

SOURCE CODE: ML205 May 2012 Pledge Drive

DATES: TO 05/30/12

PROGRAM	TITLE	TOTAL BREAKS	TOTAL AIRINGS	TOTAL MINUTES	PLEDGE AMOUNT	ACTIVITY % TOTAL	PLEDGE COUNT	ACTIVITY % TOTAL	AMOUNT PER HOUR	PLEDGES PER HOUR	AVERAGE PLEDGE
UPFRONT	UPFRONT RICHARD LICHTMAN SPECTAL	7	7	420	39,599.00	6.2%	410	6.8%	5,657.00	58.57	96.58
LICHTMAN	RICHARD LICHTMAN SPECTAL	1	1	60	4,890.00	0.7%	31	0.5%	4,890.00	31.00	157.74
RICWOLF	Richard Wolf Special	1	1	60	4,070.00	0.6%	33	0.5%	4,070.00	33.00	123.33
DRONESPEC	Drone Special]	2	2	120	7,669.08	1.2%	40	0.6%	3,834.54	20.00	191.72
DIGESTWELL	Digestive Wellness Special	1	1	60	3,688.00	0.5%	36	0.6%	3,688.00	36.00	102.44
<Blank>											
QUANTMED	QUANTUM MEDITATION	4	4	230	3,523.00	0.5%	31	0.5%	3,523.00	31.00	113.64
GDIVIDE	ACROSS THE GREAT DIVIDE	21	21	680	68,075.00	10.6%	298	4.9%	3,320.73	14.53	228.43
SPECHPACK	Speech Pack Special	6	6	360	19,867.50	3.1%	152	2.5%	3,311.25	25.33	130.70
YOUROWN	YOUR OWN HEALTH	3	3	150	7,630.00	1.1%	61	1.0%	3,052.00	24.40	125.08
		4	4	240	11,794.00	1.8%	124	2.0%	2,948.50	31.00	95.11
LETTERPOL	Letters and Politics	16	16	960	45,182.00	7.0%	402	6.7%	2,823.87	25.12	112.39
GUNS	GUNS & BUTTER	3	3	180	8,390.00	1.3%	92	1.5%	2,796.66	30.66	91.19
MORNMIX	Morning Mix	17	17	1,020	43,789.08	6.8%	485	8.0%	2,575.82	28.52	90.28
SAT TALK	Saturday Morning Talkies with K	1	1	60	2,525.00	0.3%	23	0.3%	2,525.00	23.00	109.78
SUNDAYSHOW	Sunday Show	6	6	360	14,651.00	2.3%	151	2.5%	2,441.83	25.16	97.02
AGAINST	AGAINST THE GRAIN WITH CS SOONG	10	10	600	24,402.00	3.8%	230	3.8%	2,440.20	23.00	106.09
FLASH	FLASHPOINTS	16	16	960	38,717.00	6.0%	370	6.1%	2,419.81	23.12	104.64
EXPLORA	EXPLORATIONS	2	2	120	4,660.00	0.7%	51	0.8%	2,330.00	25.50	91.37
GABORWATE	GABOR MATE SPECIAL	3	3	180	6,654.00	1.0%	69	1.1%	2,218.00	23.00	96.43
HERBAL	HERBAL HIGHWAY - KAREN/AGGIE	2	2	120	4,260.00	0.6%	76	1.2%	2,130.00	38.00	56.05
VISIONA	VISIONARY ACTIVIST - C CASEY	3	3	180	6,313.00	0.9%	69	1.1%	2,104.33	23.00	91.49
DEMONOW	DEMOCRACY NOW	35	35	2,100	73,606.00	11.5%	582	9.7%	2,103.02	16.62	126.47
ABOUT H	ABOUT HEALTH - MICHAEL LENOIR	2	2	120	3,870.00	0.6%	26	0.4%	1,935.00	13.00	148.84
MAKINGC	MAKING CONTACT	1	1	60	1,885.00	0.2%	11	0.1%	1,885.00	11.00	171.36
BLUES	BLUES BY THE BAY	6	6	360	10,734.00	1.6%	163	2.7%	1,789.00	27.16	65.85
EVENEMS	KPFA EVENING NEWS	22	22	1,170	33,604.00	5.2%	340	5.6%	1,723.28	17.43	98.83
LIVINGR	Living Room	6	6	360	9,630.00	1.5%	109	1.8%	1,605.00	18.16	88.34
ALANWATTS	ALAN WATTS SPECIAL	6	6	210	5,515.00	0.8%	35	0.5%	1,575.71	10.00	157.57
MUSIC F	MUSIC OF THE WORLD - FRIDAY	2	2	120	2,975.00	0.4%	34	0.5%	1,487.50	17.00	87.50
BEHINDNWS	BEHIND THE NEWS	2	2	120	2,835.00	0.4%	22	0.3%	1,417.50	11.00	128.86
RAZA	RAZA WELL-BEING	1	1	60	1,280.00	0.2%	14	0.2%	1,280.00	14.00	91.42
HARD	HARD KNOCK RADIO	16	16	960	20,450.00	3.2%	265	4.4%	1,278.12	16.56	77.16
MUSIC TH	MUSIC OF THE WORLD THURSDAY	3	3	180	3,747.00	0.5%	52	0.8%	1,249.00	17.33	72.05
CAPRISIS	CAPITALISM IS THE CRISIS	1	1	60	1,235.00	0.1%	10	0.1%	1,235.00	10.00	123.50
UPRISING	UPRISING	3	3	180	3,380.00	0.5%	32	0.5%	1,126.66	10.66	105.62
PIGPN	PIG IN A PEN	4	4	240	3,750.00	0.5%	52	0.8%	937.50	13.00	72.11
MUSICAL	A MUSICAL OFFERING/MARY BERG	9	9	660	10,154.00	1.5%	101	1.6%	923.09	9.18	100.53
MUSIC W	MUSIC OF THE WORLD - WEDNESDAY	3	3	180	2,700.00	0.4%	38	0.6%	900.00	12.66	71.05

