

2015-11-20 KPFT Development Cmte. Minutes

Draft agenda:

- I. Call to order; roll call
- II. Approve Agenda
- III. Approve minutes: 2015-09-08
- IV. Director's Report: Robin Lewis
- V. End of year fundraising efforts
- VI. New business
- VII. Set next meeting
- VIII. Adjourn

2015-11-20 KPFT Development Cmte. Minutes

- I. Meeting called to order at 12:08 CST; Present: Teresa Allen, Robin Lewis; Excused: Bill Crosier
- II. Agenda approved without objection.
- III. Minutes: 2015-09-08 approved without objection.
- IV. Director's Report: Robin Lewis

Monthly Development Report to General Manager – 11/10/15 (FY16 report)

Listener Support Revenue Goals:

- Membership count on 11/10/15 = 7,211 (4% of estimated listening audience of 155,000/week (December 2013 weekly cumulative Arbitron number)
- Renewal Rate = 43% in FY15; 12% in so far in FY16
- Average annual gift = \$197.09 in FY14; \$145.28 so far in FY16

LISTENER SUPPORT CURRENT \$\$\$ TOTALS for FY15 and FY16(as of 10/12/15): \$1,181,245 of income has been collected in-house in FY15, 104% of the listener-support revenue goal for FY15 of \$1,134,138. \$164,976 has been collected in so far in FY16, 13% of the FY16 yearly goal of \$1,252,445

Pledge Drives:

The Winter on-air drive was conducted from January 15 through January 31 and brought in \$212,130 in pledges, 76% of the monetary goal of \$280,000. The Winter drive currently has a fulfillment rate of 85%.

The Spring Fund Drive ran from April 24 thru May 14 and brought in \$268,344 in pledges, 84% of the monetary goal of \$320,000. The Spring drive currently has a fulfillment rate of 84%.

The Summer Sizzle ran from August 2 through August 9 and brought in \$118,438, 85% of the monetary goal of \$140,000. The Summer Sizzle currently has a fulfillment rate of 79%.

The Fall 2015 fund drive ran from from September 17 thru October 8, and raised \$255,861, 80% of the monetary goal of \$320,000. The Fall 2015 drive currently has a fulfillment rate of 75%.

A Quiet Campaign for the end of the year is being planned and has a monetary goal of \$150,000. The major difference is that on-air pitching will be via recorded pitches and strictly scheduled live pitches from the programmers, and urging donors to do so on line and in a special online crowdfunding campaign with unique premium offers.

Capital Campaign for New Transmitter:

Currently, \$94,373 has been raised towards antenna repairs and transmitter replacement, mainly from on-line donations, from pledges at the event with Amy Goodman in March 2012 and the Kemah Crawfish Festival in 2012, donations at the Ray Hill Roast in April 2015, and \$20,720 raised in an Indiegogo campaign.

Direct mail and Telemarketing:

- o FY16 renewal mail has brought in \$6,345 in revenue and 55 returning members.

Community Relations/Events:

- Electroluv Music Fest on November 7 at Last Concert Café netted \$ 2,300 for the station
- KPFT will bring Dr. Richard Wolff to Houston at HCC South Loop on Friday, November 13, in a fundraiser for the station
- Irish Aires will be holding a backyard party fundraiser for KPFT on Saturday, November 21
- Nightsounds will be holding a concert fundraiser for KPFT at Dan Electro's on Sunday, November 22
- KPFT will be a media sponsor of Day for Night, an art/music festival being held at Spring Street Studios

Web Presence:

- o The following statistics are for the period November 2015 and taken from a new source, Wordpress.
 1. 15,036 page views
 - KPFT's Facebook page has 14,877 likes, up 1% over the previous month's figure, and a total weekly reach of 16,181, down 37% compared to last month's report.
 - KPFT's Twitter account has 3,607 followers, up 1% over the previous month.

V. End of year fundraising efforts: Staff on board for "Un-Drive" starting soon through end of year, with specific logs for programmers to putch. Raffle tickets available @ Nov. 24, 2015 (drawing on Jan. 4, 2016); buy tickets on-line through Raffle River with links on the website; Board members may want to sell tickets- Dinner & Show to DN! T. Allen will ask LSB members if they anyone knows how to get tickets to Broadway Play. Different premiums include—"Programmer voice of your choice" on your voicemail; individual announcements repeatedly on one day for high dollar donation; unique T-Shirts; T. Allen suggests collaboration with Pacifica Archives; foodie card; podcast content from

various shows downloadable.

T. Allen will ask LSB if they can donate any “travel or entertainment-related” gifts for 2nd, 3rd, 4th... 10th prizes for the raffle (T. Allen will approach Houston Symphony for tickets, for example).

Ask LSB to “share” info. on KPFT “Un-Drive” on Facebook and social media.

VI. New business: none

VII. Next meeting: Dec. 17 at 5:30pm CST; 6:30pm EST meeting at the station. T. Allen will bring holiday refreshments.

VIII. Meeting adjourned at 12:47pm CST.

Respectfully submitted,

Teresa J. Allen

2015-11-21; approved 2015-12-17