

KPFA Pitch Points - Summer 2020

Goal: \$300,000 in 11 days

Quick pitch:

I'll be brief with you. KPFA needs to pay its bills. That means we need to raise about \$300,000 by next Friday.

Because of the pandemic, we can't use most of our fundraising gimmicks.

Because of the news, we're not going to change our format to fundraise.

And because of the recession, more of our supporters are broke or worried about being broke than at any point in our existence.

So if you are doing OK, especially if you have never pledged before: this is when we need you to step up: **1.800.439.5732 and KPFA.org**

The future:

We are ramping up to cover what is going to be the most consequential election of our lifetimes. It honestly feels like the Republic itself hangs in the balance. And we have an opportunity, being part of a network of community broadcasters: we can produce coverage here at the mothership, and deliver it to the parts of the country that are going to decide this country's balance of power. Our newscasts hit the contested congressional districts in the Central Valley. Letters and Politics airs on stations across the country. Our live convention broadcasts reach almost all the nearly 200 pacifica radio affiliates. This has an *impact*. But not if we are spending the months before the election figuring out what we can cut instead of what we can cover. That's why it's so important that you call now: **1.800.439.5732 and KPFA.org**

The threat:

The pandemic has been absolute murder in the media. Advertising dollars disappeared overnight. Local newspapers are closing left and right. NPR's cutting jobs. Digital news sites are laying off reporters. And we know what fills that gap: fake news, propaganda, deliberate disinformation. And there is more dark money poised to push that into the American mind than ever before. So make KPFA has what it takes to stay strong, and to produce the kind of coverage this world needs: **1.800.439.5732 and KPFA.org**

Abolish Racism Collection

We put together a collection of some of the most powerful writers, thinkers, and intellectuals we've brought to the stage to help use this moment for all of us to learn more. In that audio collection, full-length recordings from the KPFA stage of:

History:

- **Roxanne Dunbar-Ortiz** presenting An Indigenous People's History of the United States
- Anti-racist historian **Ibram X. Kendi** on the history of racist ideas
- Historian **Paul Ortiz** on An African American and Latinx History of the United States
- Pulitzer prize-winner **Isabel Wilkerson** on The Great Migration

Politics:

- Activist, intellectual, icon and early prison abolitionist **Angela Davis** (with Walter Turner)
- Writer and MacArthur Genius Grant winner **Ta-Nehisi Coates**
- Legal scholar and intellectual **John a. Powell** on the path to a better society
- Black Lives Matter Co-Founder **Patrisse Cullors** (with Cat Brooks)

This is not available on a CD or a jump drive. (We still can't safely staff our mailing operation). Instead, we email you one link, and you can listen to each of these talks as a stream, as a download, or load them all on your phone as a podcast. We've made it so you re-share them with whomever you want. And because our goal is to spread useful information, we are giving this all to you for the low low price of . . . whatever you pledge. Every. Single. Person. Who pledges during this fund drive gets our online Abolish Racism Collection, whether you are pledging \$25 or \$2500.

We do have all the books associated with these talks available through our pledge line. So you can ask for them if you need some quarantine reading. That is a great way to support struggling authors and publishers while you support KPFA. And if you would like *all of those* books together with the recordings, we've put together a package we're calling the "**Shelter in Power Essential Library**" -- that's nine books plus the recordings for your pledge of \$1,000

Patrice Cullors	When They Call You a Terrorist: A Black Lives Matter Memoir (BOOK)
Edited by Johanna Fernandez	MUMIA ABU-JAMAL Writing on the Wall: Selected Prison Writings (BOOK)
Ibram X. Kendi	Stamped from the Beginning: The Definitive History of Racist Ideas in America (BOOK)
Ta-Nehisi Coates	Between the World and Me (BOOK)
Roxanne Dunbar-Ortiz	Indigenous Peoples' History of the United States (BOOK)
Paul Ortiz	An African-American and Latinx History of the United States (BOOK)
John A Powell	Racing to Justice: Transforming Our Conceptions of Self and Other to Build an Inclusive Society (BOOK)
Isabel Wilkerson	The Warmth of Other Suns: The Epic Story of America's Great Migration (BOOK)
Ibram X. Kendi	How to Be an Antiracist (BOOK)

KPFA during COVID

The CORONAVIRUS pandemic has shown how important KPFA is: every day, we bring you breaking news; we interview doctors and public health experts; we grill public officials. We're taking your calls, we're airing your stories, and we're looking into your questions. We're also lifting up people doing heroic things to help each other.

[Mention something you're done or heard on KPFA that's been particularly outstanding].

This is a time when good information literally saves lives. It is a time when being connected to a community saves mental health. And there are hundreds of thousands of people counting on KPFA to do both those things. That's why we're asking you to pledge right now to keep that work going: **1.800.439.5732**.

Everybody here is doing incredible work to keep the information flowing. Our engineering team has gone to heroic lengths to make it possible for most of us to broadcast from home. Our news staff are producing the best roundups of what's happening on air, bar none. I think it's safe to say a lot of us feel like we're doing the most meaningful work of our lives, and possibly some of the most meaningful work of KPFA 71 years on the air. For this 71 years, it has been donations from you that make it possible -- and we're asking you to join that 71-year experiment by calling **1.800.439.5732**