Minutes of the KPFK Local Station Board Meeting of August 14, 2013

A special meeting of the KPFK Local Station Board was held on Wednesday, August 14, 2013, 7:24 PM, at Peace Center West, 3916 Sepulveda Blvd., Culver City, CA 90230, the Chair (Tej Grewall) being in the chair and the Secretary (John P. Garry III) being present. No minutes were approved. Two new members were seated. The FY2014 KPFK budget was amended and approved.

Eighteen members were present, constituting a quorum: Chuck Anderson, Ankine Antaram, Fred Blair (arrived 7:34), Lydia Brazon, Steve Brooks, Chris Condon, Aryana Gladney, Tej Grewall, Kim Kaufman, Nancy Kazar, Jim Lafferty, Michael Novick, John Parker, Steve Pride, Lawrence Reyes, Ron Spriestersbach, John Wenger, Lamont Yeakey (arrived 7:58).

Three members were excused: John Cromshow, Brenda Medina, Dutch Merrick.

Three members were absent: Rodrigo Argueta, Fred Klunder, Summer Reese.

Also present: Bernard Duncan (KPFK General Manager), Terry Goodman (Audio Recordist, Web Liaison) and members of the public.

Authority and Notice: This meeting was authorized by the LSB Chair, without objection from the Board, and noticed to the Board via email on August 6, 2013. The date was posted on KPFK.org, KPFTX.org and other websites on August 8, 2013 (see Appendix A). An announcement was broadcast on KPFK 90.7 FM beginning on August 13, 2013.

Audio Recording: The audio of the meeting is available at: http://www.kpfk.org/lsbpnbmenu/160-meetingminutes.html

[Play All Audio Hour 1]

I.a. CALL TO ORDER / ROLL CALL (7:24) [0:11]

The meeting was called to order by the Chair at 7:24 PM PDT with an initial quorum of 16.

Point of order from Wenger: New members should be seated before calling the role. The Chair introduced the new members--Kazar and Spriestersbach—who then made brief introductory statements.

I.b. EXCUSED ABSENCE REQUESTS (7:27) [3:55]

Novick **moved**: The LSB thanks Margie Murray and John De Simeo for their service to the Board. Lafferty seconded. **Passed** by a voice vote with no objections.

Lafferty **moved** approval of the excused absence requests of Cromshow, Medina, and Merrick. Novick seconded. **Passed** without objection.

I.c. AGENDA APPROVAL (7:28) [4:58]

Wenger **moved to amend** the Proposed Agenda: Schedule a three-hour meeting by adding 30 minutes to VIII. Board Discussion. Reyes seconded.

Motion to amend **failed** by a show of hands: Yes—4, No—8, Abstain—3. [8:50]

Lafferty **moved** approval of the Proposed Agenda. Novick seconded. Condon **moved to amend**: Reduce public comment to five minutes at the end of the meeting. Motion **failed** for lack of a second. **Point of order** from Lafferty: A motion to approve the agenda is on the floor. Agenda **approved** without objection.

I.d. GROUND RULES FOR COMMUNICATION (7:37) [13:23]

The Chair reiterated principles for Board communication and public participation and offered general encouragement.

II. SCHEDULING / LOCATION / ANNOUNCEMENT OF MEETINGS (7:38) [14:09]

The next scheduled LSB meeting is Wednesday, August 21, 7:00 PM. KRST Unity Center, 7825 S. Western Ave, Los Angeles, CA, 90047.

III. GENERAL MANAGER PRESENTATION OF FY2014 BUDGET (7:38) [14:42]

The General Manager presented an overview of his budget with the assistance of a digital projection.

IV. PUBLIC COMMENT I (questions to GM) (7:44) [20:15]

Public comment was heard for four minutes.

V. GM RESPONDS TO PUBLIC COMMENT (7:48) [24:51]

The GM responded to public comment.

