2013	29	31	3											
27	Feb 2013	1	20	20	23	100%	715,843	31,124	35,792	36,043	644,008				
28	Mar 2013														
29	Apr 2013														
30	May 2013	2	24	23	23	100%	725,843	31,558	36,292	36,546	653,004				
31	June 2013														
32	July 2013	23	31	9											
33	Aug 2013	1	2	2	11	100%	335,000	30,455	16,750	16,867	301,383				
34	Sept 2013	23	30	8	8	100%	226,648	28,331	11,332	11,415	203,969				
35			89		89	2,688,925	2,688,925	179,269	134,446	135,403	2,419,371				

AS PRESENTED TO LSB 8/1/12

TP22

	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
15	FY2013 KPFA BUDGET -- FUND DRIVES														
16	GOES Into worksheets for Listener Support calculations														
17	Fund Drive Dates and Number of Days														
18	Month				# Days per Month	# Days per Fund Drive	KPFA - FRESNO LVA 100%	Success Rate %	All Stations Expected Success	Phone Room Avg. Daily Pledge	LVA 6.00%	FRESNO 6.00%	KPFA (Fwd'd to Budget)		
19													94.00%		
20	July 2012	23	31	9	11	337,345	100%	335,000	30,455	20,100	18,894	286,006			
21	Aug 2012	1	2	2		198,303	100%	198,303	28,329	11,898	11,308	177,154			
22	Sept 2012	Mon, 9/24	Sun, 9/30	7	19	339,948	100%	339,948	28,329	20,397	19,385	303,692			
23	Oct 2012	Mon, 10/1	Fri, 10/12	12											
24	Nov 2012														
25	Dec 2012	Mon, 12/10	Fri, 12/14	5	5	148,720	100%	148,720	29,744	8,923	8,388	131,409			
26	Jan 2013	Mon, 1/28	Thu, 1/31	4	25	778,100	100%	778,100	31,124	46,686	43,885	687,529			
27	Feb 2013	Fri, 2/1	Thu, 2/21	21											
28	Mar 2013														
29	Apr 2013														
30	May 2013	Wed, 5/1	Fri, 5/24	24	24	757,392	97%	737,442	31,558	44,247	41,592	651,604			
31	June 2013														
32	July 2013	Mon, 7/22	Wed, 7/31	10	12	365,450	97%	353,765	30,455	21,226	19,952	312,587			
33	Aug 2013	Thu, 8/1	Fri, 8/2	2											
34	Sept 2013	Mon, 9/23	Mon, 9/30	8	8	226,632	100%	226,632	28,331	13,598	12,923	202,462			
35	86 93 2,616,252 2,584,608 179,541 155,076 146,124 2,289,283														
36	(5,876) 2,590,484														

... AFTER ALL CALLS