



Meeting the Moment

With David Fischer and Sarah McAtee

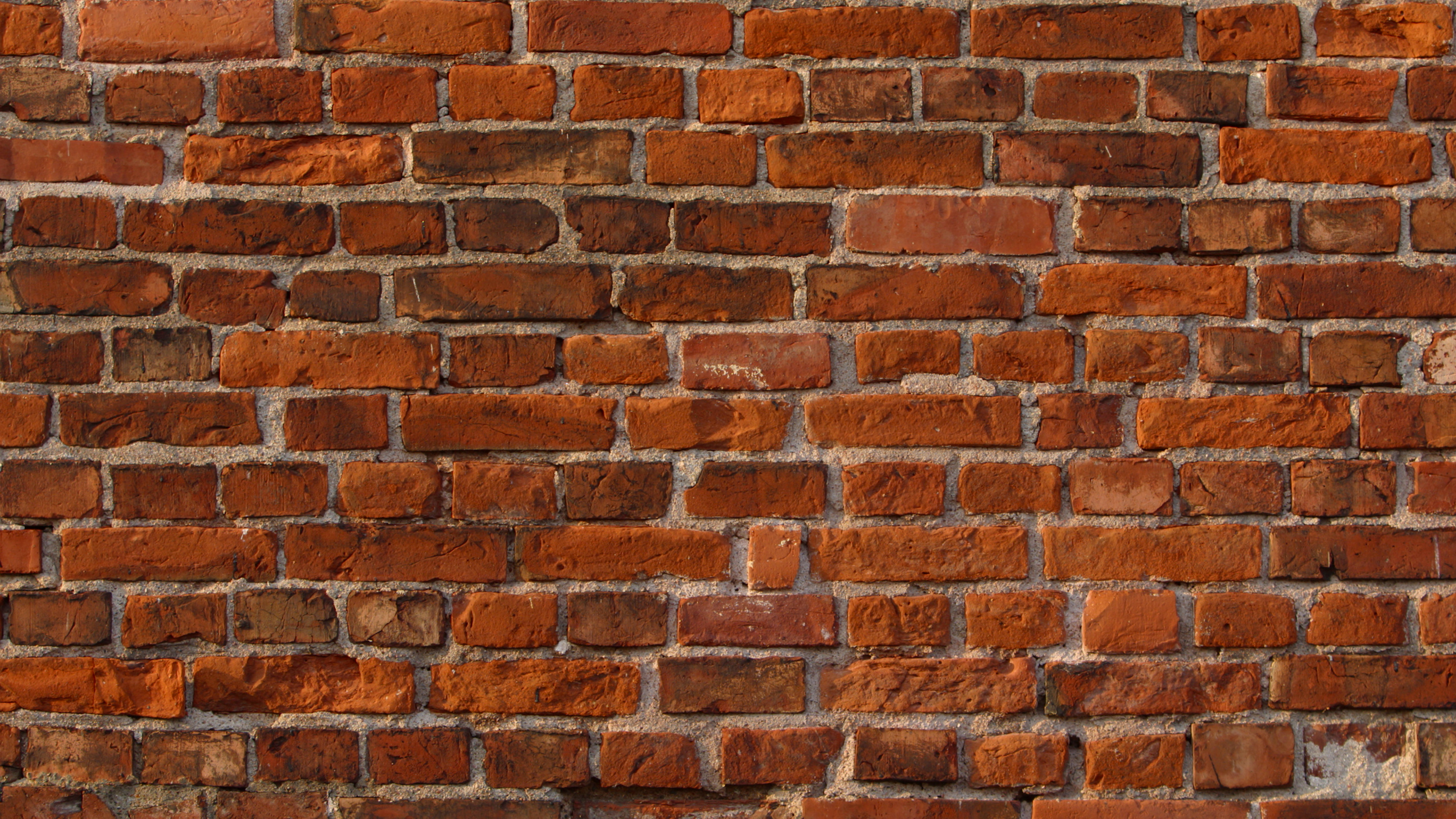


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LONG PLAINS

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Hearing

Hearing Date: March 26, 2025 10:00 am | HVC-210

Anti-American Airwaves: Holding the heads of NPR and PBS Accountable

Subject Anti-American Airwaves: Holding the heads of NPR and PBS Accountable

Date March 26, 2025

Time 10:00 am

Place HVC-210

Delivering on Government Efficiency



Anti-American Airwaves: Holding the heads of NP...



Watch later



Share

SUBCOMMITTEE HEARING

**Anti-American Airwaves: Holding the
Heads of NPR and PBS Accountable**

Wednesday, March 26, 2025 | 10:00 a.m. ET

Watch on YouTube



A Case Study in Crisis Response and Fundraising

What was at stake

- \$600K+ Annual CPB Revenue (About 7% of total budget)
- Estimated \$200K Additional Annual Costs (Services CPB previously covered)

The timeline

- March — Continuing Resolution that funds public media
- March — DOGE Anti-American Airwaves Hearing
- May — Trump Executive Order
- June — Trump sends a “Rescission Request” asking Congress to remove public media funding
- July — Rescission Request Approved

We started planning early

Early Mapping: Created advocacy and fundraising plans before crisis hit

“An urgency dial”

Protect My Public Media Day. March 5 & 6

Urgency level: 6 out of 10

Message: Asking listeners to stand up for KNKX via Protect My Public Media Day

On March 5, we will send a letter to listeners (signed by Sarah) about Protect My Public Media Day. We will also include it at the top of the March 6 programming email.

