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Page 2: Tell us who you are!

**Q1** Contact Information

Name	Daniel W. Tidwell
Title	Senior Vice President of Development & Marketing
Station	Nashville Public Television
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Page 3: Award Categories

**Q2** Select a category. **Philanthropy**

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Page 6: Philanthropy

**Q15** Project Title

Beth Curley Fund for Nashville Public Television Productions

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**Q16** What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

To recognize the retirement of NPT's President & CEO Beth Curley in June 2017, NPT's Board of Directors initiated a major gifts campaign to establish a new endowed fund, The Beth Curley Fund for Nashville Public Television Productions. Over the years NPT has faced challenges in raising funds for new local documentary productions, and so the Board sought to honor Beth Curley's commitment new local productions while providing a long-term source of future funding.

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## 2018 Development Awards - Application Form

### **Q17** Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

Charlie Cook, NPT's Board Chair Emeritus, headed up the fundraising efforts for this campaign and in consultation with Board of Directors and development staff established a goal of \$500,000 for the new endowment fund. Over the course of eight months, Mr. Cook worked with NPT's Senior Vice President of Development and Marketing Daniel Tidwell to identify and solicit prospects from NPT's base of major donors and from the community. Charlie Cook has been involved with NPT for many years and served as Chair of NPT's Capital Campaign from 2007-2014, raising over \$10.8 million.

For this new effort, Mr. Cook worked closely with NPT's Board Development Committee to leverage the support of prior Capital Campaign donors and also to realize a number of significant major gifts from long-time NPT donors who had never made leadership gifts to the station. To date, over \$435,000 has been secured for this new endowment from a total of 38 donors. Gifts include one \$100,000 gift, three \$50,000 gifts, five \$25,000 gifts, two \$10,000 gifts and five \$5,000 gifts. The remainder of funds are from gifts less than \$5,000.

The rapid success of this campaign can be attributed to Charlie Cook's efforts to spearhead the campaign and his success, along with staff, to engage and excite the NPT Board about this new fundraising effort. The long-term benefit of this new endowed fund was also an important talking point for donors who appreciate the quality and impact of NPT's local productions.

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### **Q18** Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

Within six months the majority of funds had been secured to create the Beth Curley Fund for Nashville Public Television Productions. Lead gifts came from long-time major donors to NPT who had also been key donors to NPT's Capital Campaign. The goal of the campaign is \$500,000 and currently \$435,000 has been secured. \$65,000 in outstanding asks are still pending and NPT staff and Board leadership are currently in the process of following up with those individuals. NPT's is a major market station with a \$5.3 million annual budget, so a dedicated production endowment of this size will have a significant impact on the station's ability to produce new local programs in any given year.

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### **Q19** Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

The quality and success of NPT's local programming was a key element in the success of this campaign. Under Curley's leadership, NPT created award- winning documentary and public affairs programs that have received significant national recognition for their content and accompanying community engagement. These project include "NPT Reports: Aging Matters," an ongoing series about what it means to be a senior adult now; "NPT Reports: Children's Health Crisis," a five year project focusing on the state of children's health in Tennessee; "Next Door Neighbors," a ten year multi-part project on Nashville's immigrant and refugee communities; and "A Word on Words," a program focused on literature. She was also at the helm of national PBS distribution of major productions including "Hank Williams: Honky Tonk Blues" (American Masters), "The Carter Family" (American Experience) and "Christmas at Belmont." Under her leadership, NPT's creative staff has won 54 MidSouth Regional Emmy Awards.

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### **Q20** Do you have any supporting materials or items to upload? (optional) **Yes**

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Page 11: Tell us what you thought!

## 2018 Development Awards - Application Form

**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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