



2006 Fall Conference  
 September 7-8, 2006  
 Columbus, Ohio

## IDEAS EXCHANGE Results

<u>Name</u>	<u>Station/ Organization</u>	<u>Program Name/Activity</u>	<u>Goal of Program or Activity</u>	<u>Target Audience</u>	<u>Description</u>
Heather Maclean 908- 204-1222 <a href="mailto:macleanh@aol.com">macleanh@aol.com</a>	BBC World Service	BBC Bursary for non production staff	Allows staff in all areas of BBC to come up with program ideas and gives them the opportunity, working with established producers and editors, to develop their idea from concept to production.		We have so many talented and wonderful people working at the BBC – why not tap into all that creativity. We have many similar schemes as the Bursary at the BBC, several of which came out of an initiative called Making it Happen. This was launched by a BBC former Director General who decided that some of the fun had gone out of working at the BBC and that there was too much bureaucracy. The above attachment opportunity is just one of many great ideas. Others were as simple as allowing staff to choose paint colors and furniture for their offices and making their working environment as pleasant as possible.
Keith Neisler 402-557-2777 <a href="mailto:Keith.neisler@ops.org">Keith.neisler@ops.org</a>	KIOS-FM Omaha, NE	Cooperative Music format swap w/other public radio stations in the market	End duplication of service in the market and to present a partnership to listeners	Public radio audience and overall community	KIOS-FM and our partner station KVNO, entered into a cooperative agreement to “swap” music formats that both stations were duplicating. This cooperation includes cross-promotion and other activities.
Patricia Wentz 314-516-5982 <a href="mailto:pwente@kwmu.org">pwente@kwmu.org</a>	KWMU St. Louis, MO	Outreach efforts	To attract NEW/Gen X-Gen Y audience to KWMU, to increase awareness and encourage tuning-in.	Parents & Gen X-Y Generations	At targeted community events, KWMU hosts a booth and sponsors Project KidCare ID, a program from Polaroid. KWMU takes photos of children that are placed in special KidCare ID booklets for parents to record safety information about their children. KWMU also hands out a bag filled with other safety information, station information and small tchotchke. A local sponsor partners with the station to cover costs. The station also passes out station branded balloons or paper fans to engage the “next generation” of listeners!

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Chris Kohtz 651-290-1225 <a href="mailto:ckohtz@americanpublicmedia.org">ckohtz@americanpublicmedia.org</a>	Minnesota Public Radio  American Public Media	Golden Baton Underwriting Campaign	To increase underwriting support for classical broadcasts. Principles are applicable to underwriting in general.	A broad range of underwriting targets; primarily those who have not underwritten before.	A three page summary that is left with targets at the end of each presentation. Gold Baton is presented to a roomful of potential underwriters together. The group dynamic is efficient and effective. MPR significantly increased underwriting support for classical through this novel approach. I'll bring hard copy of more info to PRIMA. MPR Underwriting is available by phone or by in-person consultation with your staff to help you develop similar programs at your station.
Craig Beeby 405-744-9973 <a href="mailto:craig.beeby@okstate.edu">craig.beeby@okstate.edu</a>	Oklahoma Public Radio	Creating statewide radio network	Preserving public service radio programming for future generations.		Creating business plans and using tax-exempt bonds to finance, and buy/build network.
John Barth 617-576-5355, ext. 195 <a href="mailto:john@prx.org">john@prx.org</a>	PRX Cambridge, MA	Darrell Brogdon KANU Retro Cocktail Hour	Funky, obscure music that has fan appeal and also can be used as mood, background. This program has NO geographic tie in ..it is a work of passion. It has distribution beyond its market: PRX and satellite radio. It is unique, the host/producer brings a smart context to the form.	Baby boomers, hipsters and younger people who like a retro sound.	(description at left) I like this because it breaks a lot of rules, it does not have to be a broadcast program; it is unique – locally produced, globally distributed.
John Barth 617-576-5355, ext. 195 <a href="mailto:john@prx.org">john@prx.org</a>	PRX Cambridge, MA	North Country Public Radio NCPR.org	super serve a local audience through the station web site		Intense local coverage across a broad geographic region; live audio, archived, podcasts, tie-ins to community events; clear and simple; good use of local images; complete list of station staff, emails, duties.

