

# DONORS GIVE FOR THEIR REASONS, NOT OURS.

## KBOO’s Guide to Effective Community Radio Fun(d)-raising – Fall 2011

<b>FALL 2011 DRIVE FACTS.....</b>	<b>3</b>
<b>SHOW PREPARATION.....</b>	<b>3</b>
MUSIC.....	4
BACK ANNOUNCING VERSUS PITCH BREAK.....	4
SO PROMOTE YOURSELF.....	4
<b>THE ART AND CRAFT OF ON-AIR FUND RAISING.....</b>	<b>5</b>
GENERAL PITCHING GUIDELINES.....	5
<i>Speaking person to person.....</i>	5
<i>Urgent not panicky.....</i>	5
<i>Passion.....</i>	5
<i>Never apologize for fund raising.....</i>	6
<i>Keeping the listener tuned in.....</i>	6
<i>Silence and how to use it.....</i>	7
<i>Talk to the non-contributing listener.....</i>	7
<i>Donating Online.....</i>	8
OKAY SO HOW WHEN DO WE PITCH?.....	8
CONNECT WITH THE LISTENER.....	9
<i>Closing = Call to Action.....</i>	10
<i>How (not) to end a pitch break.....</i>	10
<i>The Ask – Creative Ways to Say 'Donate your Money'.....</i>	11
<i>Giving the URL / phone numbers again and again.....</i>	13
USING MATCHES AND CHALLENGES.....	13
USING THANK YOU GIFTS.....	14
SPECIAL PITCHES.....	15
<b>WORKING WITH A PITCH PARTNER.....</b>	<b>16</b>
<b>WHO CAN BE A PITCH PARTNER?.....</b>	<b>16</b>
<b>WHO IS MY PITCH PARTNER?.....</b>	<b>17</b>
<b>LANGUAGE.....</b>	<b>17</b>
• “THANK YOU”.....	17
• “I” AND “YOU” – TALKING DIRECTLY TO ONE LISTENER.....	17
• COMMUNITY.....	18
• ‘GO OUT TO PLEDGE/MEMBERSHIP CENTRAL ...’.....	18

- ‘IN THESE TOUGH TIMES...’ .....18
- ‘WE NEED YOU TO CALL RIGHT NOW...’ .....18
- ‘CALL NOW, BECAUSE THOSE PHONE VOLUNTEERS SURE NEED SOMETHING TO DO...’ .....18
- ‘CALL NOW TO KEEP THIS SHOW ON THE AIR...’ .....19
- ‘WELL, THOSE PHONES AREN’T RINGING...’ .....19
- SLOW DOWN.....19

**THANKING FOOD DONORS.....19**

**KBOO PITCHING POINTERS – A QUICK REFERENCE.....20**

**HOSTING LOGISTICS.....22**

- WHAT ABOUT THE LOGS? UNDERWRITING? SPOTS?.....22
- SHOW TRANSITIONS.....22

**PLAYLISTS.....23**

**GO!.....23**

**THEMES TO PITCH AROUND.....24**

- 1 - THE MUSIC.....24
- 2 - THE NEWS AND INFORMATION.....25
- 3 - THE REAL MEANING OF COMMUNITY RADIO.....27
- 4 - PLAIN TALK ABOUT.....28
- 5 - WELCOMING NEW LISTENERS.....30
- 6 - WELCOMING INTERNET LISTENERS.....31
- 7 - WELCOMING BACK FORMER MEMBERS.....33
- 8 - THE IMPORTANCE OF FIRST TIME GIVING.....34
- 9 - THE KBOO COMMUNITY ‘MISSION’ .....35
- 10 - KBOO PROGRAMMERS ARE COMMUNITY MEMBERS.....36
- 11 - THE AIRWAVES BELONG TO THE PEOPLE.....37
- 12 – TRAINING OPPORTUNITIES.....38

This guide can assist *anyone* who is interested in improving their on-air pitching skills. But, there are sections of this document specifically oriented toward KBOO’s on-air programmers. Those sections will have a vertical line on the left of the relevant text.

Thanks to KBCS for sharing their original version of this document with KBOO.

This document is a work-in-progress. Your constructive feedback is welcome. Send it via email to [membership@kboo.org](mailto:membership@kboo.org) or see Andrew Geller in person.

## Fall 2011 Drive Facts

When is it? Thursday October 6 – Saturday October 22  
What is the financial goal? \$120,000

## Show Preparation

- **GENERATE TALKING POINTS LIST FOR PITCH BREAK USE**

**Before you do any other drive prep** please read this entire document. Regardless of how many drives you've worked on, a little preparation can make you sound tighter and more compelling. This is *especially* crucial for your drive shows since you will be helping raise the money which keeps all of our programs on the air. **As a host, YOU are the one at KBOO who has the relationship with the listener.** They *listen to* you and care about you, so it's critical to use this in our favor during our membership drives.