1

2

PROGRAM	TITLE	TOTAL BREAKS	TOTAL AIRINGS	TOTAL MINUTES	PLEDGE AMOUNT	ACTIVITY % TOTAL	PLEDGE COUNT	ACTIVITY % TOTAL	AMOUNT PER HOUR	PLEDGES PER HOUR	AVERAGE PLEDGE
VOICES ME	VOICES OF THE MIDDLE EAST	3	3	180	2,685.00	0.4%	31	0.5%	895.00	10.33	86.61
COVER	COVER TO COVER	9	9	270	3,955.00	0.6%	45	0.7%	878.88	10.00	87.88
VAN JONES	VAN JONES SPECIAL	1	1	60	805.00	0.1%	8	0.1%	805.00	8.00	100.62
FSTRN	FREE SPEECH RADIO NEWS	15	15	450	6,037.00	0.9%	56	0.9%	804.93	7.46	107.80
MUSIC M	MUSIC OF THE WORLD - MONDAY	2	2	120	1,595.00	0.2%	22	0.3%	797.50	11.00	72.50
RACEILLUS	RACE POWER OF AN ILLUSION SPECT	1	1	60	795.00	0.1%	8	0.1%	795.00	8.00	99.37
BACK 40	AMERICAS BACK 40	6	6	360	4,614.00	0.7%	72	1.2%	769.00	12.00	64.08
LARAZA	La Raza Chronicles	2	2	120	1,505.00	0.2%	20	0.3%	752.50	10.00	75.25
DEAD	DEAD TO THE WORLD	6	6	360	4,495.00	0.7%	34	0.5%	749.16	5.66	132.20
BONSIMS	BONNIE SIMMONS	7	7	420	5,155.00	0.8%	51	0.8%	736.42	7.28	101.07
INREAR	IN YOUR EAR	6	6	360	4,280.00	0.6%	57	0.9%	713.33	9.50	75.08
AFRICAT	AFRICA TODAY - WALTER TURNER	3	3	180	1,930.00	0.3%	30	0.5%	643.33	10.00	64.33
DYLAN	BOB DYLAN SPECIAL	3	3	180	1,920.00	0.3%	26	0.4%	640.00	8.66	73.84
PANTRY	PANHANDLE COUNTRY	2	2	120	1,260.00	0.1%	8	0.1%	630.00	4.00	157.50
FULLCTR	FULL CIRCLE	3	3	180	1,770.68	0.2%	26	0.4%	590.22	8.66	68.10
RACHELMADD	RACHEL MADDOW	1	1	60	580.00	0.0%	4	0.0%	580.00	4.00	145.00
BAYNATIVE	BAY NATIVE CIRCLE	2	2	120	1,100.00	0.1%	16	0.2%	550.00	8.00	68.75
TWITWTT	TWIT WTT	3	3	150	1,305.00	0.2%	11	0.1%	522.00	4.40	118.63
HERENOW	HERE AND NOW DERK RICHARDSON	8	8	480	3,860.00	0.6%	41	0.6%	482.50	5.12	94.14
POINTOFDEP	POINT OF DEPARTURE	6	6	360	2,877.00	0.4%	39	0.6%	479.50	6.50	73.76
BONDIRK	BONNIE AND DIRK	1	1	60	465.00	0.0%	5	0.0%	465.00	5.00	93.00
APEX	APEX EXPRESS	4	4	240	1,753.00	0.2%	22	0.3%	438.25	5.50	79.68
MUSIC T	MUSIC OF THE WORLD - TUESDAY	2	2	120	804.00	0.1%	13	0.2%	402.00	6.50	61.84
TERRAVE	TERRA VERDE	1	1	60	400.00	0.0%	4	0.0%	400.00	4.00	100.00
WOMEN	WOMEN'S MAGAZINE	1	1	60	395.00	0.0%	5	0.0%	395.00	5.00	79.00
TRANSIT	TRANSITIONS ON TRADITIONS	6	6	360	2,285.00	0.3%	23	0.3%	380.83	3.83	99.34
ALJAZERA	ALJAZEERA NEWS	11	11	660	3,865.00	0.6%	45	0.7%	351.36	4.09	85.88
THEWEEK	THE WEEK STARTS HERE	2	2	180	1,045.00	0.1%	14	0.2%	348.33	4.66	74.64
ROCKNREB	Rock En Rebellion	3	3	180	935.00	0.1%	13	0.2%	311.66	4.33	71.92
CUBOP	CUBOP BEBOP	6	6	360	1,785.00	0.2%	26	0.4%	297.50	4.33	68.65
3OSPEL	THE GOSPEL EXPERIENCE	8	8	480	1,365.00	0.2%	27	0.4%	170.62	3.37	50.55
REGGAEX	THE REGGAE EXPRESS	5	5	360	1,020.00	0.1%	8	0.1%	170.00	1.33	127.50
PUSHING	PUSHING LIMITS - DISABILITY ACC	1	1	60	140.00	0.0%	3	0.0%	140.00	3.00	46.66
CON SAB	CON SABOR - LUIS MEDINA	6	6	360	600.00	0.0%	6	0.1%	100.00	1.00	100.00
HISTFUN	HISTORY OF FUNK- RICKY VINCENT	6	6	360	575.00	0.0%	5	0.0%	95.83	0.83	115.00
POST	POST THON MISCELLANY	2	2	2,040	2,510.60	0.3%	24	0.4%	73.84	0.70	104.60
SINGOUT	SING OUT	7	7	420	420.00	0.0%	3	0.0%	60.00	0.42	140.00
JOEFRANK	JOE FRANK/SUSAN STONE	3	3	180	165.00	0.0%	2	0.0%	55.00	0.66	82.50

