

Interim General Manager End of Year Report December 2022

Social Media

Over the past year, the station continued to operate several platforms, resulting in increasing content share and social interaction with the public. We also experimented with the use of livestreams, video, and online audio content.

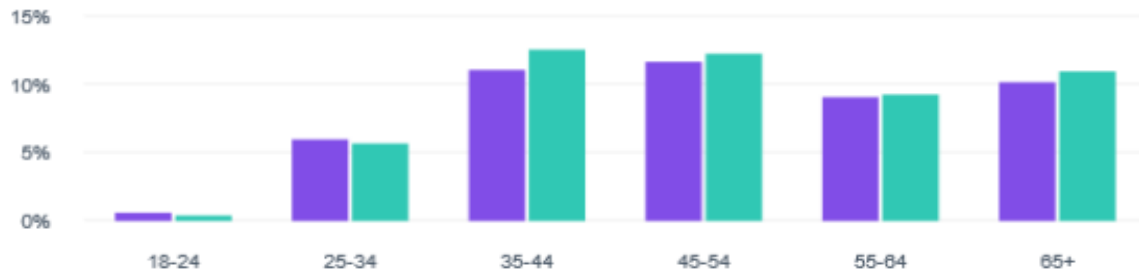
Twitter - around 13,800 followers. It remains a valuable resource and platform for connecting with the public at large about station content, events, and news. And we maintain an average of about 70,000K impressions per month.

Facebook - around 19,000 followers. Our post engagement has grown from about 1,000 people per post to 2,354 per post. Below is an image from Facebook's analytics about our audience.

Audience

Age and Gender

Men 48.70%
Women 51.30%



Location

Cities

Countries

Oakland, CA	1,617
San Francisco, CA	1,329
Los Angeles, CA	544
Berkeley, CA	468

Instagram - around 3,300 followers. Instagram has a mid range to younger audience and before the creation of the social media team, the number of followers was around 1200 followers.

Tik Tok - only about 10 followers, we looking into how we can utilize this platform to reach a younger audience.

Live Streaming - We are experimenting with streaming video on YouTube, Twitter, Facebook and Twitch.TV. Although the viewing numbers are small, our goal was to consistently share content and see how it could build an audience. Below are list of events we live streamed this year:

- Grateful Dead Marathon Live Music Show in February
- Music of the World Live Music Show in May
- Ray Fest, removed due to a copyright claim.
- Election Night News Coverage in November

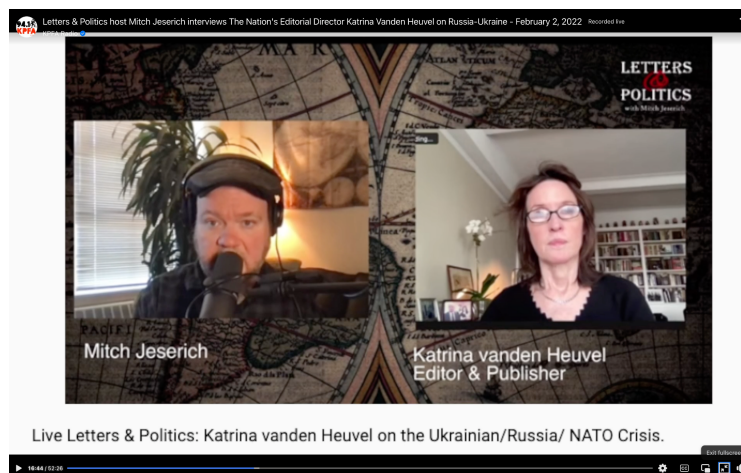
ON THE DECK

KPFA Radio has a monthly announcement video series and we have done 12 announcements in 2022 giving listeners program updates, event information and show promos. The full video is available on YouTube and individual segments/promos are used on our social media platforms.

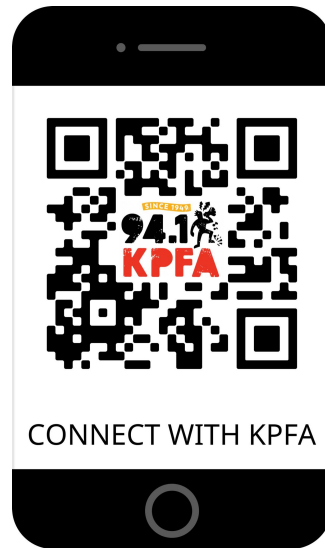
We also do a Weekly Recap live stream video with additional announcements, program updates and reminder.

