

KFAI 90.3FM



2024

ANNUAL MEMBERSHIP MEETING

noncommercial community-powered radio since 1978

# KFAI 90.3FM



## MISSION

KFAI is a volunteer-based community radio station that exists to broadcast information, arts, and entertainment programming for an audience of diverse racial, social, and economic backgrounds. By providing a voice for people ignored or misrepresented by mainstream media, KFAI increases understanding between peoples and communities while fostering the values of democracy and social justice.

## ABOUT

Founded in 1978, KFAI is a registered 501(c)(3) noncommercial educational (NCE) media organization whose financial support comes from the Corporation for Public Broadcasting (CPB), local, state, and federal grants, underwriting and sponsorship, and through the generosity and good-will of listeners and members.

## CONTACT

Location	1808 Riverside Avenue #300 Minneapolis, MN 55454	Live Studio	(612) 341-0980 [host's choice]
		Pledge Line	(612) 375-9030 [monitored during drives]
		Office Line	(612) 341-3144 [Monday-Friday, 9-5 pm]
		Pitch In	volunteer@kfai.org
		Say Hi	hello@kfai.org
Website	www.kfai.org	Online	@kfaiFMradio #kfaiFMradio

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## PROGRAMMING OVERVIEW

KFAI's community-powered 24/7/365 broadcast is known for its eclectic entertainment and public affairs programming that features 89 programs in ten languages, with 84 programs produced in-house.

People of color, the LGBTQIA+ community, and many intersectional identities lead more than 50% of the programs on the broadcast schedule, making KFAI one of the most culturally, generationally, and socio-economically diverse broadcast media outlets in the State.

KFAI's immediate neighborhood is home to the largest Somali community in the United States and Minnesota's most culturally diverse neighborhood: Cedar-Riverside/West Bank. Beyond the broadcast, KFAI supports community building through developing, hosting, presenting, and sponsoring arts, entertainment, and cultural events across the Twin Cities.

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## PROGRAMMING INSIGHTS

Languages spoken on-air at KFAI include Amharic, English, Farsi, Filipino, French, Oromo, Spanish, Somali, Tigrinya, and Vietnamese. East African immigrant communities are represented by Somali Link Radio, Eritrean Community Radio, SNIT: Eritreans in Minnesota, Voices of Ethiopia, Voice of Oromiyaa, and Malistar. Other weekly programming directed by and to underserved immigrant cultures includes AVAZ, Vietnam MN Radio, and Filipino-American News.

KFAI is home to Fresh Fruit, the longest-running LGBTQIA+ radio program in the Nation.

News, community, and public affairs programs include Beats Rhymes and Democracy, Health Notes with Kinshasha Kambui, No Name in the Street with DA Bullock, The Conversation with Al McFarlane, Write On Radio, Views from the Ground, Northern Sun News, Disability and Progress, and others.

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## STAFF & INDEPENDENT CONTRACTORS

### STAFF & CONTRACTORS

KFAI employs three full-time staff members and one part-time staff member: General Manager and Executive Director Nora Doherty, Program Director Miguel Vargas, Business Operations Manager Debbie Gonsiorski, and Volunteer Coordinator Ellie Zimmerman.

KFAI also supports a small group of independent contractors. Today, we have Legacy Grant Manager Julie Censullo, Broadcast Engineer David Klann (Broadcast Tool and Die), Broadcast Engineer Dan Zimmerman (Diverse Communications), and Capacity-Building Consultant DA Bullock (Bully Creative).

### CULTURE

From the leadership level to the casual volunteer, we're committed to achieving community wellness through accessibility, dependability, mutuality, and collective action:

- **Accessibility:** sharing knowledge and maintaining safe spaces for healthy participation.
- **Dependability:** building trust by holding ourselves and each other accountable.
- **Mutuality:** sharing responsibilities, resources, and opportunities.
- **Collective Wellbeing:** holding safe and collaborative spaces to bridge gaps in understanding and work to create common ground.

