

# **Urgent: Save Pacifica and Receive Money for Your Station in the Process!**

The Bad News—as you may have learned just recently—is that the California Attorney General’s office has just threatened to revoke Pacifica’s of non-profit status if the 2015 audits are not presented immediately.

The Good News is that if we complete the 2015 audits (to save our non-profit status) and complete the 2016 audits both by March 30, 2017, and meet some other requirements, we are eligible to receive \$800,000 in Corporation for Public Broadcasting money.

It’s no pipe dream. The CPB has traditionally given Pacifica a substantial amount of money annually. However, because of incomplete audits in recent years, we’ve missed out on all that free money.



What could Pacifica and your station do with its share of the extra money? Build a new studio, buy new equipment, pay overdue bills, ship outstanding premiums?

We are still within the window to receive that money for this year!

We have until June 30, 2017 to claim that money, but only if an application for extension is filed before Feb 28, 2017. With Trump, this may be the last opportunity we have to receive such funds.

*Yes, \$800,000 is a lot of money. It can be ours if we plan together intelligently and move quickly.*

## What do we need to do?

It’s not brain surgery. The audits must be done immediately, otherwise Pacifica’s non-profit status is threatened. The CPB money is dependent among other things, on *having all our audits done*. That means Pacifica must have its 2014, 2015, and 2016 audits all complete by June 30, 2017.

The 2014 audit is almost paid for; based on past audit costs, it would cost about \$160,000 to pay the audit firm to complete a combined 2015/2016 audit.

So an outlay of \$160,000—which must be done anyway— will result in \$800,000 of income. That’s a 500% return on investment. In one year.



## How do we accomplish that?

*A one-time five-station on-air network-wide fundraiser, specifically to pay for the audits.*

Such a plan has already gotten traction. The WBAI LSB has already passed a motion approving such a fundraiser. There has been cross-factional support on the West Coast as well. But we need a groundswell of listener and staff support to mobilize the station managers and interim Executive Director to act.



There are a number of ways that a five-station network-wide audit fundraiser could be organized. Below are suggestions of some different options that might make sense:

**Option 1. In this option, say, for a five-day fundraiser, each station takes the responsibility to do the programming for one day. The content of each day's broadcast could be a "Best of" archive, that is, the greatest individual shows and specials the station has ever run over its history. Or, instead, the station could produce a kind of Demo Reel of the best current programs that run on the station during the week.**



**Option 2. In this option, the feed runs from one station, and each day, each station contributes one-fifth of the programming, so that every day there is a mix from each station. Again, content may be similar to what was mentioned in Option 1. Hours would be rotated among the stations from day to day.**

**Option 3. In this option, the feed can come from one station, but the content is all National programming material throughout the fundraiser. The idea here is that the shows would be shows that are familiar to all listeners, and of a certain high standard.**

*Each of these options—and there are many other possible options-- has pros and cons, but let's not let any relatively minor issues hold us back.*

## The Numbers

If each station can raise an average of \$8000 a day, a very do-able goal, then in four days we would have \$160,000. For a three-day fundraiser, that amount goes up to \$11,000 a day from each station, still very do-able.



The premiums could very well be zero or very low cost. The Pacifica Archives offers their flash drive of programs and does very well. It should be relatively easy for each station to put something together using Audioport. Or, a network-wide premium could be offered—say, a flash drive or DVD that contains the best from each station. It could be intriguing for listeners in one part of the Pacifica listening area to hear broadcasts that they normally would not hear from other localities.

It is important that listeners understand that the money they contribute can be *only used by Pacifica to fund the audits and nothing else*. That is an important factor in warding off donor fatigue. Of course, no station's regular fundraising will be interrupted.

***This is a novel, important, and historic effort for Pacifica. If it is sold on-air as evidence that Pacifica is moving ahead together, working together, pulling together, we will have every reason to expect it to be successful. Let's make this happen!***

***Please ask your station manager and interim Executive Director to act to expedite this!***