

Manager's Report to the Local Station Board January 2024

2023 was a whirlwind of activity at KPFA and I applaud the efforts of everyone who helped keep KPFA running smoothly.

Due to the departure of a few management team members, this year the team was restructured and reorganized with current staff and the addition of one new staff person to serve the needs of the station in 2023. The team members are Interim Chief Engineer Mike Kohn, Business Manager Maria Negret, Interim Assistant to the IGM/Programming Department mikO Tolliver, Interim Assistant to the IGM/Operations Department Jose Gonzalez, Fund Drive Manager Laura Prives and Interim Donor Relations Manager Italina Kirknis. I want to give them a big thank you for leading their departments, coordinating weekly meetings and increasing communication with our large group of staff and listener members.

ENGINEERING DEPARTMENT

Engineering 2023 Year in Review

The engineering team made significant strides in enhancing the station's infrastructure, ensuring a more robust and reliable broadcasting environment.

- **Server Upgrade:** A pivotal accomplishment was the migration of vital resources, such as phones and monitoring systems, to new hypervisors operating in triple parallel. This step not only bolstered security but also provided stability during power outages or equipment issues. The ongoing effort is to complete the migration of all services onto this new system, minimizing the risk of disruptions during fund drives and regular operations.
- **Tx Cite improvements:** The completion of a new HVAC system in the equipment room was crucial in preventing equipment overheating during the increasingly hotter summers. Simultaneously, the team worked on upgrading older, potentially failing equipment, allowing for more remote control and faster response times to issues at the tower site.
- **Studio Enhancements:** Responding to the music department's request, a new DJ controller was introduced, and the studio's wiring was revamped, providing 12 available microphones for on-air shows. Efforts were made to address past flooding issues, paving the way for a potential reopening of the studio should health safety and insurance issues be resolved.

- **Software Updates:** In terms of software, the team finalized critical upgrades to streamline operations and enhance efficiency for Remote and Holiday work: The implementation of equipment and programming allowed the station to operate seamlessly without board ops during holidays. This included automatic ingestion of Audio Port shows, improved remote connections through ipdtl and comrex, and the addition of tools like Zoom to the on-air studio.

The Look Ahead

The focus for 2024 is to build upon the achievements of the past year, with a primary goal of completing the migration of all services onto a single host using the new hypervisor system. Additional measures involve backing up some applications remotely, ensuring the continuity of vital services even in the face of simultaneous power and internet outages.

In addition, multiple tower sites are slated for improvements in 2024, addressing essential needs for optimal performance. In South Monterey, signal efforts will be directed towards cleaning up the signal for Pebble Beach and Carmel, optimizing signal strength and quality. Ongoing projects at Grizzly Peak include the implementation of a remote switcher and tower painting, ensuring the infrastructure is robust and visually maintained.

Looking beyond immediate goals, the team aspires to allocate resources to address long-term challenges. Recognizing the aging website and its challenges, the engineering team dreams of dedicating resources to revamp it. Managing 'tech debt' incurred over the years is essential to ensure compatibility with modern web browsers and practices. This endeavor may require capital campaigns and likely be a multi-year undertaking.

In conclusion, the Engineering team's endeavors in 2023 set a solid foundation for a more resilient and advanced broadcasting system. As we step into 2024, the commitment to innovation and improvement remains unwavering, ensuring the station's continued success in the ever-evolving media landscape.

PROGRAMMING DEPARTMENT

New Paid Internships and Job Training

KPFA created four paid internships through the collaboration and partnership with Pacific Coast Community Services (PCCS) and the Berkeley City College (BCC) Learning Aligned-Employment Program (LAEP), interns learn audio editing, video production, live streaming, and creating social media content to grow the station's online presence. The internships are designed to give each individual paid work experience and the station had two interns through PCCS and two interns through BCC. KPFA is the host agency, and in exchange PCCS covers 100% and BCC-LAEP covers 90% of the interns' wage.