VI. TREASURER ANALYSIS OF FY2014 BUDGET (7:51) [27:00]

Point of order from Reyes: Asked to adhere to the agenda (upon a request to speak by another member). The Chair invited the member to ask the GM a question at a later time.

The Treasurer (Novick) provided an analysis of the FY2014 Station Budget. Discussion followed.

VII. PUBLIC COMMENT II (8:01) [37:14]

Public comment was heard for four minutes. Without objection the Treasurer responded to public comment.

VIII. BOARD DISCUSSION OF BUDGET (8:08) [44:37]

There was general discussion of the budget. The GM responded to Board questions. Kaufman distributed "Comparison of Management FY2014 budget, projected FY2013 and budget based on FY2013" (see Appendix C) to the Board and referred to it during her discussion.

[Play All Audio Hour 2]

Discussion continues.

Condon **moved**: Payments to the three paid programmers shall be terminated within three months. The Chair ruled that the motion could be made later during Agenda Item X. Motion later **withdrawn** by the maker without objection.

Point of order from Lafferty: Time is up. The Chair moved on to the next agenda item.

IX. PUBLIC COMMENT III (8:40) [18:04]

Public comment was heard for eight minutes.

X. BOARD PROPOSES MOTIONS / AMENDMENTS TO BUDGET (8:48) [26:17]

The following motions were brought to the floor but were decided upon in Agenda Item XII. Final Vote On Motions / Budget:

Wenger **moved**: Two paid management positions--Development Director and Operations Director--shall be eliminated, whose duties shall be taken up by the GM. Within an amount of time to be determined by management, and consistent with lay-off rules, all paid programming positions shall be eliminated (broadcasters can retain their programs on a non-paid basis). Savings shall be applied to a full-time news department to produce a one-hour news program. Condon seconded.

Reyes **moved**: Restore election funding in FY2014 to what it was in the previous year (\$26,507).

Novick moved:

Moved that the Local Station Board request the General Manager to immediately convene a process of strategic study and discussion with management, paid and unpaid staff, governance and listeners regarding the appropriate and sustainable level of staffing for a listener-sponsored free-speech community radio station such as KPFK. This process will also address the most effective focus of our expenditures and our staffing assignments in order to successfully fulfill

our mission and ensure the solvency and growth of the station. This process shall begin immediately, and shall be carried over the next 3 months, with an eye towards reducing expenditures and increasing revenues during FY 2014, and building audience and the listener-sponsor base of the station.

Moved that commencing with the budget for FY 2014 and continuing over the next 3-4 years, KPFK shall develop a cash reserve in its operating budget sufficient to meet essential expenses for 2 months. This would involve setting aside approximately \$125,000 a year in unspent or unallocated income from on-air and off-air fundraising. This shall be predicated on the prior development of iron-clad guarantees that such reserve funds would not be "swept" by the national office to cover shortfalls in other stations owned and operated by the Pacifica Foundation. The amount of the reserve can be reduced if normal monthly expenses are reduced over the period in question.

Moved that expenditures of \$6000 for the cost of a local election supervisor be added to the FY 2014 during the course of the first quarter of that budget. This is based on PNB approval of several motions recently. The PNB voted that the LSB elections will go forward, and called for the posting of an opening for the National Election Supervisor (which has been done). They also directed the iED to have the general managers at all 5 stations conduct a mailing and otherwise clean and correct the listener-member and staff-member rolls which may use some of the funds previously allocated for the 2013 election in the FY2013 budget. The NFC has asked that all 5 stations include some needed funding for the 2013 election in the FY 2014 budget since delays mean that the election process will extend well into the 2014 fiscal year.

Moved that the Local Station Board mandate that the budget for the coming fiscal year shall include restoration of a full local evening newscast by any necessary reassignment or reallocation of personnel. Provision shall also be made for reimbursement of unpaid producers, programmers and interns for costs incurred in production, up to a total sum of \$_____. The FY 2014 budget shall include a promotional line budgeted for \$_____ covering advertising in college newspapers, union publications, community-based print media in geographic areas and demographic communities we want to serve better, and KPFK underwriting on other public radio stations, or advertising on other commercial radio stations, to let their listeners know of our existence and particular programming.

