



sfutran@pacbell.net
510 / 849 - 9323

Sasha
Futran
Words
&
Designs

1743
Delaware
St.
Berkeley
CA
94703

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ATT: Gene Edwards
FIVE PAGES TOTAL

Dear Gene:

I find myself without words as I approach this cover letter to my fax. Every since I moved to Berkeley, I have had a secret desire to be KPFA's general manager and turn it into a creative, lively outlet for news, information, culture and entertainment not found in mainstream media.

Making changes at KPFA would never be an easy task; this moment, however, would be the most difficult.

I look forward to exploring the possibilities with you, Lynn and others. If nothing else, perhaps I can offer some helpful ideas or insight into the concerns of the many different players in the current crisis.

I think I will leave it at that for the moment.

Sincerely,

Sasha Futran



**SASHA
FUTRAN**

510 / 849-9323 ph&fax
1743 Delaware Street
Berkeley, CA 94703
sfutran@pacbell.net

SUMMARY

Manager and consultant experienced in developing and creating fundraising and marketing strategies, campaigns and materials. Work with boards and community groups in organizing and implementing funding and outreach activities. Write and design effective direct mail and collateral material as well as newsletters, press releases, columns and brochures.

FUNDRAISING

Develop campaigns and ongoing strategies. Build close working relationships with donors, board members and other volunteers. Write highly successful direct mail. Create and manage unique campaigns. Manage and coordinate events and telemarketing. Research prospects including individual donors, corporations and foundations. Write proposals and all fundraising materials.

**PUBLIC
RELATIONS**

Plan and execute marketing and public relations campaigns. Establish relationships with appropriate mainstream and specialty media. Write press releases and design public information packets. Design, write and desktop publish newsletters, brochures, fliers, annual reports. Secure regular columns in regional newspapers and write and/or edit for publication.

MEDIA

Writer for eye as well as the ear for a variety of publications, radio and television, news and commentary. As both a manager and freelancer, experienced in selecting subjects and presentation. Accomplished at research and investigations.

COMPUTERS

Mac and Windows literate in Word, Word Perfect, PageMaker, PhotoShop, FileMaker Pro, Excel, Claris Works, Donor Works, HTML, and other multimedia applications. Savvy in online research and marketing. Desktop publishing of all print materials.

EXPERIENCE

Fundraising and Public Relations Consultant & Freelance Reporter/Commentator, 1987-present
Presently working as a full-time consultant and have done so for a number of years with full-time staff positions interspersed during this same time frame. Main current client is the Berkeley Unified School District and their efforts to develop and fund a warm water pool and fitness center for

disabled and seniors. Recently secured \$300,000 from the Berkeley City Council and project sponsorship by a local foundation.

Create and implement marketing and fundraising plans, campaigns and materials for non-profits, educational institutions, and businesses. Also, write and design fliers, brochures, newsletters, press releases, articles, commercials, ads, speeches, slide show presentations. Conduct online research and agency information dissemination.

As a freelance journalist and commentator, write for regional and national print publications and radio.

HIGHLIGHTS

Created a high visibility fundraising campaign for a non-profit involving a 49er football player and sponsorship by an international corporation, TV station, radio station, newspaper chain. Secured a half million dollars in free advertising on television, radio and in newspapers; arranged *pro bono* creation of the spots by an ad agency; created an interactive telephone line; wrote, designed and distributed over 20,000 brochures to businesses; set up inter-departmental fundraising competitions at a variety of corporations; obtained all corporate and individual donor support. Raised more than the combined total of 11 other similar 49er campaigns in the same year.

Wrote the two highest drawing direct mail letters in the history of a non-profit.

Initiated strategy and contact with an individual donor, hosted a personalized site visit, turned an intended \$5,000 gift into a \$50,000 donation.

Wrote and designed a variety of newsletters, brochures, fliers, ads and other print materials for clients.

Through online research, identified company to distribute and sell teacher's training workbook. Initiated contact and negotiations between company and author.

Generated media coverage of a local issue that evolved into over 55 news stories and op/ed articles, front page coverage, four days of discussion on a mainstream talk show, wire service pickup, national magazine articles, inclusion in a college textbook, and involvement on both the local and national level of the primary professional organization identified with the issue--all within a three month period.

Wrote and aired weekly commentaries for KQED and KALW for a three year period.

