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COMPLETE

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Q1 Contact Information

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Page 7: Special Achievement

Q21 Project TitleWNET On Air Fundraising Model

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

WNET's Pledge revenue was on a pretty steady decline for a number of years before we started the on-air fundraising experiment. We were also upsetting our most loyal supporters and losing audience with the interruption of regular programming, especially in prime time, caused by the traditional pledge. Holding our revenue flow steady and maintaining our audience were our primary goals for this initiative

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

In August of 2016, we began fundraising outside of primetime. We used Thursday nights, weekends and some overnights as an experiment, mostly around music/entertainment programming. We were encouraged by the audience response and so we moved forward and stopped pledging in primetime. We announced this change via on-air promos, in our e-newsletters, our program guide and our website--letting viewers know that we were "giving back primetime" and inviting them to support us. We made viewers our partners in this bold experiment.

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)

The audience response was great. They called and wrote and thanked us for keeping our schedule intact and some gave us additional gifts. Our ratings evened out and we stopped seeing the dramatic drop that we'd seen during traditional pledge periods. Revenue-wise, had we continued with traditional pledge, we were looking at a 7% decrease in revenue. In 2017--the first full year of our experiment--we were down 3%. That was a win for us.

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

We continue to use music programming as our anchor for on-air fundraising--mostly Great Performances and mostly programs that appeal to Boomers (Concert for George, The Last Waltz, Roy Orbison, The Last Waltz).

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