

## **KBBF GM BOARD REPORT – November 19, 2016**

### • **FINLEY PROPERTY UPDATE AND ANTENNAE ISSUES**

- The site has experienced new dumping by the Finley Gate. There is a video captured by Richard showing the dumping but the license plate is not visible.
- I am in contact with the CCC to remove the tires uncovered by Scott's work.
- I have turned over all my documents to Alicia R for the Finley Binder and would like an update on that project.
- Alan and I have agreed that we need to spend some money on getting our antennae in top shape. The board needs to pay closer attention to this station's budget and set its priorities on where we should focus our spending.

### • **FUNDRAISING**

- I'm planning to raise funds through social media on "Giving Tuesday" this November. This is a social media, crowd funding campaign.
- The December on air fund drive is scheduled for Friday December 2<sup>nd</sup> to Sunday December 11, 2016. I need assistance in making this drive a success.
- I have enrolled the station in the NFCB sponsored "**Give Big to My Station**" end of year fundraising effort, it is set to happen the last two days of this year.
- Recall that KBBF needs to match the second 50K salary donation for the salary funds held at the Sonoma County Community Foundation. We have received the last \$17,000 from the first 50K donation
- KBBF needs a fundraising plan for the 2017 fiscal year. The Board and I need to engage in long term planning and fundraising at some point.
- The database project is continuing, it will be used for an e-mail blast and our annual giving letter. I have already sent out a test "newsletter" earlier in November.
- I still would like to see the board implement the Benevon model of fundraising, there is a 50 minute video that is on their website which I want the board to view. I want to discuss this.
- We need to raise money to hire staff and to supplement the volunteer work which is good but remains unreliable. Adding more paid staff is where we should be headed.

### • **BUDGETING AND FINANCES**

- The October P&L is attached to this report.

- Our savings account has a little over \$27,000 in it.
- The board needs to work with me in drafting a plan to raise \$ through donors, on air fund drives, letters, underwriting and memberships.
- The KBBF budget is incomplete and needs board attention.
- **UNDERWRITING**
  - SRJC has renewed their underwriting with us (yay!) and we are completing the workshops for the WF contract. I remain concerned about WF being our biggest underwriter.
  - I am actively looking for a new person to seek underwriting.
- **NEW KBBF WEBSITE**
  - Kaiya Kramer is our web designer. The new site's URL is KBBF.org !!!
  - I spent \$1,000 to purchase this new URL (they wanted \$1,488.00)
  - The website is due to be live in the first week of December.
  - We are now streaming our signal on our old web-site KBBF-FM.org
  - Alan is paying the monthly fee for the first year of streaming. Thank you Alan.
  - We are training our programmers on how to use Spinitron. It may take a while.
- **SOCIAL MEDIA**
  - I have consolidated all our social media platforms. Instagram, Facebook, Twitter are all under my purview. I plan to craft consistent messaging across social media.
  - Chris and I are getting ready for "Giving Tuesday", our on-air fund drive and the "Give Big to My Station" social media project that is happening at the very end of the this year. I am exploring ways to make more of an impact given the times we live in.
- **KBBF PROGRAMMING**
  - We are training new programmers!
  - We are rolling out a new program grid with the input of the programming committee. This will likely be a difficult process but we should have it all in place by early 2017. The KBBF tunnel is rainbow colored in the fall.

- **STAFFING /VOLUNTEERS**

- We continue to add volunteers all the time. The orientation, training, and supervising of all the volunteers takes a lot of time.
- We plan to have a volunteer/staff holiday celebration/appreciation on Tuesday, December 6<sup>th</sup> from 5:30 to 10pm.
- We have a lot of great people volunteering their time with us!
- Josue will be shifting his schedule to be present more in the evenings and the court volunteers and I will be covering the mornings.
- I am recruiting DJ Jose Ruiz (KPFA & KPOO) to help shore up our musical offerings. He may become KBBF's volunteer music director. He attended the last programmer meeting.

- **KBBF NEWS SHOW**

- After producing a well received 4 part series on the election, the news department is going through a transition. We need more volunteers (board members?) to work on this project.
- Edgar and David Ransome are no longer involved. I am producing it with Karen Nyhus.

- **ARCHIVE COMMITTEE**

- The digitizing project continues. Programmer Ruben Salazar is digitizing files every Tuesday and Thursday, we have other volunteers working on the project.
- KBBF rented a small storage shed (\$59.00 per month) to store the reel to reel tapes that we are digitizing. It would be better if the tapes were stored somewhere that was not charging us a monthly fee.
- We are prioritizing Spanish programming and I am seeking a volunteer producer to get some of this stuff on the air sooner rather than later...