Other content we share consistently:

- **KPFA News Headlines** - Captioned videos appear Tuesday to Friday weekly, and we also share it on Berkeley Public Access TV, Berkeley Community Media.
- **Letters & Politics** - Live re-streaming from Mitch Jeserich's Youtube account. There are over 40 videos of Letters & Politics with KPFA radio station branding.



QR Code Stickers:



We have QR stickers that we hand out instead of paper pamphlets. This code can be tracked and allows us to see data for how many clicks it generates back to the KPFA website.

GOAL with Social Media:

- Explore Social Media and experiment with each platform to figure out efficient ways to adapt our audio content online.

CHALLENGES:

- Getting all show host to embrace Social Media and be willing to video promos.

Operations Department

Board Op and News Tech Training Program

The Ops Department readapted its internship training program to be an intensive 2 month training program for individuals who want to be fill-in board operators and news techs. The first month is 40 hours per week of volunteer shadowing that culminates into a board op certification test. The test is monitored by the General Manager as the trainee runs the board solo for a live show. Once the trainee receives certification, the second month is paid training and preparation to be an official fill-in board operator and news tech. We trained three people this year with two individuals obtaining certification and fill-in board op/news tech status.

Programming Department

The Programming Department had a few changes this year, below is a list of them with relevant details.

1. JaZzLine Sessions
 - Moved to Saturday 2 to 4 pm in February. This show is broadcast live from Afrikahn Jahmal Dayvs' home studio in the South Bay
2. Root Kommunikations
 - Saturdays 2 to 6 pm, became a weekly show in February.
3. Soul Suite
 - Saturday 11 pm to Sunday 1 am and launched in March.
4. I Had That Tape
 - Moved to Sundays 9 to 10 pm in March.
5. Chocolate Beats
 - Returned and moved to Wednesdays 12 to 1 am in April.
6. Law and Disorder
 - Monday to Thursday at 8 to 9 am and launched in August.
7. Our World As We See It
 - Produced by the youth of Oakland School for the Arts, Wednesday 2:30 to 3 pm, and launched in November.
8. Education Today
 - Moved to Wednesday at 2 to 2:30 pm and became a weekly show in November.
9. Pushing Limits
 - Fridays at 2:30 to 3 pm and became a weekly show in November.
10. Terra Verde
 - Moved to Fridays 10:30 to 11 am.
11. Making Contact
 - Fridays 2 to 2:30 pm and became a weekly show in November.

Special Broadcasts

1. Black History Month, February 21st
2. The Grateful Dead Marathon, February 26th
3. International Women's Day, March 13th
4. AAPI Heritage Month, May 30th
5. Indigenous People's Day, October 10th
6. Reproductive Justice Special, on November 7th
7. Election Night Coverage, on November 8th
8. Crafts Fair Broadcast, December 3rd and 4th
9. January 6th Select Committee Hearings, starting on June 9th

Engineering Department

- A/C installed at Tx site
- Tower inspection at Tx site

Development Department

2022 has been a year of dynamic and positive change within the development department. In January, longtime public events producer Bob Baldock retired and his role was assumed by development director, Kevin Hunsanger.

The first dozen events were on-line only, and after two years of pandemic protocols, diminishing numbers of attendees signaled that zoom fatigue was at an all-time high. However, once KPFA's author events series began hosting live and in-person events, attendance was consistently strong and a return to profitability was achieved. Relationships were reestablished with classic venues like The Freight and Salvage, The Hillside Club and The First Congregational Church, while new venues such as The Backroom, The Shotgun Playhouse, The Cartoon Art Museum and the San Francisco Elks Lodge were introduced to the mix.

The majority of in-person events were at capacity crowds, or numbered in the hundreds, and some particularly successful evenings included Barbara Dane (\$4200 net ticket sales on \$1300 cost), Chris Hedges (\$2500 net on \$750 cost), two sold-out shows with Liam O'Donoghue (\$4200 net on \$3000 cost) and Medea Benjamin (\$2200 net on \$850 cost). Many events also had residual benefits extending into fund drives, when recordings, signed books and DVDs were used as premiums for donors – the most successful examples of this were Chris Hedges (35 copies of his book, *The Greatest Evil is War* were accepted at a \$120 donation level (\$4200 in donations)) and Greg Palast (\$1500 profit on event tickets and ~100 copies of *Vigilante* at \$100 donation level / \$2.25 cost). The 2022 event series was also very successful in its widely diverse range of performers and speakers. The 2023 event series will continue to grow with 35 live and in-person events expected to be held.