### LEADERSHIP VISION

- **Capacity-Building:** developing and strengthening the skills, instincts, abilities, processes, and resources we need to survive, adapt, and thrive in an ever-changing world.
- **Community Strength:** emphasizing difference as a community value.
- **Community Enrichment:** fostering confidence and trust.

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## STAFFING INSIGHTS

On January 3, we welcomed Ellie Zimmerman to the staff as our new (part-time) Volunteer Coordinator. Ellie has been an excellent addition to the team and instrumental in growing and nurturing our off-air volunteer community.

On May 5, Mason Butler left his staff role to explore other opportunities.

Since becoming Chief Operator, I have dedicated my time to developing stable, well-informed processes. This intentionality has improved performance, reduced confusion, and increased the number of quality investments to benefit our technical infrastructure. All of this is possible through the support of our contract engineers, whose guidance has instilled confidence to assess our needs and adapt to changing conditions.

This year, Debbie Gonsioroski celebrated a title change in her eleventh year with the organization. In August, Debbie went from Membership and Business Manager to Business Operations Manager, which included a pay raise commensurate with her added duties.

### ON THE HORIZON

We continue searching for our next Development Manager, who will work closely with me and the Board of Directors. The role is divided into the following: (30%) Major Gifts and Planned Giving, (25%) Underwriting, (25%) Grants, (10%) Membership, and (10%) New Opportunities.

In the new year, we aim to increase support for the Program Director by launching a Program Department-specific internship, fellowship, or continuing education opportunity.

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## VOLUNTEER ACTIVITY

14,942 volunteer hours were logged by 233 volunteers.

- Our volunteer program hosts are the backbone of 90.3FM/HD1 and FA2/HD2!
- We've held 9 new volunteer orientations and 3 volunteer social events.
- We trained 39 new volunteers and placed them in their areas of interest.
- 11 volunteers are newly board-certified.
- 6 main areas of emphasis, including 3 new and reignited initiatives: Aircheck (re-launching in 2025), Archives, Cart Crew, Front Desk, Music Library, and Website.

## 2024 VOLUNTEER DEPARTMENT INSIGHTS

### LESSONS LEARNED

- We are slowly climbing out of the volunteer deficit left by the COVID-19 pandemic, but interest in volunteering is high; people inquire almost daily.
- We started the year with only 3 non-broadcast volunteer areas. As a result, we ran into some overloading issues—a broader array of volunteer areas helped to avoid that problem and appeal to more interests and skills.
- Volunteer retention is our biggest challenge. Changing work schedules and lack of consequence for missing shifts are likely drivers of this pattern

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## MEMBERSHIP ACTIVITY

Individual Contributions: **\$312,635.10**

Membership Support: **\$205,635.10**

- 159 New Members
- 144 Returning Lapsed Members

Planned Giving: **\$107,000.00**

### Membership Drive Insights

- Spring Drive: **\$51,575.29** raised by 559 people
- Fall Drive: **\$55,69.91** raised by 680 people
- Give to the Max Day: **\$9,445** raised by 110 people

### Social Media Fundraising Insights

- 57 New Facebook Members contributed **\$1,999.70**
- 34 Lapsed Returning Facebook Members contributed **\$1,193.59**
- Give to the Max Day: **\$9,445** raised by 110 people
- 109 Renewing Facebook Members Contributed **\$5,111.80**

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## 2024 MEMBERSHIP INSIGHTS

GRANT REVENUE: **\$456,161.13**

UNDERWRITING REVENUE: **\$110,063.87**

OTHER REVENUE: **\$115,691.21**

- VEHICLE DONATIONS: **\$10,043.64** (25 INDIVIDUALS)
- WEBSTORE: **\$1,817.00**

### 2024 NEW INITIATIVES

- MEMBER CHALLENGE FUND: TICKETED EVENTS WHOSE EARNINGS PROVIDE MATCHING GRANTS DURING MEMBERSHIP DRIVES.

### 2025 UPCOMING INITIATIVES

- IN 2025, KFAI WILL JOIN A SMALL COHORT OF COMMUNITY RADIO, PUBLIC RADIO, AND PUBLIC TV STATIONS SELECTED TO PARTICIPATE IN THE POYNTER INSTITUTE'S DIGITAL TRANSFORMATION PROGRAM, SUPPORTED BY THE CORPORATION FOR PUBLIC BROADCASTING. THE PROGRAM WILL FOCUS ON BUILDING AND SUSTAINING DIGITAL REVENUE STREAMS.



