

**MONTHLY REPORT TO THE BOARD OF THE DIRECTORS
EDGAR AVILA
KBBF DIRECTOR OF PROGRAMMING**

On-Air Fundraising Drive

Our upcoming on-air fund drive will take place from October 13th to October 22nd. Programmers will attend the planning meeting on September 26th to prepare. The drive will be based on a series of questions that the programmer must answer in their ask to their listeners, for example, “Why is KBBF important and unique to the community?” The programmers will not necessarily present the questions themselves but use them as a guide to make their pitch.

The drive will focus on recruiting “recurring” donors, that is, donors who will have a donation automatically deducted from their bank account every month. We will do this via PayPal which includes this feature. We will encourage our listeners to use the website to donate small recurring amounts, effectively lowering our monthly overhead with every donation. We will not be encouraging pledges, memberships, or one time donations, though we will accept them if they come up.

Programmers will not be taking any donations or donor information. All information will come via our PayPal account or via our everyday office hours, office phone number, etc. Listeners will be welcomed to call in to let us know they became recurring donors, or just to encourage us in our drive.

A new database will be created and managed throughout the campaign that keeps track of the new donor category (“recurring donors”). This database will be implemented into our regular membership database if the donors also become members, which will be triggered if they donate more than \$40.

If a recurring donation eventually adds up to \$40, the donor will be made a member.

Thank you notes and receipts will be mailed to donors.

The donation button on our website still points to the wrong link. We have not been able to receive PayPal donations since the launch of the new website. The donate button links to the PayPal homepage instead of the page where you can donate. This needs to be fixed before the programmer meeting on the 26th so that we can demo the process.

New Programmers and Programming Department Overhaul

After the fund drive, we will begin presenting the overhaul plan to the programmers, training new technicians, and taking meetings with prospective new program producers. Right now we are in the process of getting the overhaul plan translated.

Interviews With Palestinian Activists

Pablo Rivera conducted two 2-hour live interviews with Palestinian activists about their struggle against occupation by Israel. Both interviews are interpreted into both languages. We are repeating the interviews several times. Pablo plans on conducting more special interviews of this type in the future.

Coordinating With Sheriff's Department

A programmer who was interested in interviewing interim Sheriff Rob Giordano has decided to cancel the interview after the Sheriff insisted that he be allowed to bring his sidearm to the studio, and said he would refuse to answer any questions regarding the Andy Lopez case. When the programmer gave us the heads up that they were interested in interviewing the Sheriff, we put them in contact with Alicia Roman, who had been authorized to liaison between the KBBF and the Sheriff's office, and they coordinated together with Misti Harris, representative for the Sheriff.