

**ON-AIR PITCHING GUIDELINES:** • **MEMBERSHIP DRIVE** should be the only way you refer to the **MEMBERSHIP DRIVE**. Help us maintain our "brand" by not referring to it as a "**FUND DRIVE**" or "**PLEDGE DRIVE**." **Membership is about people that are connected.** Pledges and funds don't convey the message of community we hope to nurture. Again... use only the term **MEMBERSHIP DRIVE**. • The **simplest breaks are the best breaks:** Avoid too much complexity. Short anecdotes are fine, but keep in mind that you want your story to make sense even to folks tuning in half way through.

• **There are two types of pitch breaks:** **CASE** = Making a **CASE** means providing the REASONS why one should give. **CLOSE** = **CLOSING** is actually asking for money. Ask nicely and directly for cash, don't beat around the bush... it's obvious what we're doing. • Your breaks should be a variety of CASE and CLOSE type breaks: 75% of your break should consist of either making a CASE or CLOSING by asking for money. • Your breaks should have a linear **FLOW and FOCUS:** Begin your break by EXPOSING information about, for example, our costs and how we receive funding, REACT to these facts with your pitch partner, RECAP the facts, and then CLOSE the break by asking for money.

• A good break consists of **no more than three FOCUSED topics:** Plan your breaks with your pitch partner. Decide on no more than three topics... even just one is fine. • **Breaks that are too long, are a problem:** People need to HEAR the programming we're asking them to support. Plus, listeners need to have time to call in. You'll notice that the phone tends to ring right after your pitch break ends. This happens because listeners don't want to miss your comments. Reducing the frequency of your pitch breaks by extending your breaks too long can have a negative effect on the number of callers/donors. • Pitch **breaks should be four to eight minutes long.** • When pitching, **SPEAK as you would to ONE PERSON.** Radio is an intimate medium. It is appropriate to speak to listeners as you would one-on-one— acting as if you're speaking to a group only creates distance between you and the listener. • Plan your pitch breaks **BEFORE** you go on air. Even better, get with your pitch partner in advance and sketch out the topics you both would like to feature. • Formulate your pitches based on the station's mission: i.e. NEWS / LOCAL NEWS / QUALITY MUSIC / PUBLIC SERVICE, etc. • Mention **no more than TWO membership levels per break.** • Explain what we're doing, once per break. (i.e. This is KRCC's Fall 2006 Membership Drive... we're raising \$185,000...) • **PREMIUMS are NOT an incentive to become a member,** they are often viewed as opulent and in conflict with our appeal for donations. Therefore, this drive, we'll have pre-recorded messages about our premiums. Funny ones. You may, of course, talk about premiums, but please talk about them as a **special way of saying thanks** for your donation and NEVER a reason to become a member. We must avoid conveying the message that a three dollar t-shirt is more valuable than supporting our programming. • **Never apologize for the membership drive.** • **Never talk about WRAPPING-UP the membership drive,** unless that might actually happen within the following hour. It's a drag to listen to people that feel like they're doing something dreadful. • **Never make threats to remove/cancel programming.** It is illogical to threaten to punish people who you hope will give you money. • **Thank the listener.** • **LAUGH!**

## **A FEW NOTES ON THE MIND OF THE PUBLIC RADIO MEMBER**

### **What makes a listener a member?**

An INTERNAL realization of a sense of RELIANCE on public radio, and... An INTERNAL realization of a sense of the PERSONAL IMPORTANCE public radio provides... not from altruism for the community, but more of personal need to feel good.

53% of public radio listeners believe that our funding comes from the government or our licensing institution, when actually LISTENER-MEMBERS ARE KRCC'S LARGEST SOURCE OF REVENUE! The concept that public radio is LISTENER FUNDED should not be confused by contradictory messages. Don't confuse that message with a breakdown of KRCC's revenue. Our focus when pitching should often remind listeners that their contributions fund the majority of KRCC's costs.