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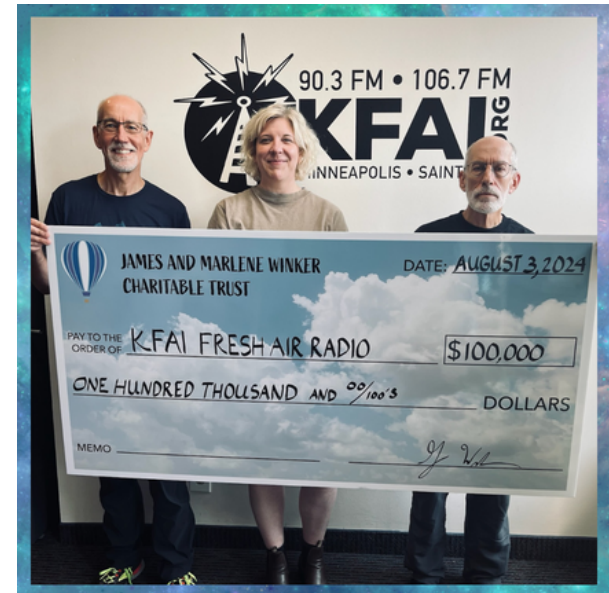
# 2024 MAJOR GIFT!

## THE WINKER FAMILY TRUST

KFAI received a \$100,000 donation made on behalf of the James and Marlene Winker Charitable Trust for general operating expenses.

THANK YOU SO MUCH, MR. AND MRS. WINKER, TED, GREG, DAVE, JENNY, AND THE REST OF THE WINKER FAMILY!!

# THANK YOU!



DAVE WINKER AND GREG WINKER WITH GM NORA DOHERTY/2024

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## 2024 PROGRAM DEPARTMENT INSIGHTS

### SNAPSHOT

- In addition to the Wave Project's weekly efforts to produce content with first-time broadcast participants and content creators outside of the KFAI community, our special 24-hour programming observances featured more than forty (40) new programming contributions from the Twin Cities community (new-to-KFAI, non-volunteers/members).
- KFAI sponsored/co-sponsored over 240 events at partner venues across the Twin Cities in 2024.
- KFAI conducted (7) eight remote [on location] broadcasts.

### NEW PROGRAMS - 90.3FM/HD1 & FA2/HD2

- October: AVAZ with Atefa Tasavoli on Sundays from 11 to noon on 90.3FM — Minnesota's first Afghan radio program.
- June: The Broadway Project with Liz Olds on FA2/HD2 features a comprehensive dive into musical theater's Broadway.

### PROGRAM DEPARTURES - 90.3FM/HD1

- October: Soul Audible Detox with VP and the Prez (WFNU-LP) on Sundays from 11 to noon. We said farewell after a years-long KFAI residency, making way for AVAZ on Sunday morning.

### "KFAI PRESENTS..." MEDIA SPONSORSHIPS

- KFAI sponsored and co-sponsored over 240 events in 2024. Highlighting our dedicated partner-venues: The Cedar Cultural Center, The Dakota Jazz Club, First Avenue, The Hook & Ladder, and more!

BIG THANKS TO THE CART CREW AND BILL HANSEN (ROAR) FOR THEIR CRITICAL ROLES IN PRODUCING THE SPONSORSHIP CARTS. THANK YOU TO THE PROGRAM HOSTS FOR STAYING UP ON LOCAL EVENTS AND HONORING THE ARTISTS AND VENUES ON THEIR PROGRAMS. THANK YOU TO ALL OF THE VOLUNTEERS AND TICKET WINNERS WHO WENT TO THE SHOWS!