Also of note within the development department was the hiring of a new membership coordinator, Alejandra Triana. Alejandra immediately impacted the development department by vastly improving communications with donors, controlling inventory numbers of premiums, identifying premium cost increases and adjusting donation levels to compensate with these rising costs and maintaining a consistent and reliant presence within the department. Alejandra's extraordinary attention to detail improved the accuracy of financial deposits and reporting to the business department. Alejandra also possesses programming skills and was able to work closely with the engineering department to improve credit card processing methods within Stripe (our cc processor) which decreased the number of chargebacks to almost zero, and to implement improvements in transaction security. Alejandra has also shown strong interest in

KPFA's mission and has contributed ideas for growth in premium selections and donor outreach.

The development department has also worked very closely with our call center, A Better Answer, identifying and improving aspects such as donation accuracy, call times, dropped calls and messaging. Improvements were also made in the success of email newsletter outreach, increasing both the open rate of messages from ~20% to ~35% (well above industry standards) as well as growing the targeted audience from 25,000 subscribers to 35,000 subscribers while consolidating mailing lists to a single service (mailchimp) and saving KPFA \$1,250 annually.

Holiday Fund Drive

The two week Holiday Fund Drive formally ended at 7pm Friday night bringing in a total of \$471,229, far surpassing the original goal of \$300,000. However, due to the way that we account for monthly pledges, that 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.

We will continue to make short pitches for donations during programs and in on-air promos and social media up until the last day of the year, December 31st. We have found this strategy to be successful in the past. At the end of 2021, KPFA brought in over \$70,000 in the last 3 days of the year. Many people itemize their taxes and might not have a clear picture of how much they have available to donate until the end of the year. That is why it is such a good time for nonprofits to make the ask at this time. We did set a goal of \$50,000 for the post drive, but we are likely to surpass that goal as well.

While we are emboldened by the generous outpouring of community support, we also need to be cautious in our predictions of whether or not we will be able to sustain this level of support throughout the next year. Our Winter 2023 Fund Drive is planned for Tuesday, February 21st through Friday, March 10th, 2023.

Business Office

Since much has been talked about with regard to KPFA's recent money situation, there's not much to report. However, we thought we'd share some interesting facts. In fourteen months alone, in addition to paying our central services, funding our own payroll and medical benefits, **Pacifica cost us an additional \$450,395. (Details below)**

1. \$93,310 = Expenses paid for Pacifica including Pacifica legal bills.
2. \$51,999 = Overpaid central services because KPFA repaid a loan "on the books" by giving the money to Pacifica. i.e. KPFA didn't get the cash, Pacifica did.
3. \$305,086 = Funds seized by the US Marshal Service for a Pacifica debt.

Subtracting out the "normal intercompany transactions", Pacifica owes KPFA (unaudited) \$348,378 from the last fourteen months.

Now, adding in **\$386,506** balance forwarded from the **audited years Pacifica owes KPFA \$734,884 as of 11/30/22** in the "short term" category.. Adding in \$1,343,733 which is what Pacifica moved to "long term" receivables back in FY2006, **Pacifica owes us a whopping (unaudited) \$2,078,618.**

The difference between *short term* and *long term* is this:

- **Short term:** Money you expect to pay back in a short period of time. (e.g. a car loan)
- **Long term:** Money you owe and expect to pay over an long period of time. (e.g. a house loan)
 - Pacifica never paid a dime towards this \$1,343,733 when it was "short term", so in FY2006, Pacifica reclassified this balance owing to long term, never to be spoken about again!

Now, because the other stations owe a tremendous amount of intercompany money, there is talk of *writing off* these amounts as bad debt. Great for the other stations, very bad for KPFA. This would cause KPFA to **take a loss of** (unaudited FY22) **\$2,078,618.** **This disadvantages KPFA** and essentially, we laid out \$2M dollars in cash, had to adjust our spending and operations and we'd never see any form of repayment. Details below.