The station is currently interviewing candidates for a new round of internships that are funded by the Department of Rehabilitation through their Demand Side Employment Initiative (DSEI), an employer incentive program to support businesses to expand or start hiring people with disabilities.

Simulcasting, Social Media and Best of Podcasts

KPFA's social media team has been forming partnerships and experimenting on ways to expand the station's reach online.

1. **Simulcasting** - In collaboration with Berkeley Community Media, a Public/Education/Government Access TV station on channels 28 and 33 in Berkeley, the station simulcasted content on the radio, on social media and on public access TV. Simulcast events include the Pacifica National Fund Drive revolving around Bob Dylan's birthday and the KPFA Craft Fair Broadcast. In 2024, the aim is to simulcast 75th anniversary events and election night coverage.
2. **Social Media** - With the new content on social media, the station's followers have grown on YouTube and Instagram, while Facebook and Twitter (aka X) have stagnated or shrunk. From March 7th of 2023 to today:
 - o YouTube grew from 1.37K to 1.7K followers.
 - o Instagram grew from 3,491 to 3,995 followers.
 - o Facebook stayed stagnant at around 19,000 followers.
 - o Twitter (aka X) shrunk from 13,811 to 13,698 followers.
3. **Best of Podcast** - Each episode highlights KPFA's listener-supported programming and informs online audiences of ways to support and donate. The Best of Podcast can be found on Spotify, Pandora, iTunes, etc. The goal of the Best of Podcast is to reach and expand the station's audience.

Communication, Promos and Special Broadcasts

The Programming Department improved consistent communication, promoting music programs and expanded special broadcasts.

1. **Consistent Programmer Meetings** - since May of 2023, the Programming Department had monthly Paid Programmer meetings and three quarterly Community Programmer Representative meetings, for volunteer programmers, to encourage collaboration and inform staff on station news and events.
 2. **Promotion of Music Programming** - Promos of Music Programs aired as music breaks on the Evening News, as well as on the daily promo grid, to promote the 60% of music programming on 94.1 FM. The station received positive feedback from listeners.
 3. **Special Broadcasts** - The station expanded special programming by airing three episodes of Drag Queen Story Time in June, during Pride Month. Special thanks to Mike Biggz who helped formulate the idea with the Interim General Manager, and an applause to Lead Producer Eric Jansen, Associate Producer EA and Tech Producer/Videographer Peter Stickney for making the project a reality.
 - Other Special Broadcasts in 2023 and their teams:
 - **Black History Month** - February 5th, 11 am to 6 pm
 - Lead Producer Prema Jackson, Associate Producer Rachida Chase and Technical Producer Rod Akil.
 - **International Women's Day** - March 11th, midnight to midnight
 - Lead Producers were Christina Aanestad, Paula Burch, Lisa Dettmer and Darlene Pagano.
 - **AAPI Heritage Month** - May 1st at 3 pm
 - Lead Producers Miko Lee and Jalena Keane-Lee of APEX Express.
 - **Alcatraz Sunrise Gatherings** - Indigenous People's Day and Thanksgiving Day, 5 to 8 am.
 - Lead Producer Morning Star Gali and Rochelle of the International Indian Treaty Council, Host Miguel Molina, Lead Technical Producer/Onsite Engineer Falcon Molina, support team members Frank Sterling, Pedro Reyes, and others.
 - **Crafts Fair Simulcast** - Saturday November 27th and Sunday November 28th, 9 to 11 am.
 - Executive Producers Antonio Ortiz and mikO Tolliver, Producers Prema Jackson and Paula Burch, Hosts Lady Esther (Esther Green), Computr Blu (Paris Warr) and Cinnamon Sugar Shoes (Eric Jansen), Director of Photography Peter Stickney, Audio Tech/Onsite Engineer EA, Roving Camera David Flores (Executive Director of Berkeley Community Media), and the Crafts Fair Production Team Niahm Lyonheart, Jacob and Christopher Daroca-Kincheloe.
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OPERATIONS DEPARTMENT

“Every Person” Handbook

The station updated and distributed the “Every Person” Handbook in June and in September of 2023 with the goal of ensuring all staff, both employees and volunteers, comply with the station’s policies and protocols, know and use the station’s online tools and services, as well as see and understand the station’s current organizational chart and list of departments, as well as their roles and responsibilities. The “Every Person” Handbook is a living document that will be updated and distributed to all staff on a regular basis. The handbook is a supplemental document to the Pacifica Personnel Handbook, the CWA Union Contract, and state and federal law. All current staff are required to submit a signed copy of the Declaration of Compliance with Station Policies and Procedures.