During NPR Hearings or Budget Fights (Later in March?)

Urgency level: 8 out of 10

Message: We are using more alarm in how we talk about what’s happening. “Future of public media” and such in our communications.

Funding is clearly imperiled and close to passing. (March? April?)

Urgency level: 9 out of 10

Message: We Need Your Help. Today.

We’ve lost federal funding

Urgency level: 10 out of 10

Message: Massive fundraising appeal.



Graphics, scripts & messages ready to go

88.5^{FM}
knkx

The future of public radio depends on you.



Protect the
future of
knkx

[Donate Now](#)



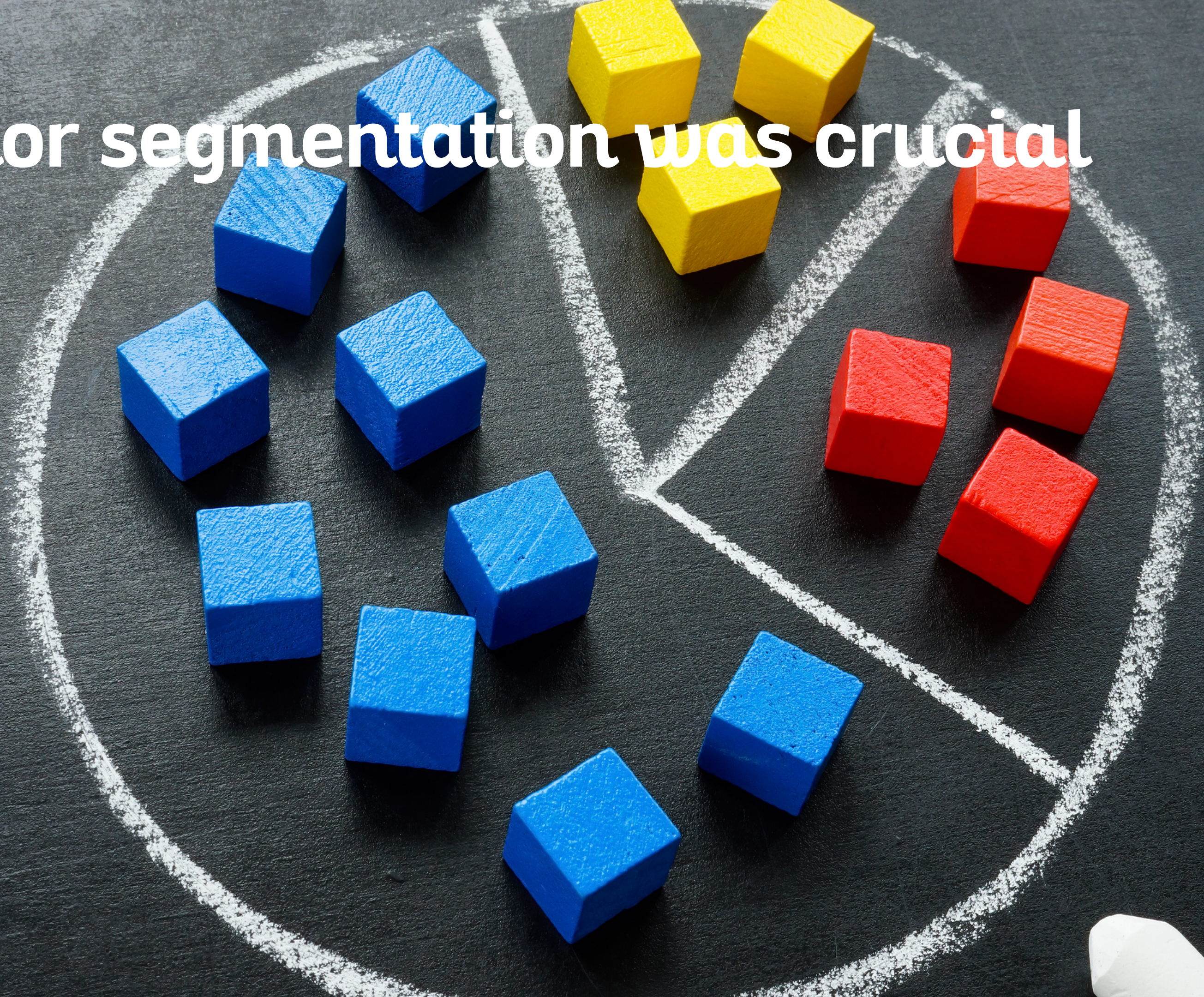
Protect the
future of
knkx

[Support KKKX](#)

Nimble Response:

- We had to be ready to pivot when things changed
- We had a rough idea of the timeline, but we were often reacting to news and events as they happened
- Our pre-work was a template for how to respond

Donor segmentation was crucial



Leveraged new and existing opportunities

- GiveBig
- Protect My Public Media Day
- Spring Fund Drive
- Fiscal Year End (May 31)
- Because we were prepared, we could leverage things we'd never tried before



“Emergency Mode”

- We had an “emergency” fund drive ready to go
- Emails were pre-written for four different scenarios
- On-air messaging was pre-recorded
- Website ready to go

Replacing the funds responsibly

- Goal: To replace the funds with something sustainable, not just a short-term emergency drive.
- We set a goal: 5,000 new sustainers (monthly donors)
- A huge leap for us...

