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**COMPLETE**

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Page 2: Tell us who you are!

**Q1 Contact Information**

Name	Luis Estrada
Title	On-Air Fundraising Manager/Senior Producer
Station	KPBS
Email	llestrada@kpbs.org
Phone Number	916 594 2107

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Page 3: Award Categories

**Q2 Select a category.** **Membership**

Page 5: Membership

**Q9 Project Title**

Overnights

**Q10** What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

TV pledge has been trending downward for several years. Finding pledge programs that perform well consistently has been a challenge. Pledging only during pledge campaigns proved limiting to the ability to raise funds. We are asking members/public to pledge on our timetable. Why not open up the available remnant media to fundraise?

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**Q11** Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

Working with the Programming department we opened up programming windows in the overnight hours to run Music and Self Help programs. We started running 3 hours from Wednesday to Sunday and eventually added Monday and Tuesday. Our goal was \$600 a night or \$300 per show as an average. It worked, for FY2016 the station created additional found revenue of over \$279,000. The audience overnight was found and revenue has been growing ever since. In FY2017 overnight revenue grew to \$451,000 and for FY2018 we expect revenue to exceed \$500,000. Have not had any complaints and this has allowed us to experiment with not pledging primetime hours during the pledge drives. For the December and March drives we did not pledge in primetime.

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## 2018 Development Awards - Application Form

**Q12** Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

Fairly straightforward, revenue in the overnights was zero, we anticipated we could generate about \$300 per show per night or \$600. In essence we were looking for \$156,000 in revenue per year when we started. Five nights, two shows per night. We were very pleased that the first year (FY2016) we generated \$279,000 and has increased every year since then.

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**Q13** Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

We took the national pledge shows, Music and Self Help and ran them on the previous Saturday. 10:00am Self Help and 9:00pm Music shows. We then checker boarded those two shows in the following week. We stayed within the 7 day window and generated revenue. Sometimes we use a core pledge show as well.

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**Q14** Do you have any supporting materials or items to upload? (optional) **Yes**

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Page 11: Tell us what you thought!

**Q32** This year, we've created an online form to streamline the application process. Please tell us what you thought. **The online form was helpful**

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**Q33** The Development Awards are a key annual project of the Development Advisory Committee (DAC). Please let us know how else the DAC can serve you, your station or the system as a whole.

Develop and create innovative pledge programs.

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