PROGRAM	TITLE	TOTAL BREAKS	TOTAL AIRINGS	TOTAL MINUTES	PLEDGE AMOUNT	ACTIVITY % TOTAL	PLEDGE COUNT	ACTIVITY % TOTAL	AMOUNT PER HOUR	PLEDGES PER HOUR	AVERAGE PLEDGE
RADIO2050	RADIO 2050	3	3	90	60.00	0.0%	1	0.0%	40.00	0.66	60.00
OFFBEAT	OFF THE BEATEN PATH - SEP	6	6	360	232.00	0.0%	3	0.0%	38.66	0.50	77.33
RITMO	RITMOS DE LAS AMERICAS	6	6	360	225.00	0.0%	4	0.0%	37.50	0.66	56.25
FRIDAY	FRIDAY NIGHT VIBE	3	3	360	200.00	0.0%	1	0.0%	33.33	0.16	200.00
EARLYJAZZ	EARLY MORNING JAZZ	4	4	360	170.00	0.0%	3	0.0%	28.33	0.50	56.66
NONFICTION	NONFICTION MUSIC	3	3	540	230.00	0.0%	4	0.0%	25.55	0.44	57.50
LAONDA	LA ONDA BAJITA	5	5	360	150.00	0.0%	1	0.0%	25.00	0.16	150.00
PITCH	PITCH A FIT	3	3	360	120.00	0.0%	1	0.0%	20.00	0.16	120.00
EARLYMON	Early Morning Monday	2	2	360	100.00	0.0%	1	0.0%	16.66	0.16	100.00
NIGHTMA	NIGHT MAGIC	3	3	540	72.00	0.0%	1	0.0%	8.00	0.11	72.00
KEVIN	Kevin Vance	1	1	180	20.00	0.0%	1	0.0%	6.66	0.33	20.00
SHOWCASE	MUSIC DEPT SHOWCASE	4	4	480	50.00	0.0%	2	0.0%	6.25	0.25	25.00
ROOTS	ROOTS KOMMUNIKATION ON THE	3	3	720	60.00	0.0%	1	0.0%	5.00	0.08	60.00
NOOTHER	NO OTHER RADIO NETWORK	3	3	360	25.00	0.0%	1	0.0%	4.16	0.16	25.00

PROGRAMS WITH NO PLEDGES...

OVEREDG	OVER THE EDGE	3	3	540		0.0%		0.0%			
THELATE	THE LATE NIGHT HYPE	3	3	720		0.0%		0.0%			
LEWISS	LEWIS SAWYER EARLY MORNING	1	1	60		0.0%		0.0%			
BRAZILIAN	Brazilian music	3	3	360		0.0%		0.0%			
LIVEAZT	LIVE FROM AZTLAN	3	3	720		0.0%		0.0%			
DISCRET	DISCRET MUSIC	8	8	540		0.0%		0.0%			
EARTHYM	EAR THYME	6	6	360		0.0%		0.0%			
EARLYF	Early morning Friday	3	3	180		0.0%		0.0%			
PUZZLIN	PUZZLING EVIDENCE	4	4	480		0.0%		0.0%			
CRACKO	CRACK O DAWN	1	1	180		0.0%		0.0%			
BONIBONE	BONNIE BONE	4	4	240		0.0%		0.0%			

PLEDGES by PROGRAMS SOURCE CODE: M1205 May 2012 Pledge Drive RES. METHOD: ALL DATES: TO 05/30/12 by CFS
 STATUS CODES: ALL

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

PROGRAM CODE 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 the 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.

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.