The State of the Station:
KPFA has been through hard times before, and as you are all well aware, the last few months have been very stressful financially. Last September, as expected, our financial blues came on full strength. We rang the emergency bell and began crying the “we-ain’t-gonna-make-it” blues on air and once again our listeners, who never cease to amaze me, responded with unimaginable generosity and their resounding good spirit. Our listeners, new and old, truly get the message that they have a vital part to play in keeping KPFA on the air.

Yet again I must emphasize that we must find other avenues of funding before the goodwill of our listeners dries up. I receive calls and emails daily from supporters who expect us to act like grown-ups, face our fiduciary challenges responsibly in order to put our house on a stable financial standing.

We know full well in the not-to-distant future that we will feel the financial instability again. The uncertainty, anxiety, and frustration will return to ramp up in us the thoughts of our ultimate doom. Even at the best of times our financial blues are still present, only momentarily out of sight; because of our current restraints (Pacifica’s debt, no CPB or other outside pending grants) we will get only fleeting respites.

We also know we can’t survive on fund drives alone. It’s no longer enough to simply connect with listeners in a one-dimensional way. It will take imaginative programming, promotions and increased visibility to reach and develop new listenership to reach our ultimate goal of stability.

Fall Fund Drive 2016:
It was quite amazing on several levels. As the attached financial statement shows, we surpassed our stated goal and fulfillment is at nearly 80%. Notably, 46% of our pledges came through the website during the fall drive. We’d like to continue to drive engagement online by integrating our on-air communications with our social media platforms. Credit card payment is fast, efficient and lowers our overall database costs.

(ATTACHMENT HERE)

2016 Election: The Aftermath

Our goal is to provide listeners with multiple viewpoints of unfiltered information and ideas from thought leaders they won’t hear on corporate media outlets, also to establish the perception of KPFA as the source for comprehensive election aftermath news, analysis and information.

Our Expanded Election coverage is showing signs of success already. Folks have been donating online, responding to our soft appeal to continue reporting on the election aftermath with our singular content in our public affairs programming, news and KPFA special events.

KPFA has the opportunity to be a number of things: influencer, thought leader, connector and a driver of high-level engagement that other public radio stations aren’t courageous enough to be. Let’s begin now, with this election aftermath to create a new foundation, a powerful communication platform by utilizing all our online and social media tools to enhance our image.

Trump

Needless to say the energy level at the station is high and there is chatter that the discussions around Trump might be good for our bottom line. Folks harbor this belief based on the historic results of 911 and the Iraq war, where record-breaking fund drives were recorded. I think that this is dangerous thinking. Trump could easily send us reeling into an economic recession. Less money in the pockets of our listeners means less money for them to donate. In my opinion, folks should tamper their expectations and concentrate
on the one thing we know that works—creating compelling programming. Which leads me to--

**The First Hundred Days—Mitch Jeserich in Washington**

Eight years ago KPFA decided to cover the first hundred days of the Obama administration. What came out of that experiment was our popular show “Letters and Politics.” It’s been ten years since Pacifica has had a congressional correspondent and we’re going to seize upon this moment in history to send Mitch back to the capital. Mitch will keep tabs on what the Trump administration’s political agenda items will be. There is no one better suited for this gig than Mitch who understands the nuts and bolts of how government works while covering nominations, congressional hearings, the new congress, etc. Having a KPFA representative in D.C. will also lift Pacifica’s image.

**Union Negotiations**

Under our emergency status back in September we suspended our negotiations with the union. We will resume our talks on Tuesday.

**KFCF Gala Event**

I was honored to be one of the keynote speakers at KFCF’s annual gala dinner, October 9th. I mentioned in my thank you email to Rych Withers that I envied him. The event was a warm and welcoming evening with a great mix of listeners, patrons and staff. Also in attendance were the station board and foundation members that I found very enthusiastic about supporting KPFA and their station’s mission. They also made the hard work of putting together the classy event look effortless.

Quincy McCoy
General Manager/KPFA