Moved that KPFK shall adopt a 3-year plan to wean itself from the incessant on-air infomercial approach to fundraising. This involves conducting an educational and promotional campaign to convince our current and potential listeners that the station offers something unique that can only be financed by free will donation of listeners in whatever amounts they can afford. We will steadily move away from the infomercial sales of "thank you premiums," and increase the premiums that are basically recordings/extensions of regular on-air content, some form of access to staffers, enrollment in training the station can provide, etc. Management shall develop alternate off-air fundraising capacity, such as book, audio/video documentary and music sales. We will establish a capital campaign for major donors (for making the building physically accessible, securing the parking lot and monetizing its use, upgrading and restoring facilities, etc.). We will promote "directed giving" for specific projects and productions (e.g, news department, interns and training program, etc.); place donation cups for each individual show on

the web-site or some variant there-of; seek bequests, etc. We will concurrently reduce the amount of money spent on premiums, and the number of days spent fund-raising/pitching on-air over that 3-year period, commencing with the start of the 2014 fiscal year. Management and the LSB will carefully audit the effectiveness of these approaches during and between on-air fund drives. On-air fundraising for KPFK shall not exceed 83 days a year, and management shall set goals to further reduce the duration and increase the effectiveness of on-air fundraising, as well as to promote the development of off-air fundraising (via cell-phone donation, sale of content, crowd-funding on-line, etc.).

Kaufman **moved** to not approve the budget until specific expenses are aligned with actuals as enumerated in "Comparison of Management FY2014 budget, projected FY2013 and budget based on FY2013." Brooks seconded.

Point of order from Wenger: Please handle the motions in the order presented. The Chair agreed to conduct votes on motions in the order the motions were brought to the floor.

Point of order from Condon: Complex motions must be distributed in writing to the Board, consistent with passed motions. **Point of information** from Condon: Does the Finance Committee have a recommendation? The Treasurer responded negatively.

Novick **moved to extend** ten minutes. Reyes seconded. Motion **passed** by a show of hands: Yes—10, No—4, Abstain—2. (9:18) [55:05]

[Play All Audio Hour 3]

Discussion continues. Reyes called for the **orders of the day**. The Chair moved to the next speaker.

XI. PUBLIC COMMENT IV (BEFORE FINAL BUDGET VOTE) (9:30) [7:40]

Public comment was heard for seven minutes.

XII. FINAL VOTE ON MOTIONS / BUDGET (9:37) [15:00]

Wenger's main motion was brought to the floor for discussion, with pro and con balanced.

Wenger moved to divide his own motion. Condon seconded. Passed without objection.

Divided Motion 1: Two paid management positions--Development Director and Operations Director--shall be eliminated, whose duties shall be taken up by the GM. Savings shall be applied to the deficit and a full-time news department to produce a one-hour news program.

Lafferty **called the question**. The motion to end debate **passed** by a show of hands: Yes—12, No—5, Abstain—0. [24:11]

Divided Motion 1 **failed** by a roll call vote: Yes—3, No—12, Abstain—1. [25:30]

Yes—Anderson, Condon, Wenger.

No—Antaram, Blair, Brazon, Brooks, Kaufman, Lafferty, Novick, Parker, Pride, Reyes, Spriestersbach, Yeakey.

Abstain—Gladney, Kazar.

Present not voting—Grewall.

Divided Motion 2: Within an amount of time to be determined by Management, all paid programming positions shall be eliminated.

Divided Motion 2 **failed** by a roll call vote: Yes—3, No—13, Abstain—1. [27:33]

Yes—Anderson, Condon, Wenger.

No— Antaram, Blair, Brazon, Brooks, Gladney, Kaufman, Lafferty, Novick, Parker, Pride, Reyes, Spriestersbach, Yeakey.