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<p>Dan Skinner, Manager WBAA 765-494-3960 <a href="mailto:dskinner@purdue.edu">dskinner@purdue.edu</a></p>	<p>WBAA AM &amp; FM</p>	<p>Community Outreach</p>	<p>To increase awareness of Station in the community and to associate the station with the "life of the community."</p>	<p>Those attending Community Events</p>	<p>WBAA AM &amp; FM is working to increase its profile in the community by participating in the life of the community. WBAA's goal is to participate in most of the community's cultural events. We are co-sponsors of about half of these events which means that WBAA's logo is included in all of the promotion of the events.</p> <p>This year WBAA participated in the following events:</p> <ul style="list-style-type: none"> <li>- Round the Fountain Art Fair</li> <li>- Taste of Tippecanoe</li> <li>- The Fiddlers Gathering</li> <li>- Uptown Jazz &amp; Blues Festival (WBAA Staff also served as Emcees on the various performance stages.)</li> <li>- Global Fest</li> <li>- Purdue Home Coming</li> <li>- West Lafayette, Art Fair</li> <li>- Feast of the Hunter's Moon</li> <li>- Brown Bag Concert Series</li> </ul> <p>WBAA has invested in Banners and a 10'x10' promotional tent for use at events. The tent is manned by staff and volunteers. We hand out promotional materials, give free WBAA Balloons to the kids, and hold drawings for prizes. This activity gives us a stronger presence in the community and strengthens our relationship with listeners and station volunteers. We are determined to be engaged in our community and are pleased with the response from those who stop by our tent and others who provide us with positive feedback about our increased community profile. I would highly recommend this type of activity to all public radio stations.</p>
<p>Bruce Haines 260-452-1189 <a href="mailto:bhaines@npr.fm">bhaines@npr.fm</a></p>	<p>WBNI &amp; WBOI Fort Wayne, IN</p>	<p>"Folktales in the Classroom"</p>	<p>Students learn to expose students to the radio medium through the production of a story or idea of their own for broadcast.</p>	<p>Elementary to mid high school grade students</p>	<p>This outreach program began in 1988 as "Kidwaves" as the result of an idea developed in collaboration with our community advisory board. It received a special recognition award that year from the National Education Association for the "advancement of learning through broadcasting." Each year one class from three different schools writes, records, and produces a program that often is based on topics already a part of the students' curriculum. Program titles have included "The History of Railroads" (where a second grade class rode – and captured the sounds of – a steam-driven train as part of its research), "The Sixties," and "Immigration and Ellis Island." In 1997, mid-high students from several schools worked together to record a piece called "Can You Hear What We Feel?" as part of Fort Wayne's "Cap On Violence" initiative.</p> <p>Initially, the completed audio would air during WBNI's daytime programming at a time when the segments could be heard by the students while in their classroom. This has now evolved to incorporate the pieces in a locally-produced folk music program, Folktales, heard on Saturdays at 8 pm. In keeping with this new home for this activity, the name was changed recently to "Folktales in the Classroom." Over the past 18 years, it is worth noting that hundreds of area students have participated in this endeavor.</p>

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Kit Jensen 216-916-6130 kit.jensen@ideastream.org	90.3 WCPN ideastream	The Listening Project: Listening to Community, Looking for What Matters	Annual survey of region's assets, challenges, and expectations of public broadcasting that is used to focus programming and production activities, develop new and augment existing broadcast and non-broadcast services.	General population, station membership, community leaders	Research project which gathers data from random (general public) telephone surveys, mail surveys of members, and internet survey, community leader focus groups; and audience discussion groups. See website for more information (wcpn.org or wviz.org)
Scott Hanley 412-396-6030 hanley@wduq.org	WDUQ- FM	On Air Fundraising Library	Improve sound and consistency of on air fundraising	Listeners, members and potential members	<p>WDUQ has been using an extensive array of recorded spots during pledge campaigns since about 1997. At first these recorded messages were an adjunct to pre-recorded materials provided by national producers, usually making case statements with passion, humor or logic. Occasionally, a spot would be produced to make note of a special premium.</p> <p>Over time, our pledge effort has evolved to focus on clarity, consistency of message and transparency about how the station is run and funded. We have developed a new model for on-air pitch break content, allowing for a more modular approach that has led to more effective messaging and a more consistent sound for WDUQ.</p> <p>We now use “live” air talent where they are most effective – urgency, goal status, connection to the moment. But now we often use recorded spots to make the “case,” explain the process, the premiums and other things that can be done as well or better with recorded spots.</p> <p>We have scores of spots with testimonials, premium descriptions, payment options and pledge processes. We also use a three part NCR form to preplan the recorded and live elements of each break.</p> <p>Samples of audio, planning forms and “spots” selection can be shared at the PRIMA meeting, or we can just hand out print and CD samples.</p>