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## 2024 PROGRAM DEPARTMENT INSIGHTS

### REMOTE BROADCASTS

- January 26 - DRONE NOT DRONES at The Cedar Cultural Center
- April 24 - Radio Pocho - Live From Palmer's Bar
- June 25 - Write On Radio - Live From Grey Duck Tavern, St. Paul
- July 14 - Bonjour MN - Bastille Day Celebration
- August 28 & 29 - Live at the Minnesota State Fair
- September 8 - African Rhythms - Imagine Cedarfest
- November 21 - Funkraiser - Dual Citizen Brewery

### Special Programming - 90.3FM/HDI

- Drone Not Drones: 24-Hour Special Broadcast Event in Support of Doctors without Borders
- Celebrating Black History Month - Saturday, February 3, coordinated by Kenna Cottman
- Celebrating International Women's Day - Friday, March 8, coordinated by Quinn Villagomez & Nora Doherty
- Metal Meltdown VI - Thursday, May 23, coordinated by Elena Erfoeva & Bill Hansen
- Celebrating Pride - Thursday, June 27, coordinated by Quinn Villagomez with Rox Anderson, Jason Bucklin, and Raquelle Lenoir
- Celebrating Ethiopian New Year - Sunday, September 15, curated by Atnafu Yeshidagne & Sewit Woldegiorgis
- Celebrating Latine Culture - Tuesday, October 1, coordinated by Lariza Estrada & Miguel Vargas
- Turtle Island: Voices Rising - Monday, November 11, coordinated by the community
- The Funkraiser (Give to the Max Day) - Thursday, November 21, coordinated by the community

### Special Programming - FA2/HD2

- Twin Cities New Wave Day - Monday, March 4, coordinated by CRZ (Christopher Robin Zimmerman)
- Disco Never Died Day - Friday, July 12, coordinated by TJ Larson
- 24 Hours of Frenchness - Sunday, August 25, coordinated by Freddy Posine

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## 2024 ENGINEERING INSIGHTS

### Broadcast & Network

Continued support from the Corporation for Public Broadcasting and increased support from the State of Minnesota through the Ampers General Fund (Community Service and Equipment Grant) have allowed us to replace aging production equipment and critical broadcast and network infrastructure.

OUR SYSTEMS HAVE STABILIZED THROUGH CONSISTENT, RESPONSIVE, AND STRATEGIC DECISION-MAKING WHEN UPGRADING AND UPDATING EQUIPMENT AND PROGRAMS.

As I mentioned, I have dedicated considerable time to developing stable, well-informed processes. This intentionality has improved performance and increased stability across departments, staff, contractors, and vendors.

All of this is possible with the support of our contract engineers, whose guidance has instilled confidence in my ability to assess our needs and adapt to changing conditions. In addition to their support, I've pressed our vendors for the support outlined in our contract agreements, and the clarity and collaboration have made a tremendous difference in our ability to keep systems operating smoothly.

### NOTABLE IMPROVEMENTS

- We replaced the archive.kfai.org DNS server: the capture of archival content has stabilized and the audio quality [of the live stream and the archived files] continues to be flawless.
- We uninstalled out-of-service equipment at the IDS.
- Improved equipment configurations in the engineering bay... a work in progress.

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## 2024 MINNECULTURE INSIGHTS

MinneCulture is KFAI's award-winning audio storytelling program. We produce audio documentaries exploring Minnesota's art, culture, and history — stories about musical sensations, small town heroes, cultural icons, local lore, and everything in between.

MinneCulture is produced by audio producers from around Minnesota and is edited and executive produced by Julie Censullo.

Our work is available on SoundCloud, PRX, and on KFAI on MinneCulture Presents on Mondays at 1pm. KFAI's MinneCulture is also available wherever you get your podcasts.

MinneCulture (Minnesota Legacy Funding)

What we published in FY24:

- 10,000 Fresh Voices (4-6 min) - Thirty (30) stories for distribution via all major podcast platforms, plus KFAI.org, SoundCloud, PRX, and social media. Four stories by new producers.
- MinneCulture Podcast (12-20 min) - 8 episodes for distribution via all major podcast platforms, plus broadcast, KFAI.org, SoundCloud, PRX, and social media.
- MinneCulture In-Depth (30-60 min) - 3 segments featuring scarcely told Minnesota moments.
- Live from Minnesota - 1 presentation was captured (video and audio) for broadcast and web audiences.