Abstain—Kazar.

Present not voting—Grewall.

Reyes' main motion was brought to the floor and after discussion was **withdrawn** by the maker without objection.

Kaufman's main motion was brought to the floor as a substitute to Novick's motion.

Motion **failed** by a roll call vote: Yes—7, No—8, Abstain—2. [37:32]

Yes—Blair, Brooks, Condon, Kaufman, Kazar, Pride, Wenger.

No—Anderson, Antaram, Brazon, Lafferty, Novick, Parker, Reves, Spriestersbach.

Abstain—Gladney, Yeakey.

Present not voting—Grewall.

Novick withdrew his prior motion and **moved**: Amend the budget by adding an expenditure of \$6000 for a Local Election Supervisor to be added during the course of the first quarter. (October 1 to the end of the Calendar year) Lafferty seconded and **called the question.**

Motion to amend **passed** by a show of hands: Yes—10, No—5, Abstain--2. [41:11]

Novick **moved** to approve the budget as amended. Lafferty **called the question**.

Budget approved as amended by a roll call vote: Yes—10, No—5, Abstain—1. [45:41]

Yes—Anderson, Antaram, Brazon, Kazar, Lafferty, Novick, Parker, Reyes, Spriestersbach, Yeakey.

No-Blair, Brooks, Kaufman, Pride, Wenger.

Abstain—Gladney.

Present not voting—Grewall.

Yeakey **moved**: The Finance Committee (LSB members only) shall meet with the GM to balance the budget. Brooks seconded. Lafferty **moved to table**. **Tabled** until the next regular meeting (August 21, 2013) without objection.

XIII. Adjournment (10:15) [52:57]

The meeting adjourned without objection due to the expiration of time at 10:15 PM.

Respectfully submitted by John P. Garry III, Secretary (these minutes were approved on September 21, 2013)

Appendix A—Public Notices

Emailed by Terry Goodman on August 8, 2013

A special meeting of the KPFK Local Station Board focused on the budget will be held on Wednesday, August 14, 2013, beginning at 7:00 pm at Peace Center West, 3916 S. Sepulveda Blvd., Culver City, CA 90230.

The meeting previously announced for July 31, 2013 almost achieved the quorum required to conduct the scheduled business. The regular August LSB meeting is planned for Wednesday August 21, potentially at a different venue.

Refs:

http://www.kpfk.org/lsbpnbmenu/93-calenderandnotices/7368-lsb-special-meeting-8142013-700-pm.html

http://www.kpfk.org/eventcal.html?task=view_detail&agid=3474&year=2013&month=08&day=14

http://www.kpftx.org/pacalendar/cal_show1.php?eventdate=20130814

Appendix B—Approved Agenda

- I. Call to Order
 - a) Roll Call
 - b) Excused Absence Requests
 - c) Agenda Approval
 - d) Ground Rules for Communication

(10 min)

II. Scheduling / Location / Notice of Meetings

(5 min)

The next scheduled LSB meeting is Wednesday, August 21, 7:00 PM. KRST Unity Center, 7825 S. Western Ave, Los Angeles, CA, 90047.

III. General Manager Presentation of FY2014 Budget	(15 min)

IV. Public Comment I (questions to GM) (7.5min)

V. GM responds to public comment. (5 min)

VI. Treasurer Analysis of FY2014 Budget (15 min)

VII. Public Comment II (7.5 min)

VIII. Board Discussion of Budget (30 min)

IX. Public Comment III (7.5 min)

X. Board Proposes Motions / Amendments to Budget (25 min)

XI. Public Comment IV (before final budget vote) (7.5 min)

XII. Final Vote on Motions / Budget (15 min)

XIII. Adjournment (9:30 PM)

total 150 min

Appendix C

Comparison of Management FY2014 budget, projected FY2013 and budget based on FY2013

