**Report to the Pacifica National Board**

**Interim Executive Director**

**June 19, 2014**

**Executive Director’s Overview**

The General Manager position for Berkeley station KPFA has been offered to and accepted by Quincy McCoy (aka Fred Reed Jr.). He will begin on July 7 2014. There will be a one week “hand-over” with iGM Richard Pirodsky.

National Office staff are working with New York staff to move transmission for the Empire State Building to Time Square with a resultant cost saving of almost two thirds. Members will be kept informed of developments.

**WBAI – New York City**

Payments of May and June rental on the transmission facility on the Empire State Building have been paid, but returned indicating an imminent eviction. We are working on alternatives.

**WPFW – Washington D.C.**

WPFW’s income for May was $475,498.55. The May drive numbers are still coming in, but we are expecting it to be about $316K. This was significant in that we used a very low amount of premiums as gifts. The drive was based almost entirely on the support of the community for the station. We had 2400 renewing members and 361 new members.

We are working through union issues at our Washington D.C. station and also legal issues related to the previous GM.

Several locations and ideas for relocation have been considered in the last few months. The main considerations were:

1. The ability to pay the rent.
2. The viability of the programmers and staff to be able to successfully do their work.
3. The accessibility of the station to programmers, staff, volunteers and community members.

These conditions have been met with the space on 1990 K Street. At The rent is nearly $3000 per month less than what was paid on Champlain for roughly the same amount of useable space. We are currently paying $12,000 per month on L St. The new location would be $13,690 per month. With one month free. The location has on street parking at the building (much like Champlain), and is near two metro stations.

**KPFT – Houston, Texas**

The Spring membership campaign, with a goal of $280K, reached almost $238K in pledges, representing 85% of the goal. The staff met following the drive to review it and make contingency plans, including a 2 day mini-drive around Juneteenth.

In the area of programming, KPFT will host a two-day celebration of the 30th anniversary of the legendary 1984 Juneteenth Blues Festival on Wednesday and Thursday, June 18 and 19. This special will feature the entirety of the 1984 festival performances, and will serve as a springboard for fundraising during these days.

Staff are looking at new programming options to bolster mornings, which have faced fundraising challenges over the last year.

KPFT is again a media sponsor of the spring concert series at Discovery Green Park through June.

We continue working with our FCC attorney on our station license renewal and translator license issues.

The FCC has granted an extension to our current STA beyond this June until late November. The license cannot be renewed while under STA and we cannot ask to drop our STA until we replace the transmitter. That is still the bottom line of our situation.

**KPFA - Berkeley**

KPFA will begin its Summer Fund Drive on Monday, July 28. It is scheduled to run until August 8. The dollar goal for the twelve day drive is $363,830, with a daily average of $30,320.00. The feasibility of using a full service phone operation is still being explored. At the very least, the drive will use a roll-over service in the same way the successful Spring drive did.

In the 2014 Winter drive, the web percentage dropped to 11.06 with the roll-over service bringing in 3.08, for a combined total of 14.14% and approx. $91,000 . The Spring drive totals were 7.78% for web donations, 20.83% from the roll-over service, for a combined 28.61 percent and approx. $218,000. Clearly in the pre-roll-over service drives, KPFA was “leaving money on the table.” With the roll-over service, many more calls are answered, and much more money is raised.

Going from a roll-over service to a full phone service for the Summer drive offers the potential for everything from full PCI compliance and instantaneous processing of credit cards to streamlined data entry and transmission, while freeing up phone volunteers to assist in other areas of pledge drive and station operations. Thus it is easy to understand why roll-over and full phone services are much like single-payer, national heathcare; while there are and always will be some whom offer complaints, no entity which moves forward to make the switch ever goes back to the way things were.

Despite the success (increased revenue during the Spring fund drive; increased listenership as measured by the live stream numbers) of a scheduling change (moving various programs from the 8am slot to later in the day and replacing them with *Uprising* from KPFK), some on the LSB, at the station, and in the local community protested the change and seek to have it rescinded.

For as long as the station seeks to serve more listeners in the Bay Area market and for as long as it relies heavily on over-the-air fundraising, the size of a show’s audience and the support it receives will always be important in determining where in the schedule it resides. Those seeking to avoid using listenership and revenue numbers with regard to programming will need to find other revenues and revenue streams to offset the loss of on-air monies.

Those who feel that unpaid, locally produced, locally focused programming is vital to the Pacifica mission will get no argument here. But to support such programming, the more successful, paid, national and syndicated shows (such as Democracy Now and Uprising) will need to have a prominent place in the schedule.

**KPFK – Los Angeles**

With the financial assistance of KPFA, KPFK handled all aspects of recording and production of The Left Forum, a yearly source of over-the-air content and fund drive thank-you gifts for all five Pacifica outlets. Kudos for all the hard work of KPFK’s small, overworked staff of Margaret Prescod, Melissa Figueroa, and Alan Minsky.

