

#29

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, March 12, 2019 11:28:24 AM
Last Modified: Monday, April 08, 2019 2:32:20 PM
Time Spent: Over a week
IP Address: 204.29.15.246

Page 2: Tell us who you are!

Q1 Contact Information

Name	Barbara Shipley
Title	Chief Development/Marketing Officer
Station	East Tennessee PBS
Email	bshipley@EastTennesseePBS.org
Phone Number	8655950244

Page 3: Award Categories

Q2 Select a category. **Special Achievement/Innovation**

Page 7: Special Achievement/Innovation

Q21 Project Title

Over 100 Years of Country Music

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 PBS' goal was to create engaging, local content that would be a companion to the upcoming Ken Burns Country Music series. This local production would take a deeper dive into the role East Tennessee, and Appalachia played in country music's beginnings. We believed that these stories would resonate with our community because of the interest in the upcoming Ken Burns film, in country music and our area's musical heritage, we would be able to impact our viewing audience positively, community engagement, membership base, major donor pool, strategic partnerships and attract new corporate support alliances.

2019 Development Awards - Application Form

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

Our plan was strategic and deliberate; we worked across departments and looked for input from all disciplines to ensure we could achieve the most significant impact possible and didn't miss any opportunities. We determined that there were several requirements before starting. The project must be funded entirely, as a small community-licensed station; all initiatives require complete funding before going into production. Additionally, we could not exhaust our all-ready lean production team. We determined that we could create a series of 12-14 interstitials that quickly told these stories and air them daily for the next year.

This approach provided a few benefits:

- We were able to capitalize on underwriting revenue immediately as opposed to just when the Country Music series aired which funded the project
- Generates anticipation for the series, long in advance of the film
- Provided the foundation needed for community events, which happened long before the Country Music premiere
- Interstitials were launched every four weeks, giving our production team ample time to work it into the production queue without sacrificing quality or impacting other production

During our initial planning, we were excited to learn that the Ken Burns team planned to kick off his 30-city Country Music promotional tour in East Tennessee. They asked us to host screenings and press events and provided us the opportunity to do other activities with the team during the two days he would be in our viewing area. This opportunity was the ideal way to tie everything together; the launch of OVER 100 YEARS OF COUNTRY MUSIC would coincide with the Ken Burns tour and provide context for our early promotion.

Our early planning provided us the roadmap and insight we needed to make the most of this project. In addition to producing local content, in development, we identified the following opportunities:

- CORPORATE SUPPORT -Five corporate sponsorships for the interstitial programming, four of which are new relationships.
 - Sponsors received great value for their investment that included logo recognition in prime time station IDs, that promoted the OVER 100 Years Of Country Music interstitials – aired daily during primetime; Logo recognition on the interstitials that air at least once daily during primetime; sponsor credit on website; logo inclusion on print materials; voiced recognition during events in the community and first right of refusal for COUNTRY MUSIC underwriting, of which they all committed to and is now sold out.
 - COMMUNITY ENGAGEMENT - Two screenings for Ken Burns Country Music, in Bristol, TN and Knoxville, TN; both sold out (so far, we plan additional screenings closer to September 15 premiere date)
 - FUNDRAISING - A cocktail reception supporting East Tennessee PBS, sold out with a \$125 ticket price
 - MAJOR DONORS - An invitation only private luncheon for major donors, board members and project sponsors in studio
 - SOCIAL MEDIA ENGAGEMENT - weekly "Over 100 Years of Country Music" trivia question to launch in May on Facebook and Instagram
 - DIGITAL - Digital sponsorships
 - MEMBERSHIP/PASSPORT - Targeted messaging via email blasts to those attending any of the Ken Burns events featuring the release of Ken Burns films on Passport
-

2019 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)

Our success benchmarks were straightforward, fund the entire production through sponsorships, have strong attendance for the events, begin building excitement and anticipation of the Country Music film.

The results were:

Corporate Support/Sponsorships	\$46,000
• Community Events /Screenings ticket sales	\$31,927
• Fundraising	\$12,850
• Major Donors annual donation commitments directly related to events	\$14,000
• Social Media Engagement - page interactions increase (over previous 28 days)	200%
• Email Engagement - open rates for email promoting and following up on initiative	49%+
• Membership/Passport Targeted follow up emails promoting Ken Burns Content to people who attended events have netted (results for five days following email send)	
• 52 new passport memberships	
• Average annual pledge of \$80.38 (\$20.38 above minimum amount to qualify to receive passport).	

This project has grossed East Tennessee PBS \$104,777 to date, with opportunities to build on that going forward.

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

Using the upcoming Ken Burns COUNTRY MUSIC film, East Tennessee PBS developed a comprehensive plan that extended throughout our organization designed to tell our local country music history in a way that will be effective, manageable and provide great value and visibility for our sponsors. Because this program extends over the next 12 months, we have the opportunity to add additional programs, events, and activities to build on the early success.

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.

dev award support.pdf (1MB)

Page 11: Tell us more!

Q32 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.

thank you for all you do.