		Mgmt Budget FY2014	KK & SB budget FY2014 based on FY2013 actuals	KK & SB Proj FY2013 based on actuals	Comments re KK & SB numbers
5000	Listener Support	3,162,091	3,000,000	3,000,000	*Additional revenue is unsupported
5011	Website Income	24,164	24,164	18,000	
5020	Corporate Match	2,770	1,500	1,000	*Mgmt amount higher than actuals
5752	Major Donor (>\$1K per donor)	18,000	10,000	6.500	* Mgmt amount higher than actuals
5001	Donation (<\$1K per donor)	24,000	24,000	20,000	
5002	/ CapitalCampaign	0	0	27,121	n/a
5770	Car Donations	116,600	100,000	80,000	* Although new company is supposedly being used, it has not started yet and there's no guarantee it will be higher.
5750	Community/Special Events	27,500	20,000	13,000	?
5760	Crafts/Fairs	0	0	0	

		Mgmt Budget FY2014	KK & SB budget FY2014 based on FY2013 actuals	KK & SB Proj FY2013 based on actuals	Comments re KK & SB numbers
5801	Grants - CPB CSG	141,947	141,947	144,090	
5802	Grants - CPB NPPAG	49,873	49,873	50,060	
5800	Grant Income - Others	0	0	0	
5805	Grants, Non - Operating	0	0	0	
5810	Grants - Restricted	0	0	0	
5040	RestrictdContributn-Spcl Proj	0	0	0	
5599	Misc / Other Income	3,600	3,600	0	
5600	Interest Income	3793	3,150	3,150	Mgmt amt higher than actuals
		3,574,338	3,378,234	3,356,428	3
Total Rev	/enue	7,148,676	-,, -	-,,	
		7,140,070			
Expses					
	Personnel Costs	1,745,321	1,745,321	1,699,354	
	Board Expenses	900	26,600	27,407	
	Administrative Expenses	399,708	431,105	406,266	
	Programming Expenses		195,893	214,339	
	Development Expenses	190,493 567,952	707,544	710,464	
	Community Event Expenses	,	8,300	8.000	
Total One	erating Expense	8,300	3,114,763	3,065,830	
TOTAL OP	erating Expense	2,912,674	3,114,703	3,003,830	
Incomo /	Loss) Before Shared Svs.		263,471	286,182	
ilicollie (Loss) Belore Silared Svs.	654,575	203,471	200, 102	
6400	Shared Services - N.O.		565,206		
6412	Shared Services - N.O. Shared Services - PRA	567,634	83,119		
0412		83,476 651,110	558,703	FF0 702	This year's C.S. amount because
	Total Shared Services	651,110	558,703	558,703	This year's C.S. amount because of lowered listener support
Total Exp	Denses	3,563,784	3,673,466	3,624,453	or lowered listerier support
	me (Net Loss)	10,554	(295,232)	(272,521	
011-1-11					
Capital It	T				
1300	Furniture & Fixtures	-	-		
1310	Office Equipment	-	-		
1330	Telephone System	-	-		
1350	Computers	-		9,650	
1400	Broadcast/TechEquipt	-	-	13,580	
1410	KU-ISDN Equipment	-	-	0	
1420	Transmitter Equipment	-	25,000	93,088	Adding capital items amount
1450	Antenna	-	-	0	
1500	Leasehold Improvement	-	-	0	
1510	Building Improvement	-	-	0	
	Moving Expenses	_	-	0	
Total Cap	oital Items & Moving Exp.	-	25,000	116,318	
Surplus (Deficit)	6.054	(320,232)	(388,839)	
Jui pius (Donoity	6,251	(020,202)	(555,559))
•					,
			-		
Expense					
Expense		1,267,053	1,267,053	1,409,351	Mgmt's lower number is used here but is dependent on action being taken by management by 10/1/13
Expense	el Costs	1,267,053	1,267,053	1,409,351	

