

IGM Report to the LSB March 2023

Recap of the end of 2022 and beginning of 2023

The Holiday Drive, from December 6th to the 16th, had a goal of \$300,000 and we were able to get \$471,978 pledged from our listeners. As of today, \$404,749 has been paid, according to our SystemAdmin, a Customer Relationship Management (aka a CRM) database created and built by former Chief Engineer Brian David.

Due to the way that we account for monthly pledges, the “Pledged” total does not translate directly to the total funds in KPFA’s bank account. Monthly pledges are spread out over the year, but we account for them in our goal as a full year pledge. For example, a \$10 a month pledge is reflected in the fund drive total as a \$120 pledge.

Our Post Drive Campaign, from December 17th to the 31st, had a goal of \$50,000, with \$85,369 pledged. As of today, \$76,689 is paid. We also sent out a Year End Mailer with a goal of \$50,000. \$58,221 was pledged and as of today, \$57,626 is paid.

People may be asking ***“In December KPFA earned \$615,568 of pledged donations, above and beyond its goals, why did it need to lay off employees?”***

In October of last year, per our unaudited 2022 fiscal year, the station was in a \$572,810 deficit. In December, KPFA Management took steps to reduce staff to bridge the gap, and we laid off 9 positions in order to save around \$200,000 per year. This decision was expedited by the removal of \$305,000 by the US Marshal Service to pay a settlement of a Pacifica lost lawsuit in November.

The Station would need to have raised close to another \$100,000 in December in order to be exactly where it would have been if the US Marshal Service did not remove \$305,000 from its accounts.

I want to remind the Local Station Board that layoffs do not equate to instant savings. We needed to pay out unused vacation and agreed-upon severances. The station will see the monetary impact of those layoffs this month, March of 2023.

We still need to address the remaining ~\$370,000 of the 2022 fiscal year deficit.

Acknowledgement of Staff

I want to take a brief moment to thank the laid off employees for their dedication to the station and its mission, and to the service they provided to staff members and to the station's listeners. The Management Team needed to make the difficult decision on which positions could be eliminated without negatively affecting the daily operations of the station as a whole.

Farewell to Brian David, Chief Engineer

I and the other Managers want to fare Brian David adieu and acknowledge his accomplishments. Brian started working at KPFA in 2017 and he has made a positive impact on the station. Here are the most notable accomplishments:

1. He spearheaded and upgraded all the studio analog equipment to digital.
2. He analyzed all of the station's telephone, ISDN lines and internet, and he took our expenses down from \$172,000 in 2017 to \$21,000 in 2022.
3. He created and built StationAdmin (SA), an affordable and reliable CRM (Customer Relationship Management) database for the station, tailor-suited to our needs. SA keeps track of listener donations, premiums, fund drive totals per day and per campaign, as well as interfacing all donation processes (i.e. credit cards, checks, Apple and Google pay, etc).

He is a talented and intelligent human being and he will be missed. I am excited for him and his future adventures outside of KPFA.

First Step in Restructuring the Organization

I introduce the following individuals whose roles and responsibilities have changed in order to better serve the needs of the station in 2023. My goal with these changes are to provide the station's large group of hosts and producers with support and coordination. KPFA is not abnormal as a non-profit organization, it suffers from the same issues of being understaffed and under resourced. The individuals below have proven that they are able to work with a diverse group of people and that they are able to be effective and efficient when communicating with staff.

Interim Assistant to the IGM/Programming Coordinator

mikO Tolliver is our new **Interim Assistant to the IGM/Programming Coordinator**. Some of you may already know her as the station Social Media Representative and a former Operations Department Intern, fill-in Board Operator and News Tech. She is a Bay Area native, she went to Mills College and studied English & Creative Writing, and this fall she will be attending a professional screenwriting program at the UCLA school of theater, film and television.

She will be supporting the station in the Programming Department and her goals will be to lead a regularly scheduled producer's meeting, to improve workflow and organization, and to continue to grow the station's use of social media and video broadcasting.

Interim Assistant to the IGM/Operations Coordinator

Jose Gonzalez has been with KPFA for over two years and is also a graduate of the Operations Department Internship program. In the time that Jose has worked at KPFA, he has facilitated Zoom LSB Meetings, was a Technical Producer for KPFA's virtual author events, a Board Operator both in On-Air and as a News Tech., and most recently, he worked with the Engineering Department as an Assistant Engineer. He trained and assisted weekend music programmers in making the switch from analog to the new digital equipment. Outside of KPFA, Jose earned a bachelor's degree in Media Studies from UC Berkeley.

As **Interim Assistant to the IGM/Operations Coordinator**, he will focus on News Tech and Board Op training and scheduling, website management as well as overseeing studio rentals. More immediate goals are to procure a fill-in Board Op trainee, as well as update and improve the website staff pages.

Interim Chief Engineer Introduction

Mike Kohn has been with KPFA since late 2014 when he started in the News Training Program. After a few years of reporting he began to gravitate towards board oping and engineering. He was a fill-in Board Operator and News Tech. As Systems Engineer, he did the hands on installation and upkeep of the new digital equipment in the studios, and he manually built the wheatnet network that the station's building audio operates on.

His goals are to continue maintaining and building on the improvements that began under Brian David. He also hopes to make it easier for both staff and listeners to address problems they encounter with ideas such as implementing a ticketing system that will allow engineering and operations staff to follow up and keep track of issues as they are submitted by email, phone, or Slack.

Winter 2023 Fund Drive Update (by Laura Prives, Fund Drive Manager)

- Goal \$475,000
- Total achieved \$412,991, aka "pledged" amount
- Post Drive total is still active with \$16,000 'pledged and counting

The 2023 Winter fund drive did quite well, considering we just raised over \$600,000 during the end of the year fundraising in December 2022. That's around one million dollars raised in 3 months. We have also successfully increased our monthly sustainer base and it's relatively new that we have such a sustainer base. In the past we steered people toward limited-installment pledges that would end after 12 months. Since we updated our (CRM) customer relationship management database system, we've built a \$1 million monthly sustainer base. We are fortunate to have a regular monthly income because it helps us reach our goal of financial sustainability.

We are concerned about focusing our efforts on too much on air fundraising. Looking for additional sources of funding is crucial for the future to avoid donor fatigue. That is the problem with coming to the air in a state of perpetual crisis.

KPFA will be 74 years old in April. We will do special on-air fundraising around the birthday on Friday, April 14th and Saturday, April 15th. The May fund drive is scheduled for Tuesday, May 9th to Friday, May 26th.

Interim General Manager Request of the Local Station Board

We need your help to fundraise for the Station. I am asking the board members, if you are willing to help with our fundraising efforts by doing the following:

1. Find alternative sources of funding that you are able to accomplish.
2. Or fundraise from your network - find and cultivate relationships with large donors who can make a sizable contribution listener sponsored independent media.

Remember, KPFA has a small group of support staff who are currently working on maintaining the station's current operations. It is highly unlikely that we can pivot our attention to anything other than running the station. I am looking forward to hearing any and all idea that you may have, that the board can accomplish. We need everyone to help raise funds and I hope the LSB can participate.

Antonio Ortiz, Interim General Manager

March 18, 2023