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Arthur J. Timko, General Manager 734-487-2229 <a href="mailto:atimko@emich.edu">atimko@emich.edu</a>	WEMU-FM Ypsilanti, MI	"The Morning Eggdition Breakfast Sandwich" and "For the Love of WEMU" (It's a twofer)	To provide no cost revenue stream, while concurrently keeping WEMU in front of a target audience	The target audience is all of WEMU's audience, plus those who frequent a popular breakfast/lunch diner.	<p>Through the support of a local restaurant owner, WEMU receives 50% of the price of a specialty sandwich added to the menu. It is the "Morning Eggdition" sandwich. WEMU has received over \$1,000 in the past 18 mos. from this initiative. This is a very popular breakfast establishment, The Northside Grille. They play WEMU in the background and underwrite on the station.</p> <p>The second part of this program is "For the Love of WEMU." On the Saturday nearest February 14, WEMU staff help wait tables at the Northside Grille from 6 a.m. to 3 p.m. closing. The regular waitstaff do most of the work and are compensated by owner. WEMU on-air staff mingle with the customers and pour coffee and water. WEMU receives all tips for the day with a total of over \$1,000 received. The total received from each endeavor is not enormous, but each places WEMU in front of listeners and potential audiences and earns money for the station with no cost. For most of the day, customers are lined up around the building, waiting as long as 45 minutes to participate in a fun event.</p>
Christina Kuzmych 812-855-2088 <a href="mailto:ckuzmych@indiana.edu">ckuzmych@indiana.edu</a>	WFIU – Bloomington IN	Major Donor Initiative: Creating special giving opportunities targeting new money outside the present member/donor pool	To increase WFIU major donor giving through a program that 1) recognizes community leaders, professionals, artists, and 2) targets donors outside the station's current membership base.	Our target audience (or donors, in this case), include individuals who are willing to give major sums of money to funds memorializing or honoring community leaders, professionals, artists, and others who made significant contributions to the community or in their respective fields. Since this program runs concurrently with the station's on-going major donor/planned giving initiatives, we target potential donors who are outside of our current member or major donor lists.	We created giving funds in the names of various community leaders, artists, and well-known professionals in our listening/viewing area. Each fund is spearheaded by a family member, and cultivates individuals who had an association with the person in whose name the fund was formed. For example, in the case of a famous violin teacher, his entire list of over 600 students is being contacted. Some of these students include soloists like Joshua Bell, as well as concertmasters from all over the world, deans, teachers, and orchestra members. They are predisposed to support a fund that honors their beloved teacher and mentor. Since these donors are no longer in the WFIU listening area and not in our member base, their contributions represent new money from outside sources. The funds are designated to support a variety of station activities and function either as "funds" or true "interest-only" endowments.

