

Jonathan Coke jonathancoke@gmail.com

To: Wilke, Phil

Tue 9/19/2023 11:18 AM

Unfortunately, this does not answer either question. Please note my disappointment and displeasure at a lack of fundraising transparency. The match message sounds contrived and is an insult to donors.

Please file this as a listener complaint in your public file.

Jonathan Coke

Sent from my smartphone. Please pardon any auto correct errors.

On Tue, Sep 19, 2023, 11:10 AM Wilke, Phil <phil.wilke@mynspr.org> wrote:
Okay, but who is matching?

- As I mentioned, matching funds are coming from the NSPR Advocates programs.

And how much?

- Enough to cover what is donated in the week of pre-drive and first day of on-air drive. If we come close to reaching the end of the allotted funds, we'll use that as a pitch point until the pot is exhausted.

Phil Wilke

NSPR/KHSU General Manager

Email: phil.wilke@mynspr.org

Office: 530-898-6100

Web: mynspr.org, khsu.org

From: Jonathan Coke <jonathancoke@gmail.com>

Sent: Tuesday, September 19, 2023 8:04 AM

To: Wilke, Phil <phil.wilke@mynspr.org>

Subject: Re: Fw: Matching Donations?

Okay, but who is matching? And how much?

Jonathan Coke

Sent from my smartphone. Please pardon any auto correct errors.

Currently reading: Walden by Henry David Thoreau

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On Mon, Sep 18, 2023, 4:05 PM Wilke, Phil <phil.wilke@mynspr.org> wrote:
Jonathan, collaborating with our CapRadio partners, we've created the NPR Advocates program specifically to fund matching gifts during the fund drive.

As you've likely heard on air, "all gifts will be matched" in the days before we go to live pitching. The campaign is designed to appeal to potential donors who want to double the impact of their gift. You know that matching money is a powerful draw.

Phil Wilke
NSPR/KHSU General Manager
Email: phil.wilke@mynspr.org
Office: 530-898-6100
Web: mynspr.org, khsu.org

From: Jonathan Coke <jonathancoke@gmail.com>
Sent: Saturday, September 16, 2023 12:24 PM
To: NSPR Members <members@mynspr.org>
Subject: Matching Donations?

Who is matching the donations during your on air pledge drive dollar for dollar match? What's the limit? What are the details? Why no details?

Jonathan Coke