

Audience Research Analysis

Strategic Pledge AudiGraphics and Power Hours

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PRDMC 2004**

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What's A Power Hour?

- **A fundraising tactic that helps stations increase their overall fundraising efficiency**
- **History of the Power Hour**

A Power Hour For Your Station

- **Raise a significant amount of money in one hour**
 - **Less work for you**
 - **Less fundraising for your listeners**
- **Can shorten a drive OR help meet higher goals while adding fewer hours of pitching**

How much money are we talking about?

- **First effort equals 0.8 LHs per dollar**
- **The Listener-Hour**
 - **One listener, listening for one hour**
 - **10 LHs = 1X10 or 10X1**

How much money are we talking about?

- **First effort equals 0.8 LHs per dollar**
 - **That's AQH divided by 0.8**
 - **Less than one LH per dollar**
 - **Normally, a “good hour” is 3 LHs per dollar**

How much money are we talking about?

If the 7a AQH is 10,000:

- A good hour will raise \$3,333**
- A good Power Hour will raise \$12,000**

Creating a Successful Power Hour

- **Planning**
- **Preparation**
- **Performance**

PLANNING a Successful Power Hour

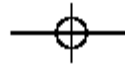
- **Coordinate message with add gift mail to raise challenge dollars**
- **Forward promotion and in-hour promos from network and local talent**
- **Assignments, including off-air support**

Direct Mail Plan

- **Add Gifts and Lapsed are best targets**
- **At least two drops, beginning 8 weeks out**
- **Opt in? Opt out?**
- **Support the letter with an insert**
- **Support the mail with spots**

Support the letter with an insert

Inserts.qxd 2/26/2004 1:14 PM Page 1



HELP 88.5 WFDD BRING YOU MORE MUSIC AND NEWS WITH LESS ON-AIR FUNDRAISING

Please designate your gift for our **Power Hour on March 26th**. Getting more renewals, particularly at the beginning of the fundraiser, means we can schedule shorter pledge drives. Member matches will be offered during the spring fundraiser to encourage more listeners to give yet your gift amount remains the same! Please check the box marked **"YES - use my renewal gift for the Power Hour"** when you send in your contribution and help 88.5 WFDD keep pledge drives short. Thank you.



Your NPR News and Classical Music Station
from Wake Forest University

Support the mail with spots

SPOT 1

You can help WFDD bring you more news and music... with less on-air fundraising... by giving to WFDD before the Spring pledge drive begins. Look for a letter from WFDD in the mail... and send your check today... because the more money we can raise off-the-air... the less fundraising we need to do over-the-air. And remember, by designating your gift for the member matching fund, you'll encourage other listeners to do their part to keep NPR News and classical music on the radio. Thanks.

SPOT 2

Help WFDD raise the money it needs to bring you (program name) by giving BEFORE the Spring pledge drive begins. Your gift through the mail or on-line helps us plan the shortest possible on-air pledge drives. That's good for everyone. So please give today at WFDD.org... or look for our letter in the mail and send your check right away. And remember, by designating your gift for the member matching fund, you'll encourage other listeners to do their part to keep (program name) on the air. Thanks

On-Air Promotion Plan

- **Optimum Effective Scheduling, or more, 5-6 days out**
- **Produced and live spots**
- **Increased spot load as Power Hour nears**

POWER HOUR PROMOS
ROTATE SPOTS
Saturday 3/20 and Sunday 3/21

1 spot every other hour

Monday 3/22 – Thursday 3/25

1x per hour in news

1x per 90 minutes in music

WFDD
Power Hour Promo #1
Spring 2004

This Friday morning at 7 you can make WFDD a better radio station by helping us raise a day's worth of money in just one hour. That's it... just one hour of fundraising for the entire day. To help us out, a generous group of WFDD listeners will match your pledge dollar for dollar. So you get more of the programs you tune in for... and WFDD gets the money we need to bring you those programs. Please... help us keep pledge drives to a minimum... and call with your gift Friday morning at 7. Thanks.

On-Air Plan

- **“A” pitchers, producers, support staff**
- **Back-room support (tally, etc)**
- **Break plan**
- **Spot plan**
- **Scripts**
- **Rough clock**