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<p>Jay H. Pearce 217-333-0850 <a href="mailto:jhpearce@uiuc.edu">jhpearce@uiuc.edu</a></p>	<p>WILL AM-FM Urbana, IL</p>	<p>Youth Media Workshop</p>	<p>The immediate goals of the workshop are to teach students to conduct library research; interviewing, audio/video recording, audio/video engineering and digital audio/video editing techniques; peer education; critical thinking and analysis, conflict resolution, public speaking and group presentation.</p> <p>The long-term goal of the workshop is for young people to understand the significance of their history in order to pass it on to future generations to build better communities, to build stronger points of self-esteem and stronger identities and to be agents for change in society and mass media.</p>	<p>WILL AM and TV's core audience of socially conscious public affairs consumers.</p>	<p>Youth Media Workshop is collaboration between public radio station <a href="#">WILL-AM 580</a> and <a href="#">Innovative Ed Consulting, Inc.</a>, an educational programming, multimedia marketing and action research company.</p> <p>The workshop partners with public schools in Champaign-Urbana, Illinois, to teach African-American youth how to make radio and television documentaries that link their generation, the hip-hop generation, to the civil rights and black power generations.</p>

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<p>Dorie Vallillo 309-298-1873 <a href="mailto:d-vallillo@wiu.edu">d-vallillo@wiu.edu</a></p>	<p>WIUM/WIUW Macomb, IL</p>	<p>“Tri States Public Radio Celebration Concert Series”</p>	<p>To encourage attendance at and appreciation of live musical performances.</p> <p>To bring performers to our small town that would not otherwise appear (our concert series is the ONLY acoustic music venue).</p> <p>To bring our listening audience (and non-listening members of the public) into our facility (concerts take place in our 100-seat Music Performance Studio).</p> <p>To bolster our image as an “important cultural resource/institution” for the tri state region.</p> <p>To provide a benefit of membership (tickets to the concert are discounted for members of Tri States Public Radio).</p> <p>To create locally-produced programming (the 75-minute concerts are recorded and edited into one-hour shows for local broadcast).</p>	<p>Anyone we can get in the door!</p>	<p>Six acoustic concerts per year, generally one a month November through April, featuring nationally touring artists. Tickets are \$15 (\$10 for Tri States Public Radio members), and all are encouraged to bring a non-perishable food item or personal care item to donate to the local food pantry. [Given all the fundraising we do for ourselves throughout the year, this is a nice opportunity to show the community that we are supportive of other causes and don’t ALWAYS have our hands out for ourselves]. The concerts take place in our 100-seat Music Performance Studio – Saturday evenings at 7 p.m. They are recorded for local broadcast the following summer. We have received partial funding from the Illinois Arts Council to support this series for 15 years running (dollar for dollar match required).</p>

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Ted Eldredge 305-995-2206 <a href="mailto:teldredge@wlrn.org">teldredge@wlrn.org</a>	WLRN Miami, FL	WLRN/Miami Herald News partnership	To provide a robust local news service for WLRN listeners	WLRN core listeners	WLRN began three years ago to broadcast local news produced and anchored by Miami Herald news staff (all broadcast professionals) that has now evolved into 18 daily newscasts Monday through Friday. The project is more than self-supporting as both the Herald and WLRN are actually earning net income from underwriting sales while covering all expenses. We hope to be able to expand into weekends and other weekday day parts within the next couple of years, as well as begin producing extended length features in addition to the spot newscasts currently being produced.
Cleve Callison 513-529-5958 <a href="mailto:callistc@muohio.edu">callistc@muohio.edu</a>	WMUB Oxford, OH	“Getting Your Message on the Radio” workshops	Increase awareness and ultimately revenue from individuals and non- profits in our listening area	Officers, staff and board of area non- profits	WMUB promoted and hosted 5 free workshops in different communities in our listening area. Staff members made presentations, with Q&A, on 6 topics: submitting a commentary, submitting a PSA, sending a team for fund drives, underwriting, pitching a news story, and pitching a talk show guest. Attendance was limited, refreshments served. About 3 hours for each workshop. Workshops were very well received. We plan to do about 1-2 a year.
Tim Emmons General Manager 815-753-0064 <a href="mailto:temmons@niu.edu">temmons@niu.edu</a>	WNIJ/WNIU DeKalb, IL	Why We Do What We Do	Communicating with listeners		Why We Do What We Do is an ongoing, occasional series of messages from the manager, on the air, explaining station policies and activities. I write and record the messages, which have ranged in topic from federal funding, to the role of underwriting, to why we cover some stories and not others. It's a way to have a "statement of record" on issues listeners are talking about. These messages are often suggested by listeners (we solicit listeners for topics they would like to hear about). Most of these messages are :60 or :90 seconds, and run 6-8 times over the course of two days.
Tim Eby 614-247-8377 <a href="mailto:EBY@WOSU.ORG">EBY@WOSU.ORG</a>	WOSU Columbus, OH	WOSU@COSI (Facility Project)	This digital production center -- located at the Center for Science and Industry (COSI), one of the nation's leading science centers for children in downtown Columbus -- is designed to fuel a new focus on community engagement for WOSU.	Parents (Grandparents) and Children that visit COSI, downtown Columbus business, educational, arts and cultural community, listeners and viewers to WOSU (current and potential)	WOSU@COSI is a state-of-the-art digital radio and television production facility that includes a civic space for meetings and performances, hands on exhibits as part of the COSI experience, a media lab for media training, and conference and meeting space, WOSU@COSI will be a catalyst for a significant advancement of local programming (both radio and TV) for WOSU. The facility is also a huge marketing and promotional opportunity for WOSU to reach out to new and potential audiences.



