

Pacifica LSB Elections Report #4 - Special Report to the PNB - 5-23-19
by Renee Asteria Penaloza (NES)

1. Detailed election plan & timeline completed and on schedule
2. Voter guides for staff & listener completed and posted
3. Ballot companies (Simply Voting/Honest Ballot) and quotes have been received
4. E-campaign #1: Nine station/election specific e-campaigns sent to members who voted electronically in the election
5. Media centers contacted to reserve space for candidate debates in the second to last week of July. Quotes have been received and dates have been confirmed.
6. League of Women Voters in each station area have been contacted to serve as moderators for debates.
7. CART series #1 have been distributed to all stations and began airing May 1st on KPFA and KPFK.
 - a. Due to fund drive CARTs are airing after 7 PM at KPFA through May 25th after which they will begin to air 5 times per day for the remaining days in May.
 - b. By May 27th, a new series of CARTs announcing the opening of the nomination phase will replace.
8. SOCIAL MEDIA: Detailed Social Media plan sent to all stations, acknowledged by all stations except KPFT.
9. Nominations paperwork logistics & content in development together with Otis Maclay to ensure online system is updated and ready to go for the opening of the nominations phase June 1st
10. Preliminary mailing lists for all five stations have undergone initial cleaning for removal of duplicates and identification of pool of electors with no email on file - called No Email Group
 - a. Mailing lists uploaded into Constant Contact and first targeted current staff and listener election campaigns sent out
 - a. Delivery results of this campaign - identification of bounced emails - capturing pool of people for whom emails on file are invalid - called Bounced Email Group
 - b. Elections Assistant job description contract finalized, first preparatory meeting finished to enable him to begin June 1st making calls to the Bounced Email Group (daily basis - Monday - Friday) to collect updated information.
 - c. Please note that this task will not only serve for this election but will also assist in updating emails on file for all members with invalid emails. These updated lists will be returned to the stations to improve the accuracy of their records.
2. New Ballot House Strategy developed
 - a. E-ballot default to those members with valid emails on file complemented by personalized ballot postcards which will be sent to the members in the No Email Group
 - b. These ballot postcards will have confidential ballot information included as a scratch off.
 - c. Honest Ballot suggested this strategy to further reduce costs and also stated that the postcard strategy may garner a greater participation by electors as they are more likely to see the brightly color postcard and know what it is about without having to make the effort to open a non conspicuous envelop.

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- d. This strategy we will cover all of our bases legally as everyone will be getting their ballot information - either via email or via postcard.
 - e. Members who request a paper ballot will still get the traditional paper ballot, a letter with the ballot in an envelope.
3. Second series of CARTs announcing the opening of the Nominations phase will be sent to stations on Monday May 27th, for scheduling June 1st.

Preliminary list numbers				
	Valid emails	Invalid Email Group	No Email Group	Unsubscribes (C1)
LISTENER				
KPFA	11229	1989	2961	31
KPFK	9811	686	2264	35
KPFT	2004	322	945	5
WBAI	5110	721	1949	38
WPFW	3381	191	2178	20
STAFF				
KPFA	220	9		0
KPFK	251	20		0
KPFT	124	13		0
WBAI	161	9		1
WPFW	107	16		1

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Station Compliance with Election

1. All stations have received reminders regarding the minimum requirement to be in compliance with the election.
 - a. Membership lists - Preliminary membership lists have been provided by all stations
 - b. Airing of election CARTs provided to stations to begin airing May 2nd. KPFK and KPFA have confirmed cart airing. Reminders have been sent to the other 3 stations. A second set of CARTs focused on the nomination phase will be provided to stations to schedule for airing starting June 1st by or before May 27th.
 - c. Posting Election Info & Timeline on Website: Only KPFA is in full compliance. The 4 other stations have received reminders.
 - d. Social Media Campaign push starting June 1st. All stations have received reminders.