Social media metrics:

- The MinneCulture Facebook posts reached 139,700 people in 2024
- The MinneCulture Instagram posts reached 38,200 in 2024
- Our median post engagement (likes, comments, shares) is 900 in 2024

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## COMMUNITY ADVISORY BOARD

\*As required by the Corporation for Public Broadcasting

The CAB operates as an advisory body independent of the Board of Directors and may have other responsibilities delegated to it by the station or its governing body. It does not exercise control over the station’s management or daily operation. The CAB’s insights help KFAI elevate our methods of community responsiveness and build new pathways to meet the educational and informational needs of the people we serve.

KFAI's unique programming demonstrates the power of community media by creating positive, equitable change in the media landscape and beyond. CAB participants will help map KFAI's strategic and financial goals to meet our mission at all levels of the organization, from governance to ground-level community engagement, and see to it that we're honoring our commitment to amplifying the voices, music, stories, and perspectives of our community's most marginalized such as identities within the imperial/colonial and trade diasporas and the LGBTQIA and Two-Spirit communities.

What makes KFAI unique is how we execute the balance between entertainment and public affairs programming and generate community in the space between soft and loud, exploration and decisiveness, celebration and reflection, loyalty and responsibility, reflection and action, and so on, with increasing limitless value.

KFAI has been doing some deep work the last few years to recenter our mission, vision, and values with diversity, equity, inclusion, and access at the center to increase the effectiveness of our cultural, environmental, health, and economic justice work and bridge cross-cultural and multigenerational divides. As a part of this process, we've hired DA Bullock to assist us in our commitment to the mission and build capacity for the work ahead.

\*[CPB] Grantees, other than those owned by a state, a political or special purpose subdivision of a state, or public agency, must have a CAB2 (47 U.S.C. § 396(k)(8)).  
1. Grantee must undertake good faith efforts to ensure that its: a. CAB meets at regular intervals; b. CAB members regularly attend its meetings; and c. CAB reasonably represents the diverse needs and interests of the communities served by the station.  
2. The CAB’s responsibilities include the: a. right to review the station’s programming goals; b. right to review the service provided by the station; c. right to review significant policy decisions rendered by the station; and d. obligation to advise the station’s governing body on whether the station’s programming and other significant policies are meeting the specialized educational and cultural needs of the communities served by the station, and to make recommendations that the CAB deems appropriate to meet such needs.

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## COMMUNITY CORE BUILDING

At the February Board Meeting (Monday, February 26, 2024), I announced that my work with DA Bullock started this month and provided a sketch of our initial conversation:  Interest in growing support, promotion, and development of alternative, representative, participatory, and collaborative media/journalism practices within the KFAI organization.  Consult about evolving the operational definition of community media.  Asses the integration between the board, staff, and community advisory board.  Audit policies and procedures.  Audit strategic planning process.

### 1. WORK AND VOLUNTEER CULTURE

- Overview of past & present challenges as a multicultural and multigenerational organization.
- Establishing Community Agreements through the lens of the following values:
  - Spiritual Wellness: expanding our sense of purpose
  - Emotional Wellness: adapting to maintain effectiveness through challenges.
  - Physical Wellness: maintaining a healthy quality of life.
  - Social Wellness: sustaining healthy, supportive, and nurturing relationships.

### 2. POLICIES AND PROCEDURES

- Review the strategic planning goals, vision, and organization by-laws.

### 3. AREAS OF HEALING AND GROWTH

- Review and reimagine volunteer culture and responsibility.
- Establish accountability structure and organizing principles that align with KFAI's mission, goals, and administrative/leadership capacity.
- Co-creating community agreements.
- Design a framework for mediation and conflict resolution.

### 4. BUILDING CAPACITY

- Sustaining the ecosystem.

From the leadership level to the casual volunteer, community wellness is achievable through accountability and includes the following values:

- Accessibility: sharing knowledge and maintaining safe spaces for healthy participation.
- Dependability: building trust by holding ourselves and each other accountable.
- Mutuality: sharing responsibilities, resources, and opportunities.
- Collective Wellbeing: holding safe and collaborative spaces to bridge gaps in understanding and work to create common ground.