INTERCO PNO & KPFA - Unaudited (12 mo from FY22 + 2 mo from FY23 = 14 months)	
386,506	Pacifica owes KPFA as of 10/1/21
348,378	Activity from 10/1/21 thru 11/30/22
\$734,884	Pacifica owes KPFA as of 11/30/22
\$1,343,733	Long Term Intercompany
\$2,078,618	Total Due to KPFA by PNO

12/24/2021	4,170	LFNP - Legal
10/15/2021	50,000	10/21 - Loan to PNO
10/25/2021	10,000	Alpert,Barr & Grant - Legal
10/25/2021	7,771	Alpert,Barr & Grant - Legal
10/25/2021	877	Alpert,Barr & Grant - Legal
11/29/2021	1,429	Alpert,Barr & Grant - Legal
11/29/2021	1,815	Alpert,Barr & Grant - Legal
12/31/2021	3,825	Alpert,Barr & Grant - Legal
12/31/2021	955	Alpert,Barr & Grant - Legal
4/26/2022	5,720	Eisenberg - Legal
9/29/2022	5,000	Hub Int'l Ins deposit to avoid cancellation
11/16/2021	1,107	Stale PR Ck
3/1/2022	320	PNO boxes cleanup
3/1/2022	320	PNO boxes cleanup

FY22	\$93,310	Expenses (incl legal) paid for Pacifica	BB - Bill Backs (expenses paid for PNO)
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FY22	\$0.00	PNO - CS Total *	FY22 Central Svcs paid to up to date
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3/8/2022	1,499	03/22 1st half Mar +2
3/8/2022	21,500	KPFK pays KPFA for C/S due to PNO
3/8/2022	29,000	KPFK pays KPFA for C/S due to PNO

FY22	\$51,999	PNO - CS Overpaid	Money lent to KPFK that they paid back to PNO
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FY22	\$(60,084)	PNO - PR Total (Rolling balances) *	PR has a rolling balance
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11/23/2022	100	LEVY
11/23/2022	4,008	LEVY
11/23/2022	66,078	LEVY
11/23/2022	234,900	LEVY

FY23	\$305,086	FUNDS SEIZED	Speaks for itself
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FY23	\$(34,666)	PNO - CS Total *	FY23 CS are due but will not be paid but netted from what they owe KPFA
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FY23	\$(7,267)	PNO - PR Total (Rolling balances) *	PR has a rolling balance
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* Normal intercompany transactions.

All the above is only what Pacifica owes KPFA. In addition, the other stations also owe KPFA with the figures below from the FY21 audited totals. Audited totals mean that the stations reconciled with each other to match totals, the auditors reviewed the reconciliations, agreed and signed off on these figures.

- Short term = \$186,925
- Long term = \$ 56,876
 - Reclassified in FY2006

FY21 <u>AUDITED</u> SHORT TERM INTER-COMPANY w/ OTHER UNITS		FY21 <u>AUDITED</u> LONG TERM INTER-COMPANY w/ OTHER UNITS *		AUDITED FY21 TOTALS
Due from PRA	\$9,497	L/T Receivable - PRA	(\$51,288)	(\$41,791)
Due from KPFK	\$63,645			\$63,645
Due from WBAI	\$34,780	L/T Receivable - WBAI	\$69,266	\$104,047
Due from WPFW	\$35,503	L/T Receivable - WPFW	\$10,626	\$46,128
Due from KPFT	\$43,500	L/T Receivable - KPFT	\$28,272	\$71,772
	\$186,925		\$56,876	\$243,801
		* Reclassified from short term in FY2006		

FY21 <u>AUDITED</u> SHORT TERM INTER-COMPANY w/ PNO		FY21 <u>AUDITED</u> LONG TERM INTER-COMPANY w/ PNO *		AUDITED FY21 TOTALS w/PNO
Due from PNO	\$386,506	L/T Receivable - NO	\$1,343,734	\$1,730,240
		* Reclassified from short term in FY2006		

As I explained above, there is talk about *writing off* all the intercompany balances. As per the FY21 Audit, the other units owe Pacifica \$13,751,062. https://www.pacifica.org/finance_reports.php

FY21 AUDIT INTERCOMPANY FIGURES			
TOTAL OWED to PNO			
PRA	\$661,961	WPFW	\$2,182,282
KPFK	\$1,528,965	KPFT	\$853,861
WBAI	\$8,523,993	TOTAL	\$13,751,062
TOTAL OWED to KPFA			
PNO + Other Units		\$1,974,041	