Ensuring Staff Get Rest, aka Holidays

The final week of 2023 was designated as a holiday week, from December 24th to January 1st. Almost all programs were pre recorded in order to ensure as many staff members were able to rest and spend time with friends and family. Below is the Holiday schedule for the new year.

Holiday Schedule 2024

- Martin Luther King Jr Day, Monday, January 15th.
- Presidents Day, Monday, February 19th.
- Cesar Chavez Day, (Observed) Monday, April 1st.
- International Workers’ Day, Wednesday, May 1st.
- Memorial Day, Monday, May 27th.
- Juneteenth, Wednesday, June 19th.
- Independence Day, Thursday, July 4th.
- Labor Day, Monday, September 2nd.
- Indigenous Peoples Day, Monday, October 14th.
- Thanksgiving Weekend, Thursday, November 28th to Sunday, December 1st.
- Winter Holiday/Xmas Week, Tuesday, December 24th to Tuesday, December 31st.
- New Years Day, Wednesday January 1st, 2025.

Transitioning Playlists from Confessor to Spintron

The station initiated the transition from the current Confessor system of music reporting and playlist creation to Spintron, a widely-used paid service adopted by other stations like KPOO, KFCF and UC Berkeley’s KALX. After having several music programmers test and familiarize themselves with Spintron, KPFA will complete the full switch in early

2024. One major benefit of the Spintron service is the creation of playlists with direct links to the artist's music online.

Restructuring of the Operations Department

The operations department reassigned Continuity Lead responsibilities from the Traffic Director to the remaining Operations team. The department restructuring allowed the traffic director to concentrate on supporting the music department and its forty two music shows. The restructuring also provided the rest of the Operations team with the knowledge of loading content to the Digital Audio Delivery (DAD) system, the backup automation system Libertime, as well as further honing their skills in creating and scheduling automation playlists.

Reception and Communication with Listeners

Through a partnership with Self Help for the Elderly, a program that supports older and displaced workers by providing training, counseling, job placement and retention services, KPFA is a host agency for two individuals working as reception, member and operations support. The station has received positive listener feedback from the improved communication and 'customer service.' In exchange Self Help for the Elderly covers 100% of the individual's wage

Goals for the future

In 2024, the Operations Department will update staff pages, revamp the station's method of archiving and tracking evergreens as well as help produce and slot new carts and promos, which will update the appearance and sound of KPFA.

FUND DRIVE

Update on the Phone Room and Station Admin

During the Fall and Holiday Fund Drives, the station tested out a modified phone room and Station Admin (SA), KPFA's own customer relationship management (CRM) software, which cut down on listener hold waiting times and missed donations, as well as built good rapport with donors. SA was modified to show abandoned or missed donations, which the development/subscriptions team used to contact donors and complete those donations.

Loss of insurance

Effective Thursday August 10th, 2023, KPFA reverted to essential staff only due to news that Pacifica no longer had the following insurance:

- Earthquake
- Equipment (Broadcast and studio, towers)
- Property and Casualty
- General Liability
- Excess Liability
- Media Liability

KPFA's Business Manager and the Pacifica Executive Director are communicating with brokers to get insurance in February or March of this year. Unfortunately, the station cannot have a phone room of volunteers until the insurance situation is resolved.

Update on KPFA's Fund Drive Performance

The station ended the year with a very successful Fund Drive that reached 113% of its goal, which was \$339,276. The table below shows the station's fund drive performance since December of 2022.