The hoped for collaboration with Link TV never quite came to fruition. But there still remains a possibility of the two working together in the future, and in both entities being able to avail themselves of Left Forum videos for use as fund drive thank-you gifts.

KPFK hopes to bring sister station WPFW’s sports program with the renowned Dave Zirin to the Los Angeles air waves by late Summer or early Fall. Zirin is at the forefront of journalists who look beyond the stats and scores to find the link between sports and everything from politics to community values. This makes his program of interest to all Pacifica outlets and all Pacifica listeners.

KPFK will begin its Summer drive on Tuesday, July 22 and is scheduled to run through August 8. As with KPFA, the station is still in the process of determining whether to once again use a roll-over service or to upgrade to a full phone service.

The drive is different from those held recently in that there will be no preemptions during the first week. All program hosts, some who haven’t participated in fund drives for years and others who have never pitched, will be required to fulfill that part of their agreement with the station to help it raise funds.

Beyond the revenue that is raised, the data derived from this experiment will be an invaluable part of program review. It is vital that, in addition to listenership, KPFA have an understanding of the degree to which our “listener sponsors” are willing to sponsor those programs which have rarely, if ever, asked for support.

A major effort will be made to make certain all programmers have as much training and support as possible in the coming month to ensure they have the best chance to harvest the support of their listeners.

With the start of the Development Task Force, KPFK’s LSB is recognizing the need for more off-air fundraising, and the need for direct involvement of the LSB in that effort. The task force will be a combination of LSB members and station volunteers, who will be assisted by staffers. It will explore numerous opportunities for raising monies and be directly responsible for t

**Technical**

As the end of the second quarter of 2014 draws near,  Pacifica National Technology has been helping the stations with CPB/SX reporting issues, CPB meeting compliance documentation and other FCC documentations issues.

Additionally we have been working on tightening up other ongoing compliance, technical issues and upgrading network infrastructures for our stations to assist them to provide better service for the listeners/members.

**Pacifica Radio Archives**

The Pacifica Radio Archives (PRA) staff has maintained operations, services to stations and grant funded preservation projects despite the growing financial crisis network-wide.

PRA served the stations in the Spring Fund drive with unique premium gifts customized per station programmer requests. So far this year PRA premiums have raised over $414,000 gross for the stations, giving them a net income of $372,160.00.

PRA is receiving recognition from the highest office in the country dedicated to preserving our memory. Please see the National Historical Publications and Records Commission Annual Report for 2013 featuring PRA and the Pacifica radio stations.

Current Projects:

**From the Vault** is produced weekly. Over 35 sister and affiliate stations access the program via audioport. Recent timely programs include Maya Angelou memorial, Billie Holiday Memorial, Oscar Wilde’s Salome directed by Leonard Nimoy.

**NHPRC** – $128,000 matching grant 2-year project *“American Women Making History and Culture: 1963-1982”.*

We’re 7 months in and are just on the edge of keeping on track. Batch 1 of 425 tapes have been digitized and received. Batch 2 of 425 tapes are in process ready to be shipped to Philadelphia next week.

**American Archive at the Library of Congress (AA at LOC)**

The AA at LOC will be custodian of digital recordings in perpetuity. Audio and metadata has been submitted for 385 recordings preserved as part of the American Archive pilot project done in 2009. These are all KPFA civil rights recordings.  These recordings will be accessible to the public at large only onsite at the Library of Congress and WGBH in Boston. The next opportunity is to submit more batches of recordings from previous preservation projects.

**California Audio Visual Preservation Project (CAVPP)**

CAVPP gave PRA an In-Kind grant to preserve small batches of 25-40 recordings at a time for the California Light and Sound project. The first round of recordings are available online at <https://archive.org/details/pacifica_radio_archives_cavpp_2014>

**Pop Up Archive / Amara.org**

The Pop-Up archive is a partnership that takes PRA audio and ingests them into a database that allows crowd source to transcribe the audio, allowing PRA to begin editing for publication.

There is no budget for this project but requires dedicated archivist to manage the programs and promote the project, engaging with team transcribers. <https://www.popuparchive.org/>

Here is link to “Gay Freedom Day, 1978 KPFA” available with subtitles and translated into three languages.  <http://www.amara.org/en/videos/sSAZimbpnLea/info/gay-freedom-day-1978-produced-by-philip-maldari/>

**GRAMMY promotional film**

The GRAMMY foundation has selected PRA as subject to create a promotional film to promote their grant program. PRA needs to create storyboard and work with GRAMMY folks on their timeline. See sample film here.[**http://www.grammy.org/grammy-foundation/grants**](http://www.grammy.org/grammy-foundation/grants)

**WEBSITE:**much of PRA’s promotional punch is on the web. It includes the publicly accessible / searchable database and a shopping cart. Last year we converted our content management system to DRUPAL. We now need a web designer to take our web elements and organize and design them to create a user friendly space.

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Pacifica Foundation Radio

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