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- Anoka-Ramsey Community College
- Bell Museum
- Bremer Bank
- CBT Minneapolis/Saint Paul
- Cedar Cultural Center
- Children's Theatre Company
- City of Saint Paul
- First Avenue & 7th Street Entry
- Hennepin County  
Health & Human Services  
Human Resources  
Elections  
Environment & Energy  
Library: Vinyl Voices  
Pathways
- Hennepin Healthcare
- Hook & Ladder Theater
- Juxtaposition Arts
- Live Nation Entertainment
- Metro County
- Minneapolis College

- Minnesota State Parks & Trails
- Nobool Presents
- NorthPoint Health & Wellness
- The Ordway
- Prodeo Academy
- Rainbow Health
- Ramsey County  
Community & Economic Development  
Elections  
Library  
Parks & Recreation  
Social Services  
Workforce Solutions
- Saint Paul Public Library
- Science Museum of  
Minnesota
- Seward Community Co-op  
Franklin
- Seward Neighborhood Group

- State of Minnesota  
Department of Education  
Department of Health  
Department of Human Rights  
Department of Human Services  
Department of Labor and Industry  
Department of Public Safety  
Department of Transportation
- Target Center
- Trellis/Minnesota Board on Aging
- The University of Minnesota  
Masonic Cancer Center

## 2024 UNDERWRITERS & SPONSORS

MEMBERS MAKE WHAT WE DO POSSIBLE  
AND UNDERWRITERS HELP SUSTAIN IT.

(YOUR LOGO HERE)

FIND OUT MORE AND GET STARTED: SALES@KFAI.ORG

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- Afghan Cultural Society
- Aliveness Project
- Ampers
- American Indian Family Center
- Asian Media Access
- Augsburg University
- Barely Brothers Records
- Black Nurses Rock Foundation
- Brian Coyle Neighborhood Center
- Cedar Cultural Center
- Cedar Riverside Community Council
- Center for Economic Inclusion
- Children's Minnesota
- Dual Citizen Brewing
- Dusty's Bar & Grill
- Drone Not Drones
- The Electric Fetus
- Hmong Public Health Association (HPHA)
- Insight Brewing
- Hook and Ladder Theater
- KRSM-LP
- Mill City Sound
- Minneapolis Central Library
- Minneapolis Public Schools
- MN Historical Society
- MN Indian Women's Resource Center
- MN Record Show
- Minnesota Transgender Health Coalition
- National Federation of Community Broadcasters (NFCB)
- Native Roots Radio
- Our Streets
- Parkway Theater
- Phyllis Wheatley Community Center
- Quatrefoil Library
- Ramsey County Landmark Center
- Rare Productions
- Seward Community Co-op (Franklin)
- Tamu Grill & Catering
- Twin Cities Medical Society
- Twin Cities Skaters
- West Bank Business Association
- WFNU-LP
- The Wienery
- Youthprise

## COMMUNITY PARTNERS & GIFT GIVERS

### 2024 Grantors

- Amherst H. Wilder Foundation
- Corporation for Public Broadcasting
- Minnesota Arts & Cultural Heritage Fund
- Minneapolis Foundation
- Minnesota Department of Health
- Saint Paul Minnesota Foundation
- State of Minnesota

### 2024 Planned Giving

- James & Marlene Winker Charitable Trust



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<b>A</b>	<b>THO</b>	<b>GRACIAS</b>	<b>MERCI</b>
<b>MAHADSANID</b>	<b>MIIGWETCH</b>		
<b>ĀMESEGINALEHU</b>	<b>SALAMAT SA INYO</b>		
<b>ASANTE</b>	<b>THANK YOU!</b>		
<b>BLAGODARYA TI</b>	<b>Ua tsaug</b>		
<b>CẢM ƠN</b>	<i>Danke</i>	<b>Tack snälla ni</b>	
	<i>schön</i>		
<b>GALATOOMAA</b>	<b>YEGENIYELEY</b>		

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