Progress so far!

- 2,000+ new sustainers so far
- 1,600+ new donors
- 500+ existing sustainers increased their donation
- Ready for the fall drive. Our goal is 1,500 new sustainers in five days.



Thinking past the emergency

- Emergency response: Replace lost CPB funding and maintain current operations
- Vision for growth: New funding models and a reimagined community service

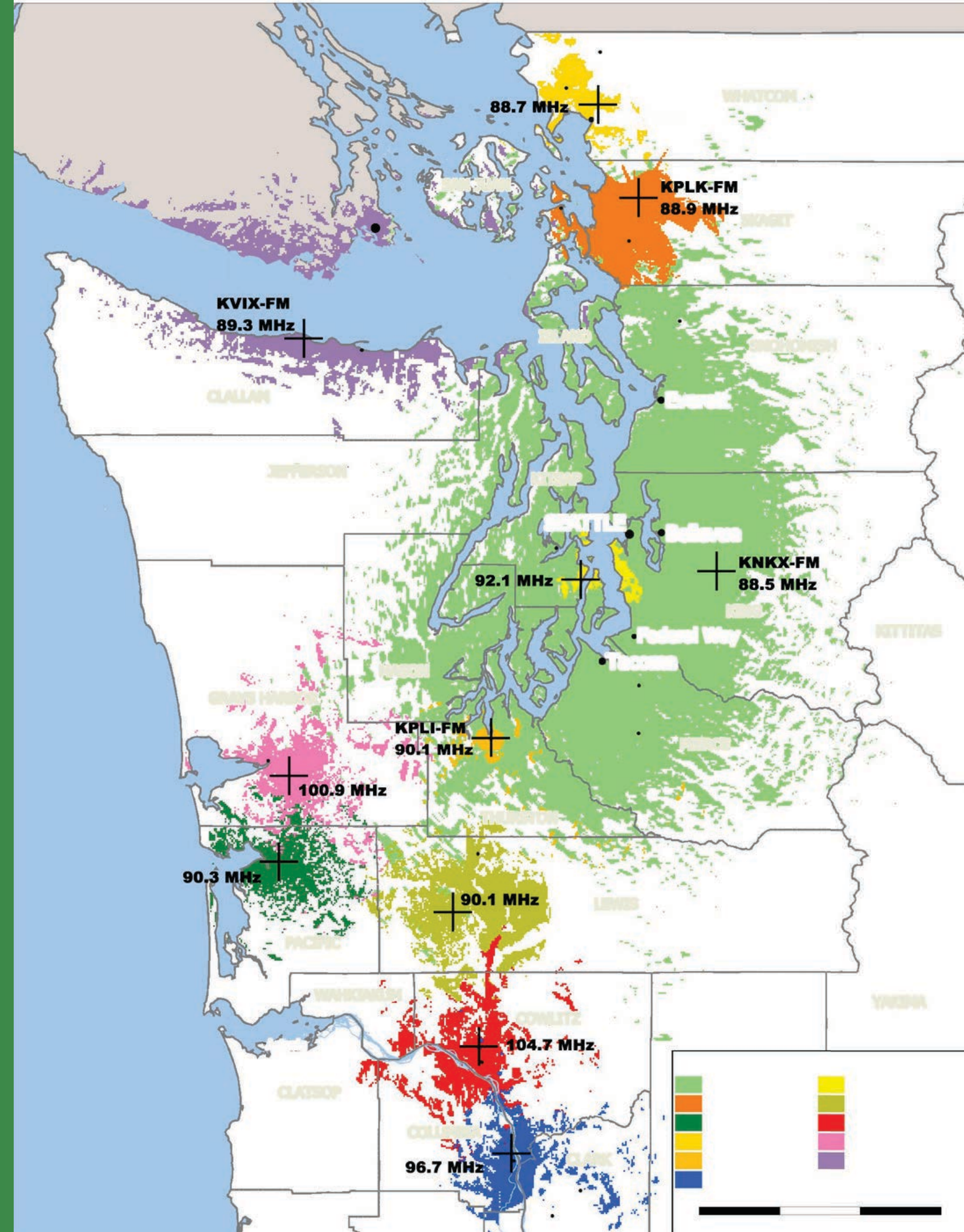
knkx
Connect
Northwest

Belonging

Abundance

An epidemic of loneliness

We can reach a
majority of
Washington
residents



Belonging

Abundance

Connect

Thank you

Let's take questions!