1010			Mgmt Budget FY2014	KK & SB budget FY2014 based on FY2013 actuals	KK & SB Proj FY2013 based on actuals	Comments re KK & SB numbers
6103 4038 Contribution	6101	Payroll Taxes - SUI	16.809		16,000	
6103 4038 Contribution 40,380 40,380 25,854	6102	-	- /	24,378	10,000	
	6103			40,380	25,854	
Process	6200	Health Benefits				
PRISE PRIS		Child Care/Parking		17,400	9,300	
PNB Expenses G590 Board Mtg & Travel Exp -		el Costs	1 745 322	1.745.322	1.837.303	
			1,1 10,022	, -,-	, ,	
Cocal Board / Election Exp:						
Consultants	6590	Board Mtg & Travel Exp	-	-	-	
Sepson	ocal Bo	ard / Election Exp:				
Computer Supplies Comp	6591	Local Station Board Exp	900	900	900	
TotalLocalBoardExp 900 26,900 27,407	6595		-	26,000	26,507	Addition of election expenses
TotalLocalBoardExp 900 26,900 27,407	6592	Local Advisory Board Exp.	-	-	0	
Telephone Expenses 99,600 111,000 110,133 *higher number based on actuals 6501 Internet / Cable 0 0 0 0 0 0 0 0 0		-	900	26,900	27,407	
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Forcestional/Legal Fees		,	, ,	,		*lower number based on actuals
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6635 Storage Rental 3,600 3,000 4,341 *lower number due to storage of transmitter last year 6640 Utilities - Office 38,400 38,400 37,653 6650 Repairs and Maintenance 66,000 66,000 59,234 6665 Computer Maintenance 39,600 35,000 32,104 *lower number based on actuals 6655 Depreciation 62,184 83,400 *higher number based on auditor number 6660 Other Admin Expense 3,600 3,300 3,242 *lower number based on actuals 6662 Personnel Search 0 1,500 150 *expense added 6900 Settlement-Legal 0 0 0 Administrative Expenses 399,708 431,105 406,266				24,000	24,000	
6640 Utilities - Office 38,400 38,400 37,653 6650 Repairs and Maintenance 66,000 66,000 59,234 6665 Computer Maintenance 39,600 35,000 32,104 *lower number based on actuals 6655 Depreciation 62,184 83,400 *higher number based on auditor number 6660 Other Admin Expense 3,600 3,300 3,242 *lower number based on actuals 6662 Personnel Search 0 1,500 150 *expense added 6900 Settlement-Legal 0 0 0 Administrative Expenses 399,708 431,105 406,266	6635		3,600	3,000	4,341	*lower number due to storage of
6650 Repairs and Maintenance 66,000 66,000 59,234 6665 Computer Maintenance 39,600 35,000 32,104 *lower number based on actuals 6655 Depreciation 62,184 83,400 *higher number based on auditor number 6660 Other Admin Expense 3,600 3,300 3,242 *lower number based on actuals 6662 Personnel Search 0 1,500 150 *expense added 6900 Settlement-Legal 0 0 0 Administrative Expenses 399,708 431,105 406,266	6640	Utilities - Office	38.400	38,400	37,653	addititudi last you
6665 Computer Maintenance 39,600 35,000 32,104 *lower number based on actuals 6655 Depreciation 62,184 83,400 *higher number based on auditor number 6660 Other Admin Expense 3,600 3,300 3,242 *lower number based on actuals 6662 Personnel Search 0 1,500 150 *expense added 6900 Settlement-Legal 0 0 0 Administrative Expenses 399,708 431,105 406,266						
6655 Depreciation 62,184 83,400 83,400 *higher number based on auditor number 6660 Other Admin Expense 3,600 3,300 3,242 *lower number based on actuals 6662 Personnel Search 0 1,500 150 *expense added 6900 Settlement-Legal 0 0 0 Administrative Expenses 399,708 431,105 406,266				,		*lower number based on actuals
6660 Other Admin Expense 3,600 3,300 3,242 *lower number based on actuals 6662 Personnel Search 0 1,500 150 *expense added 6900 Settlement-Legal 0 0 0 Administrative Expenses 399,708 431,105 406,266		•				*higher number based on auditor's
6662 Personnel Search 0 1,500 150 *expense added 6900 Settlement-Legal 0 0 0 0 Administrative Expenses 399,708 431,105 406,266 406,266	6660	Other Admin Expense	3,600	3,300	3,242	*lower number based on actuals
Administrative Expenses 399,708 431,105 406,266	6662	Personnel Search	· ·		150	*expense added
	6900	Settlement-Legal	0	0	0	
Administrative & Board Expenses 400 608 472 105 433 673				431,105	406,266	
400,000 472,100 400,070	Δdminist	rative & Board Expenses	400,608	472,105	433,673	

