

#39

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, April 09, 2019 10:19:30 AM  
**Last Modified:** Friday, April 12, 2019 4:34:44 PM  
**Time Spent:** Over a day  
**IP Address:** 164.107.246.100

---

Page 2: Tell us who you are!

**Q1** Contact Information

Name	Rob Walker
Title	Director of Membership
Station	WOSU
Email	rob.walker@wosu.org
Phone Number	6142924360

---

Page 3: Award Categories

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

---

Page 5: Membership

**Q9** Project Title

Passport's influence on the membership file.

---

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

Objective:

Increase Passport activation.

Capture of email addresses from existing members who have not provided an email address in the past.

Retention by getting otherwise hard to reach donors hooked on Passport

---

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

See attached award submission

---

## 2019 Development Awards - Application Form

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

See attached award submission

---

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

See attached award submission

---

**Q14** 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.

**WOSU Columbus PBS award.pdf (2.6MB)**

---