December 2022 to 2023	Goal	Pledged	Percent of Goal
Holiday Drive 2022 (12/6-12/16, 2 weeks)	\$300,000	\$471,848	157%
Winter Drive 2023 (2/21-3/10, 3 weeks)	\$475,000	\$412,179	86%
Birthday Drive 2023 (4/14-4/16, 1 day)	\$30,000	\$27,477	91%
Spring Drive 2023 (5/9-5/16, 3 weeks)	\$475,000	\$375,499	79%
Summer Drive 2023 (7/18-7/28, 2 weeks)	\$250,000	\$208,479	83%
Fall Drive 2023 (9/19-10/6, 3 weeks)	\$400,000	\$340,730	85%
Holiday Drive 2023 (12/5-12/15, 2 weeks)	\$300,000	\$339,276	113%

End of Year Mailer

Members received an end of year New Year's card in late November and early December in their mailboxes. The mailer has raised \$51,590 in pledges.

Goals for 2024

2023 proved to be a difficult year for Fund Drives, and the station has a goal of reaching the Fund Drive goals with the possibility of eliminating the Summer Drive, which proves to be the most difficult drive. The station has new energy in the management team which is committed to build and nurture listener and donor relationships.

LISTENER ENGAGEMENT

Listener Survey

First Quarterly Listener Survey to gather listening preferences and listener feedback.

- **January 2024 Listener Survey**
 - **Where:** Online only at kpfa.org, on the front page or on the "Listener Forum" link in the drop down menu.
 - **When:** for the entire month of January. Final deadline is Wednesday January 31st by midnight.
 - **Commitment:** 15 to 20 minutes
 - **Goal:** to gather information on how often our listeners listen to each program.
 - **One submission per person, with a goal of 7,500 unique responses.**

Listener Forums

The station had 3 listener forums on November 19th, 30th and December 1st with over 80 participants. The goal of the forums are to engage with listeners and gather their thoughts and feedback about the station. There will be 3 more listener forums on February 14th, 15th and 17th to engage more listeners. Once complete the forum Organizer will provide the station a report with recommendations.

75th Birthday Special Events

Saturday, April 6th Amy Goodman at First Church of Christ in Berkeley

The church is very excited to host KPFA. The cost for the two-hour event is \$100 an hour. KPFA will not be charged any additional fees for sound setup. There will be a small expense for drinks and finger food TBD for the post Amy meet and greet.

The church has a max cap of 650, but realistically this is more like 500 comfortably. There is an additional side room that will be perfect for our post event meet and greet reception with Amy.

The ticket prices are \$25 for sliding scale, \$75 for regular ticket, and \$500 for meet and greet with Amy. Ticket sales will be promoted heavily on-air, Social Media, E-blasts and an appeal letter to donors.

Saturday, April 15th Music Birthday Celebration at Freight and Salvage.

We are still in the process of booking local bands to perform. The cost of the Freight is two-thousand dollars that they will collect from the door. All remaining monies will benefit KPFA. Cost per act TBD. Ticket sales (\$75 dollars) will be promoted heavily on-air especially during our music programming, promos, social media, and E-blasts.

The History of KPFA: 75 Years of Building Community Trust hosted by Liam O'Donoghue: April Date TBD

Following the success of Liam's **By Gone Berkeley** event we expect to sell this event out. We're looking into the Hillside Club and other venues of that size. Again our \$75 dollar ticket price will be employed to echo our birthday year.

On Air Programming:

75 Years, 75 Voices:

Beginning On MLK Day our 75 years of voices will begin airing daily. These time capsules will be similar to our Storytelling for Social Change promos with clips from historic figures and iconic speeches from KPFA's seven five-year broadcast legacy. Some examples are Lew Hill, Allen Ginsberg, Patty Hearst, Angela Davis, Paul Robeson.

Special On-Air Shows:

The two weeks leading up to our major events programmers will produce special shows showcasing our history through retrospectives on activists and artists that have graced our airways. Similar to fund drive programming we will ask for donations in and around these specials.