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Page 2: Tell us who you are!

**Q1** Contact Information

Name	Debbie Hamlett
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Station	NET Nebraska
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Page 3: Award Categories

**Q2** Select a category. Corporate Support

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Page 4: Corporate Support

**Q3** Project Title

At NET, everyONE Counts!

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**Q4** What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

To increase our prospecting efforts with the short-term effect of broadening our sales funnel and in turn, maximizing our sales opportunity for the long haul.

Our goal was to prospect, research and sell (50) new NET Customers from July 1, 2017 – June 30, 2018.

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**Q5** Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

Set a goal to increase new clients by 50 during the fiscal year. Used CSPI tools and training to identify clients and categories that were underdeveloped as well as developing value statements. Encouraged staff members to suggest businesses. It was successful surpassing our goal of 50 new clients three months ahead of the end of the fiscal year. The CSPI training helped to focus and improve our sales teams ability to target more effectively and to articulate our value more clearly to potential clients. We discovered that our materials did not match what we had learned from CSPI and therefore created an entirely new media kit.

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## 2018 Development Awards - Application Form

**Q6** Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

Goal of 50 new clients, new being anyone that had not run in the prior year or longer. Created a new media kit that included information from CSPI as well as myPBS corporate page, NPR and local data. Also created one page sheets to correlate to value statements.

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**Q7** Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

We used CSPI training heavily in pitching new clients, developing our new media and one sheets. We also used value statements in approaching new clients within the PBS Kids area. We targeted categories like banking, healthcare and University departments matching to genres of history, culture and science.

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**Q8** 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.

I'm saying the online form was helpful because I appreciate that you have alot of entries and perhaps this makes it easier for the group to go through them. However, I do feel like I'm writing it all twice. Maybe I'm missing something but the questions are exactly what you asked us to answer in the document we submit.

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