Morning Edition POWER HOUR Plan

Thursday April 10, 2003

	#	Talent	Step	Description	Time
6:59:16	251	Lambert/Williams		PHSETUP	1:44
7:01:00		NPR Newscast		Live	3:00
7:04:00		Newcast Und.		ZNPR-EPFA	:11
7:04:11	252	Williams		PH2-SW	:28
7:04:42		Local Newscast		Live	2:04
7:06:45		Underwriter		GRECO	:15
7:07:00	11	Bob Edwards		Custom One-Hour	:16
7:07:16		Local Pitching		Live	
7:10:00		MEA21		War Summary-westervel	4:38
7:14:38		Underwriter		ULTIMIT	:11
7:14:49	35	Scott Simon	1	Voices You Trust	:35
7:15:00		Local Pitching		Live	
7:17:15		Underwriter		TRFIVE	
7:17:30		Traffic/Weather		Live	
7:18:00		Local Pitching		Live	
7:20:00		MEA22		Northern Iraq	3:40
7:23:40		Underwriter		PUTBANK1	:15
7:23:55	111	Neal Conan	3	Without A Scroll Bar	:31
7:24:30		Local Pitching		Live	
7:29:00		Traffic & SW reads nat und		Live	
7:30:00		Local Pitching		Live	:29
7:30:30		NPR Newscast		Live	3:00
7:33:30		Newcast Und.		ZNPR-TAAA	:11
7:33:41		Scott update		Live	
7:34:30		Local Newscast		Live	
7:37:00	19	Carl Kasell		Custom - One Hour	:16
7:37:30		Local Pitching		Live	
7:40:00		MED21		Vicky O'Hara	4:56
7:44:56		Underwriter		TALKR	:14
7:45:10	161	Korva Coleman	5	Honest-Double Pledges	:42
7:45:52		Local Pitching		Live	
7:48:00		MED22		Gerry Hadden	3:49
7:51:49	127	Anne Garrels	1	Stay Informed	:38
7:52:27		Local Pitching		Live	
7:56:00		Underwriter/traffic		BENZ01	:14
7:57:00	3	Bob Edwards	1	Custom-Public Service	:43
7:57:43		Local Pitching to 8:01		Live	

On-Air Preparation

- **Editorial and time-shifting**
- **Rehearsal**
- **Familiarity with spots**
- **Record opening breaks**
- **Pull next break's scripts and spots at end of each break**
 - **All content screened in advance**

WFDD
Hour 1
Spring 2004
6:59:30a – 7:01a

THIS IS A RECORDED BREAK

- DF: Good Morning... I'm Denise Franklin.
- LW: I'm Linda Ward ... and this is the WFDD Spring Membership campaign.
- DF: This is the first hour of the fundraiser... and there won't be a better time during this pledge drive to call in with your gift of support.
- LW: A group of generous WFDD listeners is offering to match your pledge right now when you call 758-8851. That's 758-8851.
- DF: Every dollar you give this hour will earn us an additional dollar in matching money... so your \$50 gift is worth \$100... a \$100 gift is worth \$200.
- LW: The number to call with your pledge is 758-8851. That's 758-8851. Every pledge... every dollar makes a difference.
- DF: Our goal is to raise \$10,000 in listener contributions... with \$10,000 in matching money... that gives us the opportunity to raise \$20,000 in just one hour... and then the fundraising is done for the day. 758-8851 or toll free 1-800-262-8850.
- LW: We're listener-supported, public service radio... we count on listeners to keep the NPR News you count on... on the air. That's why your annual contribution is so important.
- DF: Please support us now... and get your pledge matched dollar for dollar now. 758-8851.
- LW: That's 758-8851 to help us raise an entire day's worth of money in just one hour. On-line pledges are matched too at WFDD.org.
- DF: Helps us bring you more news and music with less on-air fundraising by calling 758-8851 or toll free 1-800-262-8850. Thanks in advance for your support. The news is next.

WFDD
HOUR 1 Break 4 (5 minutes)
Spring 04
Approx 7:15a-7:20a

(Each pitch should be no more than 45-seconds, hand-off by using the phone number)

DF I'm _____ and this is listener-supported WFDD.

Today is the first day of our Spring pledge drive... and we're trying to do a day's worth of fundraising in just one hour.

Your gift **right now** is important because every pledge between now and 8am will be matched dollar for dollar.

The number to call with your pledge is 728-8851.

Help us meet our goal of \$10,000 in pledges by 8am by calling 728-8851.

Joining me now with more details on our Spring pledge drive is _____.

LW: RESTATE CHALLENGE
PLEDGE LEVEL – \$50 = \$100, \$100 = \$200, \$250 = \$500

DF: FUNDING FACT (INCOME)

LW: GOAL REMINDER - EASY TO GIVE, HOW IT'S DONE, CREDIT CARDS

----- SHORT SPOT: VALUE OF PROGRAMMING -----

LW: RESTATE CHALLENGE

DF: PREMIUM -- WRAP AND REJOIN

On-Air Performance

- **Listening**
- **Enhancing**
- **Delivering**

The Art Of Closing

The Final 5 Minutes

It's about listeners, not us!

- **Listeners give because public radio is personally important**
- **Listeners give because of their overall satisfaction with the station**
- **Listeners don't know very much about us**

**In the final five minutes,
the 3 most important closing
tasks are:**

**1. Reminding the listener
how much time is left.
(the countdown)**

2. Reminding the listener of the benefits of making this challenge.

3. Reporting on how close we are to making the goal.

Always remain POSITIVE

**Nothing will kill the remainder
of an hour more than saying “I
don’t think we’re going to
make this one.”**

Listeners understand that we will be here tomorrow even if we miss this hour's goal.

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