

#10

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, April 17, 2018 11:03:15 AM
Last Modified: Tuesday, April 17, 2018 11:16:20 AM
Time Spent: 00:13:05
IP Address: 204.29.15.246

Page 2: Tell us who you are!

Q1 Contact Information

Name	Barbara Shipley
Title	Chief Development Officer
Station	East Tennessee PBS
Email	bshipley@EastTennesseePBS.org
Phone Number	865-595-0244

Page 3: Award Categories

Q2 Select a category. **Special Achievement**

Page 7: Special Achievement

Q21 Project Title

East Tennessee Stories: The Vietnam War

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

East Tennessee Stories: The Vietnam War was an initiative designed to leverage national and local content in a branded initiative to serve as foundation for new and expanded community outreach and support for East Tennessee PBS' Veterans programs.

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

As part of the release of Ken Burns' THE VIETNAM WAR, East Tennessee PBS' production department applied and was awarded a \$10,000 grant for documenting the impact of the war on our community. Initially, the plan was that the local documentaries would stand alone as our local Vietnam War initiative. However, inspired by the station initiatives shared at last year's Annual Meeting, we realized there was an opportunity for us to do much more and impact our community in a more meaningful way. Station leadership met and crafted a plan that included all station departments and had multiple elements that supported this effort, all under a singular brand, East Tennessee Stories: The Vietnam War and singular purpose: telling the story of how The Vietnam War affected our community and recognizing and celebrating all those involved.

We identified opportunities for community engagement, special screenings, local and national on-air programming, community

2018 Development Awards - Application Form

we identified opportunities for community engagement, special screenings, local and national on-air programming, community partnerships and events that would fit in this project. The partnerships played a key role in providing production functions for the documentaries, relevant event venues, communication support and PR, direction on dealing with veteran's issues and protocol, and financial support. The package we created included:

- Screenings hosted by our partner, The East Tennessee Historical Society of the local documentaries and Ken Burns' THE VIETNAM WAR preview; followed by panel discussions
- Pledge event around Ken Burns' THE VIETNAM WAR preview show, that included discussions with the filmmakers of our local Vietnam documentaries, interviews with local Vietnam veterans, phone bank manned with members of Chapter 1078 of the Vietnam Veterans of America; special pledge gifts including a book written and autographed by Captain Bill Robinson, the longest-held American enlisted POW
- Support of The Wall That Heals visit to East Tennessee, which included digital and on-air promotion, volunteer recognition pins, patches for motorcycle escorts, web page and social media promotion as well as staff volunteers during the exhibition
- On-air programming in addition to airing the Ken Burns THE VIETNAM WAR documentary, we created special programming blocks featuring our local documentaries and other Vietnam War related programs
- Promotional spots supporting East Tennessee PBS' veterans initiative by area leaders
- Veterans Honor Dinner to recognize and celebrate the veterans in East Tennessee that served our country
- Microsite that detailed the various aspects of the program, including clips from the documentary, details on The Wall That Heals and dinner, opportunities to purchase sponsor a veteran for the dinner, donate online, register as a volunteer and to make donations to East Tennessee PBS in honor of a veteran
- Digital campaign that included extensive social media posts and sends

As part of the release of Ken Burns' THE VIETNAM WAR, East Tennessee PBS' production department applied and was awarded a \$10,000 grant for documenting the impact of the war on our community. Initially, the plan was that the local documentaries would stand alone as our local Vietnam War initiative. However, inspired by the station initiatives shared at last year's Annual Meeting, we realized there was an opportunity for us to do much more and impact our community in a more meaningful way. Station leadership met and crafted a plan that included all station departments and had multiple elements that supported this effort, all under a singular brand, East Tennessee Stories: The Vietnam War and singular purpose: telling the story of how The Vietnam War affected our community and recognizing and celebrating all those involved.

We identified opportunities for community engagement, special screenings, local and national on-air programming, community partnerships and events that would fit in this project. The partnerships played a key role in providing production functions for the documentaries, relevant event venues, communication support and PR, direction on dealing with veteran's issues and protocol, and financial support. The package we created included:

- Screenings hosted by our partner, The East Tennessee Historical Society of the local documentaries and Ken Burns' THE VIETNAM WAR preview; followed by panel discussions
- Pledge event around Ken Burns' THE VIETNAM WAR preview show, that included discussions with the filmmakers of our local Vietnam documentaries, interviews with local Vietnam veterans, phone bank manned with members of Chapter 1078 of the Vietnam Veterans of America; special pledge gifts including a book written and autographed by Captain Bill Robinson, the longest-held American enlisted POW
- Support of The Wall That Heals visit to East Tennessee, which included digital and on-air promotion, volunteer recognition pins, patches for motorcycle escorts, web page and social media promotion as well as staff volunteers during the exhibition
- On-air programming in addition to airing the Ken Burns THE VIETNAM WAR documentary, we created special programming blocks featuring our local documentaries and other Vietnam War related programs
- Promotional spots supporting East Tennessee PBS' veterans initiative by area leaders
- Veterans Honor Dinner to recognize and celebrate the veterans in East Tennessee that served our country
- Microsite that detailed the various aspects of the program, including clips from the documentary, details on The Wall That Heals and dinner, opportunities to purchase sponsor a veteran for the dinner, donate online, register as a volunteer and to make donations to East Tennessee PBS in honor of a veteran
- Digital campaign that included extensive social media posts and sends

2018 Development Awards - Application Form

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

This program was so effective and produced exceptional results. The results were due to a combined approach that included all departments and a single brand message. This allowed us to identify multiple paths to maximize engagement and bring the greatest amount of value to our viewers and sponsors.

East Tennessee Stories: The Vietnam War results:

- Directly reached over 5,000 people at all the events
- Exceptional engagement with social posts (with average of 60% increased engagement over other posts), and email campaigns (with average open rate of 18% and click through rate of 1.5%)
- Raised over \$70,000 in corporate support from area organizations, most of which were new to East Tennessee PBS, in the form of underwriting and event sponsorships
- Developed new and deeper relationships with community leaders, including the mayors of both the city and county; the Lt. Governor, area politicians, military leadership and corporate leaders – which we are now able to call on for additional support
- Raised over \$5000 from individuals in support of this initiative
- Developed relationship with area veterans which is continuing for an ongoing veterans initiative
- Created enormous goodwill in the community receiving a great deal of positive feedback from the community on all parts of the program including requests to continue these types of programs for our veteran community

As a result, we have earned a reputation as being an exceptional community partner that we are leveraging in new initiatives and new cases for support that are proving also to be successful.

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

This project used Ken Burns' documentary THE VIETNAM WAR as its cornerstone. East Tennessee PBS through a WGBH grant in support of the Ken Burns' film, created several documentaries to help tell the stories of how the Vietnam War affected our community. The rest of the program was a direct outcome of the partnerships we made in the community, learnings from Annual Meeting and brainstorming across departments to ensure we were leveraging all perspectives and ideas.

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

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**

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.

Any time strategies can be shared is a great thing. With limited resources in staff and time - when ever you can help provide programs with proven success and do it quickly -- is a winner.