		Mgmt Budget FY2014	KK & SB budget FY2014 based on FY2013 actuals	KK & SB Proj FY2013 based on actuals	Comments re KK & SB numbers
6670	News Services-AP, Reuters	9,420	14,520	13,000	* higher number based on actuals
6671	News Dept / Stringers	0	0	0	
6694	Programming Services	0	0	15,000	
6701	Other Programming	14,400	14,400	15,811	
6702	FSRN	49,873	49,873	60,792	
6673	Satellite Fee	0	0	0	
6698	Web-Site Expenses	9,600	8,400	8,220	* lower number based on actuals
6680	Maintenance - Technical	36,000	30,000	25,458	* lower number based on actuals
6681	Maintenance - Engineering	0	0	0	
6700	Tapes and Supplies	4,200	3,500	2,988	* lower number based on actuals
6630	Tower Rent	19,200	19,200	18,720	
6641	Utilities - Tower	46,800	55,000	52,850	* higher number based on actuals
6571	Conference/Training	40,000	0	1,500	gcazc. zacca c actaa.c
6575	NFCB Dues / Convention	1,000	1,000	0	
6666	CAC Training	0	0	0	
6703	Apprenticeship Program	0	0	0	
6806	Non-Operating Grant Exp	0	0	0	
	I Programming Expenses		195,893	214,339	
1014		201,413	100,000	211,000	
Develop	ment Expenses				
6576	Credit Card Discount Fee	50,436	53,344	56,000	*this will need adjustment depending on final premium amount
6771	Direct Mail - Printing	29,100	10,000	8,629	* lower number based on actuals
6772	Direct Mail - Postage	25,101	3,000	2,900	* lower number based on actuals
6712	Mail Renewals - Printing	7,560	5000	4,030	* lower number based on actuals
6732	Mail Renewals - Postage	13,983	10,000	9,000	* lower number based on actuals
6730	Caging/Subscription Services	2,438	0	7,000	* Should be eliminated due to lockbox
6413	Premiums - from PRA	20,384	15,000	13,000	* lower number based on actuals
6750	Premiums - Other Vendors	312,816	500,000	500,000	* to be discussed but this is what it cost this year to get the listener revenue we got
6752	Premium Packing/Shipping	67,235	75,000	80,000	* same as above
6751	Fund Drive Expenses	26,700	25,000	23,455	
6740	Subscriptions Supplies	1,200	1,200	1,200	
6760	Advertising / Promotions	6,000	6,000	1,250	
6710 + 6711	Printing - Marketing/Promo	0	0	0	
6720	Fundraising	0	0	0	
6735 6734	Postage - Subscriptions Mailing Services-	0	0	0	
6700	Mktg/Promo	0	^	^	
6733	Mail Services-Subscriptions	0	0	0	
6721	TeleMarketing	0	0	0	
6781	Major Donor Expense	5.000	0	4 000	* love or pumber based are actual
6780	Other Development Costs	5,000	4,000	4,000	* lower number based on actuals
lotal De	velopment Expenses	567,953	707,544	710,464	
Commun	nity Events Expenses				
6790	Community/Special Events	8,300	8,300	8,000	
6791	CraftFair/Sp'l Evnts	_	-		
07.51					