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**COMPLETE**

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Page 2: Tell us who you are!

**Q1**

Your Contact Information

Name	Taylor Leonard
Title	Events & Engagement Manager
Station	WFYI Public Media
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Page 3: Which award are you submitting for?

**Q2** **Special Achievement/Innovation**

Select an award.

Page 7: SPECIAL ACHIEVEMENT/INNOVATION

**Q21**

Project Title

Listen Up Virtual Speaker Series

**Q22**

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

With the pandemic preventing in-person events, WFYI had to find a way to continue it's signature speaker series in 2021. This speaker series started in 2015 as a way to connect the national brands with our station. As a dual-license station we bring in PBS and NPR personalities. We shifted to virtual events on the Crowdcaster platform. We hosted three events that included Terry Gross, Marcus Samuelsson, and Ari Shapiro with Susan Stamberg. These events included interviews with each of the guests, questions from the audience, and VIP receptions with the two NPR guests. The goal of these events were twofold, to raise support for the station and provide an unique opportunity for attendees.

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**Q23**

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

The Listen Up series involves a lot of moving pieces. It starts with coordination of the national talent which involves negotiating rates and terms of the agreements. Once the talent is secured, our team gets to work on setting ticket price and developing a multi-platform marketing strategy. Listen Up is an event that we would like to be accessible to folks at most income levels and price tickets accordingly. The marketing of these events includes social media paid and organic, radio spots, tv spots, and influencer marketing. The event includes a welcome from WFYI's CEO as well as remarks from the presenting sponsors. These pre-recorded videos provide great context to local content as well as national content that is related to the special guests. The sponsors can discuss why they support public media and help build the case for others to do so as well. For the virtual events, we did not want to do a presentation style that works well in-person. Instead, we shifted to an interview style. Terry Gross and Marcus Samuelsson were interviewed by two different local reporters whereas Ari Shapiro and Susan Stamberg interviewed each other. These interviews provided attendees with insights to how the programs are made at PBS and NPR and to learn a little more about their favorite personalities. After the interviews, attendees were able to ask questions. This was some of our guests favorite times as they were able to connect with people on their own screen in a unique way. These events were successful because we were able to continue our signature series in a safe way and maintain two presenting sponsors.

**Q24**

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

Between ticket sales and sponsorships, the Listen Up series was able to fundraise \$28,244 after expenses. Across the three events, we issued 700 tickets. Outside of ticket sales, we saw great success in the WFYI brand being seen on social. For the Marcus event, our Facebook event page reached over 14,000 people. Post-event surveys were sent to attendees and included a net promoter score question. To calculate NPS, ask the standard NPS question "How likely are you to recommend us on a scale from 0 to 10?" then subtract the percentage of detractors from the percentage of promoters. A excellent net promoter score is in the 70-100 range. The net promoter scores for the event were 77, 83, and 100.

**Q25**

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

The guests for the Listen Up series are all national PBS or NPR talent. They share information about their program, how it's developed, and behind the scenes information as well. The event series has a pre-event slideshow that includes promotion of local programs and national programs. We have even included some of the PBS sizzle reels in the slideshow like a preview at a movie theater. Our attendees enjoy this dynamic content while they wait for the event to start.

**Q26**

No

Do you have any supporting files, links, or other items?  
(optional)

**Q35**

**Respondent skipped this question**

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.

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