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Page 2: Tell us who you are!

Q1 Contact Information

| | |
|--------------|---------------------------------------|
| Name | Angela Massino |
| Title | Director of Digital Engagement |
| Station | Community Idea Stations (WCVE) |
| Email | amassino@ideastations.org |
| Phone Number | 8045608273 |

Page 3: Award Categories

Q2 Select a category. **Special Achievement**

Page 7: Special Achievement

Q21 Project Title

Sockton Abbey

Q22 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

The goal of Sockton Abbey was to promote membership and use of the Passport platform in an unorthodox way. By leveraging the exposure provided by Facebook Live, the popularity of Downton Abbey and the goofy/quirky nature of sock puppets, we sought to educate our audience on the benefits of Passport, encouraging them to become a member to enjoy those benefits. (Live Stream: http://bit.ly/Sockton_Live | Digital Short: http://bit.ly/Sockton_Short)

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Q23 Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

Using staff-created sock puppets, a dry-erase board backdrop, and an adapted screenplay, we put on a Facebook Live, all-sock-puppet production of the first episode of Downton Abbey. Part of the key to this project was knowing our audience; Richmond likes quirky (there was even a “Socktoberfest” at a local theater a few weeks before our production) and Richmond loves Downton Abbey. The resulting unique interpretation of such a popular series piqued the curiosity of our audience and drew in viewers. Throughout the production, we took “commercial breaks” to inform our audience about the benefits of membership/Passport, reminding them they could watch the “real thing” (rather than sock puppets) by becoming a member and registering for Passport.

Q24 Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

Our primary benchmarks for this project was exposure measured in “reach” and “engagement.” The Sockton Abbey Facebook Event page reached 3,696 people with 48 responses; Facebook Live reached 2,204 people with 83 reactions; and the follow-up digital short clip reached 2,300 people with 1,098 views.

During the live portion of Sockton Abbey we raised \$30 through #donate. In the Facebook event we sent people to bit.ly/downton-passport to become a member to watch the first episode of Downton Abbey. The bit.ly link received 29 clicks. While we cannot make a definitive claim that Sockton Abbey resulted in direct membership, from the time we began promoting the Facebook Live (10/26/17) until we published our final digital video (11/8/18) we gained 92 new Passport members during a non-traditional television pledge period.

We also shared the results of this project with the PBS member stations through the PBS Development blog and in a Webinar Wednesday.

Q25 Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

Downton Abbey was and continues to be a national phenomenon. WCVE’s digital team leveraged this fact by adapting the first episode of Downton Abbey for our Facebook Live production. We tapped into the local Fandom which surrounds the series by reimagined the cultural text and turning it into an engagement piece. In order to stay relevant in an on-demand culture, I believe this is a model other PBS station’s can adapt and begin to use as a membership mechanism. While silly, Sockton Abbey is but another tool to connect with audiences and create deep relationships with a niche fanbase, ultimately leading to a long term, content based revenue stream.

Q26 Do you have any supporting materials or items to upload? (optional) **Yes**

Page 10: Additional Items

Q31 Please upload all materials as a single document.

Sockton Abbey Facebook Event Picture.jpg (129.4KB)

Page 11: Tell us what you thought!

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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