Generated press coverage to protect travelers returning from Cuba who were detained upon return to U. S.

Won First Place for reporting the year's most censored story--Project Censored, 1992

Wrote articles, columns and commentary for San Francisco Chronicle and Examiner, San Francisco Bay Guardian, Pacific News Service, Marin Independent Journal, Creative Loafing, Atlanta Gazette, Atlanta Journal and

Constitution, Nuestro, KQED, KALW, WABE, WETV, NPR, CBC and others

EXPERIENCE

Management Analyst, City of Berkeley
Disability Compliance Program
F/T temporary, May - December 1998
Responsibilities: Managing commission and subcommittee meetings (Commission on Disability); assigning, writing, editing column for regional newspaper; researching and writing city council items; staffing commission and subcommittees and preparing reports.

HIGHLIGHTS

Determined successful strategy for including a last minute budget item in proposed budgets of three city government factions just a week before vote was taken. As a result item passed City Council.

Consistently shepherded two to four items each month through City Council.

On three days notice, prepared a special meeting with a visiting 25-member delegation from Japan including a catered reception.

Secured a monthly column for City Commission in local newspaper; assigned and edited/rewrote column. Revamped outreach brochure and other materials.

EXPERIENCE

Development Associate
Bay Area Community Resources
Larkspur, CA, 1995 and 1996
Responsibilities: Developed marketing strategies for raising funds and public information campaigns.

Created and coordinated individual and corporate donor campaigns; planned and implemented highly personalized annual campaigns, phonathons and thankathons, and donor events; identified and developed prospect and donor lists; wrote direct mail fundraising letters and selected or created inserts; initiated personal contact with donors; researched and wrote grant proposals; worked with board members in fundraising and provided organizing, support and materials for their efforts.

Wrote, designed and oversaw production of agency newsletter and annual report; wrote bi-weekly, by-lined column for the Marin Independent Journal. Worked with printer and desktop publisher.

HIGHLIGHTS

Turned around a stagnant annual campaign by analyzing current and previous donors and creating targeted campaigns that maintained current donors at the same or higher levels and brought 40 percent of lapsed donors back to the organization.

Identified over three thousand new prospects who had given to other, similar organizations; created six separate direct mail packages and wrote all direct mail letters.

Revamped the newsletter to include newsworthy and documented articles on important issues as well as effective fundraising pitches and donor

profiles. Contributions generated by the newsletter increased by 800 percent.

Wrote bi-weekly column for the Marin Independent Journal. Interviewed staff to identify suitable topics and gather information.

EXPERIENCE

Senior Public Information Representative,
University of California, Office of the President,
Berkeley, CA, 1982-87

Executive producer and writer directing radio broadcast unit in identifying and publicizing major research findings for the nine campus/three national lab system. Specialized in writing highly technical information for a lay audience. Created and marketed programs to national and regional radio stations and networks including weekly "Science Editor" programs for the CBS radio network, five weekly "University Explorer" programs to over 50 California stations, and the *Spanish New Service* to local and national Spanish-language stations. Voiced all programs in English.

News and Program Director
WWFM, Mercer County Community College
Trenton, NJ, 1981-82

Established original programming schedule and hired and trained volunteer program hosts for new NPR affiliate. Created schedule of news and information programs reflective of all segments of the community and issues of importance to them.

Host/Producer, The Sasha Furran Show
WRNG Radio
Atlanta, GA 1979-80

Hosted daily call-in talk show for CBS affiliate. Rated in second place by Arbitron in two of three categories designated of importance to station.

Host/Associate Producer
Wraparound, WETV
Atlanta, GA, 1979-80

Hosted a weekly public affairs magazine examining regional and national issues on the local public broadcasting station.

Managing Editor
Common Cents newspaper
Atlanta, 1997-78

Assigned and selected stories, edited articles, designed layout, some hands-on paste up, worked with printer. Supervised writers and hired freelancers.

Associate Editor
Creative Loafing and the Atlanta Gazette
Atlanta, GA

EDUCATION LANGUAGES ASSOCIATIONS

Columbia University NY, 1966-68; Rutgers University NJ, 1980-82.
German and Spanish

Member, Board of Directors, KOED, Inc., 1993-1998
Former Member, Board of Directors, Western Public Radio
First Place, Project Censored, reporting year's most censored story, 1991
Named "Local Hero" by the San Francisco Bay Guardian, July 1997