

#22

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, March 18, 2019 2:39:35 PM
Last Modified: Tuesday, April 02, 2019 4:21:06 PM
Time Spent: Over a week
IP Address: 132.235.57.253

Page 2: Tell us who you are!

Q1 Contact Information

Name	Kathy S Malesick
Title	Director of Corporate Support
Station	WOUB Public Media
Email	malesick@ohio.edu
Phone Number	740-593-4909

Page 3: Award Categories

Q2 Select a category. Corporate Support

Page 4: Corporate Support

Q3 Project Title

Our Town Documentary Film Series

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

“Our Town” is an educational documentary series of films about the history and heritage, events, and personalities that comprise communities within our broadcast coverage area. The primary goal is to provide quality, locally produced programs to enrich and touch underserved areas in the Appalachian region we serve. The project successfully provides three streams of revenue: New business with corporate sponsorships; New membership pledges; Additional station revenues with DVD sales. WOUB Public Media’s coverage area encompasses over 55 counties primarily in southeast Ohio and northwest W. Va. It is an expansive area, much of it is rural. “Our Town” provides an annual outreach to a select community that helps WOUB build new relationships over the course of a year prior to the community premiere screening of the film.

2019 Development Awards - Application Form

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

What is the Concept:

The Our Town documentary series is an ambitious local programming project for WOUB and has been a major success beyond the airing of the documentaries on WOUB television. Our Town has served as a liaison with rural communities within the station's large regional coverage area. The series was created as a way for WOUB to connect with the communities we serve in a yearlong project. Our Town showcases each town, its history and heritage and provides a future vehicle for education, tourism and entertainment. The Our Town project not only involves the community and promotes interaction with the station, it also serves as a collaborative project amongst station staff and volunteers. In addition to providing community outreach, the project generates revenue with corporate underwriting sponsorships from non-traditional sources and businesses that typically we would not secure.

The Our Town documentaries dig deep into the roots and heritage of the town's founders and tell the story of each community's resources, culture, economic development, and uniqueness. The films are meant to tell the untold stories and uncover little-known facts about its growth and colorful characters who have added something special or important.

How we did it:

WOUB has a small production staff with limited resources and the project was produced by our electronic media editor/videographer, radio announcer, audio engineer, and several local musicians. Our local producer conducted the research and interviews, wrote the script, shot and edited the film. He sought the help from historical societies, libraries, authors, and local historians. The project also involves collaborating with local officials, chamber of commerce, and museums. Virtually every aspect of the local community is involved including local newspaper, magazines, radio stations, public schools, and the city mayor. Along with community involvement, the project is a collaborative effort with the WOUB staff including the graphics, membership, corporate support, radio, and digital departments.

WOUB graphic designer creates the logo, DVD cover, screening invitation and program. Announcements advertising the free screening are aired on WOUB Radio. A special "Our Town" webpage is created to host a film trailer sneak peek plus information about the screening and sponsors. The station receives free publicity about the project in local newspapers and local magazines, prior to the screening and reviews after the screening.

Corporate sponsorship packages are priced from \$500 to \$5,000.

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

The Our Town series is now in its sixth year. Over the course of the project, WOUB has gained 132 new members and \$17,738 in new membership pledge dollars from the one hour pledge for each Our Town. The project has secured over \$170,000 in new money from corporate sponsors. These figures do not include subsequent pledges or sponsorships gained after the initial project.

2019 Development Awards - Application Form

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

The Our Town film series is an excellent vehicle to introduce viewers to public television and most importantly, adheres to our mission to “serve the public with programming and services of the highest quality, using media to educate, inspire, entertain and express a diversity of perspectives.”

This project spotlights station talent and local production which has proven to be the most watched program on WOUB's Passport. The Our Town project was created to serve several purposes. Because WOUB Public Media serves a large rural audience, the project allowed the station to become more visible and connected to communities within the region. Each documentary film provides a positive showcase for many of the small towns that are underserved and economically challenged. This project addresses these key elements: Revenue Growth: Secure new business and non-traditional revenue in rural areas.

Donors: Reaches new viewers with engaging local programming in rural areas.

Digital Engagement: The project utilizes social media to publicize and online content with a specific page to provide video clips, interviews, and sponsor ads.

Community Engagement: It is hard to measure the goodwill and positivity that Our Town has provided for the communities showcased in each documentary. The roaring applause and cheers from the audience and smiles on the faces of the guests at each premiere screening is priceless!

WOUB's Our Town films provide a sense of pride and belonging to its viewers. The premiere screenings in each town introduces our station to brand new groups of people as well as loyal patrons. The Our Town series provides a platform to showcase WOUB's talented professionals and local programming that cannot be found anywhere else, giving the station a unique position in the market. The documentary's impact goes beyond the premiere screening event and televised broadcast because the station continues to promote the film in local theaters,

schools, and community events throughout the year. The film's videographer/director/producer has been invited to speak in public schools, civic organizations and libraries about the project. Our Town DVD's are distributed to schools, libraries, and chamber of commerce offices which serve as educational tools as well as promotion for the station.

Q8 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.

MorganC0_POSTER_sample.jpg (1.2MB)

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.

One of the most valuable tools is the sharing of ideas and networking between member stations, especially the smaller market stations.
