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COMPLETE

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Page 2: Tell us who you are!

**Q1** Contact Information

Name	<b>Gene Robinson</b>
Title	<b>Chief Marketing Officer</b>
Station	<b>ARIZONA PUBLIC MEDIA</b>
Email	<b>grobinson@azpm.org</b>
Phone Number	<b>520-621-0763</b>

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Page 3: Award Categories

**Q2** Select a category. **Membership**

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Page 5: Membership

**Q9** Project Title

INCREASING REVENUES DURING A PERIOD OF DECREASES & FIGHTING PLEDGE EXHAUSTION

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**Q10** What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

Frequency of pledge drives is an on-going challenge for public broadcasting stations. Audience and member complaints about “too many pledge drives” is a real concern. That challenge is multiplied for joint-licensee stations. The standard practice for AZPM was to run four television drives and two separate radio drives annually. This pattern resulted in six months of pledge drives. Pledging half of the year can indeed result in pledge exhaustion for audiences. But how do you How to reduce the frequency of pledge without reducing pledge revenues? How do you reduce the frequency of pledge and still continue to grow membership dollars at a time when many stations are struggling with membership revenue deficits?

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## 2018 Development Awards - Application Form

**Q11** Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

The decision was made to combine radio and television pledge drives. Instead of pledging television and radio separately six months out of the year, AZPM reduced pledge to occur in four months with radio and television drives running concurrently. While it may seem like a reduction in pledge to the audience, Callahan and AZPM actually increased the total number of pledge days.

The AZPM combined pledge drives paid immediate dividends. Membership revenue increased by 6% from FY16 to FY17, while audience "pledge fatigue" was alleviated by removing two months from the AZPM pledge schedule.

Callahan and AZPM have also taken a 24/7 approach to reminding viewers to support AZPM. "Support AZPM" spots featuring community members' testimonials on the value of supporting AZPM run daily. Additionally, In November of 2017, Callahan began utilizing "pledge softening" spots. The impact of this campaign was immediate. Callahan's year end campaign in December 2017 netted \$212,746 compared to 2016's \$172,441, an increase of 23%. Callahan is a tireless advocate for her members, and that is why she has continued to grow membership revenues at a time when many stations are struggling. Since joining Arizona Public Media in 2008, Callahan has generated a 54.5% increase in membership revenue, from \$2.57 million in FY08 to \$3.97 million in FY17.

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**Q12** Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

Callahan has generated a 54.5% increase in membership revenue, from \$2.57 million in FY08 to \$3.97 million in FY17.

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**Q13** Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

Callahan takes great care of her family 30,000 members with frequent screenings of PBS content. From "Masterpiece," "Nova," Ken Burns' "Vietnam," to local AZPM documentaries, AZPM holds dozens of member screenings every year.

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**Q14** Do you have any supporting materials or items to upload? (optional) **Yes**

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Page 10: Additional Items

**Q31** Please upload all materials as a single document.

**Callahan nomination.docx (148.3KB)**

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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. **Not sure**