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Jeff Williams 618-453-6101 <a href="mailto:Jeff.Williams@WSIU.org">Jeff.Williams@WSIU.org</a>	WSIU Carbondale, IL	In the Author's Voice	To goal of the radio series was to give voice to area writers of all ages and backgrounds and raise awareness to literacy and the arts.	We targeted young adults. Our goal was to come up with a program that would draw the interest of young listeners to public radio. We are planning a follow-up to air in the spring of 2007.	The series focused on a series of authors some were establish writers of national note others were local high school students. Each writer was recorded reading their own work. The readings were turned into half hour programs. Each program had a community outreach component as well as a web component. The programs were all produced by Southern Illinois University students. Some of the readings were recorded during a poetry jam at a local coffee house as well as a similar event at a local youth hang-out.
Jon Schwartz 307-766-4241 <a href="mailto:jbs@uwyo.edu">jbs@uwyo.edu</a>	Wyoming Public Radio	Weekly Editors/Reporters Roundtable produced segment (within weekly hour statewide newsmagazine)	Gain perspective of other news media journalists in the state on the week's top stories of statewide interest.	News - general	Part of our new weekly statewide news magazine, our News director conducts a round table discussion with editors and reporters from newspapers/tv around Wyoming. We have placed "Blue Boxes" at four or five office locations around Wyoming with microphone, minor audio equipment and blue boxes that improve telephone audio to near studio quality. Participants come in to these mini-studios and operate the equipment on their own with no difficulty. Our reporters can also use the equipment when out in the field on other assignments. Funding for the equipment came jointly from the previous Governor and from the previous University president – both of whom wished to raise the level of civil discourse in the state.
Gary Sexton 330-941-1778 <a href="mailto:sexton@wysu.org">sexton@wysu.org</a>	WYSU-FM Youngstown, OH	Partnerships, Partnerships, Partnerships	We are a small station with minimal staff, so it's a challenge to do much beyond the basics. We are continually developing partnerships to expand are creative & service potential.	Depends on project.	Examples: <i>Youngstown 2010: Moving Ahead: Public Television &amp; Radio Simulcasts.</i> A partnership with an unaffiliated public television station and the City of Youngstown. Occasional simulcast specials that bring together community leaders & special topic experts plan in a public setting to discuss & explore community, city, & regional issues as outlined in the Youngstown 2010 community action. They also provide a media platform for town hall style meetings to facilitate interaction between the various peoples & communities in the city & region to discuss, understand, & address these issues. Without a news staff, this partnership allows the station to be a participant in this community process and strengthens our relationship with community leaders.  <i>Youngstown Oral History Project.</i> A partnership with an Urban Sociology class in the Sociology & Anthropology Department. The professor gets grant money to hire a project leader & producer to put together programs based on oral history interviews conducted by students. This partnership allows us to air well-produced, quality specials of community interest that would not be possible otherwise.  <i>WYSU Power Run.</i> A partnership with the Youngstown State University Marketing & Communications Department to create a fundraising campaign to help pay for our digital transition. We received free staff time, even help with ads & billboards. (All I had to do was run a 50-mil trail race.) Our development staff of two, one who handles what marketing we do, was expanded several fold for this project.