Write down a short list of remarkable things about your show. Doing this will make it easier for pitchers to talk about your show and will serve as an easy way to remind the listener about what you offer. To create this 'talking points' list, review your playlists, blog posts, schedule episodes or other sources. You put a lot of hard work and thought into your shows; make it easy for you and the pitchers to mention these things at once. Here are some things to consider as you compile this list. Did you:

- ✓ provide interesting background and commentary on the music you play? (music hosts)
- ✓ conduct engaging interviews based on broad knowledge of the subject/s (all hosts)
- ✓ involve local guests from your community in the show? How often? (all hosts)
- ✓ announce local events / opportunities relevant to your audience? (all hosts)
- ✓ address local social/political/cultural issues in your content? (public affairs hosts)
- ✓ positively promote KBOO and the website? Mention your updated webpage?
- ✓ thank our contributing members? Solicit community involvement in the station?
- ✓ consider new opportunities to serve your audience better?

Membership drives are special occasions and a great opportunity to purposefully **CELEBRATE COMMUNITY RADIO** as something out of the ordinary. Be creative in celebrating *your* show as something out of the ordinary. This doesn't have to take a lot of time.

Create a list of ideas for your drive show/s as well as reasons that the listener should support the community funded radio station which broadcasts it. All hosts should be able to explain why their show is important and why KBOO is worth supporting.

You can also learn a lot from listening to other radio programs. It is entirely possible that other hosts will have ideas or practices you can make your own to improve your program. This also applies as you pitch your show and other shows.

Your enthusiastic drive participation, as part of a larger team, is vital to our collective success.

## Music

- **HIGHLIGHT YOUR MOST EXCITING CONTENT**

It plays a critical role in getting phones to ring and mice clicking. As you assemble music for your drive show/s, remember that you are providing the soundtrack for an on-air party. Create a fun, celebratory atmosphere that the listener will want to join.

Highlight the best and most exciting music you played throughout the year. As you prep, think back over the last six months and choose songs and artists which made the phones light up and songs your listeners request. Keep it upbeat and avoid the more lengthy, esoteric and obscure tracks. Experiment all you want the rest of the year. Also plan on playing shorter songs as your show winds down and you near your financial goal. Be strategic and mindful about the music you select. While a drive show is very different from the rest of your shows, you should still present music and ideas with which you are familiar, and about which you (and your pitchers) can speak intelligently and with confidence..

## Back Announcing versus Pitch Break

- **CLEAR DISTINCTION BETWEEN BACK ANNOUNCING / PITCHING**

Don't be afraid to get on the mic frequently, even after every song, to mention that we are fund raising. Stick to our pitch clock for actual pitch breaks, but you can easily work in a quick mention while you're back announcing. Getting on the mic and stating the goal, where you are with it, and how the listener can help out it is a great (and concise) way to make sure all listeners know we're in fund raising mode.

The most important things to constantly repeat to the listener are: that we're raising money; we want them to help out; and how they can help out. Lengthier scheduled breaks provide the opportunity to outline in more detail exactly why they should join KBOO.

## So Promote Yourself

- **GENERATE TALKING POINTS LIST FOR PITCH BREAK USE**
- **USE KBOO WEBSITE, SOCIAL MEDIA+ TO GET THE WORD OUT**

Your show is awesome, right? Tell the world by posting information about it on our website.

All KBOO programs have web pages which their host/s should be using to promote their show, other KBOO shows in their genre, feature upcoming content (got specials?) via schedule episodes, create playlists, maintain a blog... Please take full advantage of these tools (**training is available**), as the website is increasingly THE preferred way for people to find out what's up with your show.

As we are no longer mailing a printed program schedule, [www.kboo.fm](http://www.kboo.fm) is THE way to keep listeners up-to-date on what you've done, or plan to do in the future. If you also use social network sites, link to KBOO there, and post links to those sites on your KBOO page.

# The Art and Craft of On-Air Fund Raising

It is our job to help the listener understand that we need their financial support to stay on the air. To do this, we must:

1. **Offer compelling reasons to contribute** (using your talking points to make a case)
2. **Tell them how to do it** (website *then* phone number/s, start a monthly deduction)
3. **Politely but firmly urge them to do it right now** (Call to support us right now.)

You will state your case (#1) and then 'close the deal' (#s 2 & 3). We have successfully practiced this for years and you can do it. When well executed, the 'case and close' is remarkably effective in motivating people, plus it makes it easier to focus on your pitch.

## General Pitching Guidelines

- **CRAFT YOUR LANGUAGE TO ADDRESS ONE LISTENER**
- **BE FAMILIAR WITH THE PROGRAM YOU WILL PITCH**

### Speaking person to person

Radio is a very personal medium, often enjoyed by oneself. Use this to your advantage by emphasizing the ability of radio to draw people together. When pitching, ALWAYS pretend that you are talking to only one listener, because it's that one person who will donate. Address the listener as "you" and not "all of you listeners out there."

Including personal reasons for supporting KBOO as part of your case can also be effective.

### Urgent not panicky

- **FOCUS ON THE LISTENER**
- **ALWAYS USE THE IMMEDIATE SITUATION TO YOUR ADVANTAGE**

Urgency can be defined as "insistent solicitation" of "pressing importance requiring immediate action." Using the steps outlined herein, your goal is to impress upon the listener that your repeated requests [**insistent solicitation**] to raise our basic operating funds [**pressing importance**] means that they should donate NOW [**immediate action**].

Often there's a surge of calls just as the show is winding down (and we're hopefully very close to the goal). Use the advantage of dwindling time to push the listener to take action NOW. Show hosts should remember this phenomena when crafting drive shows, by structuring the content so it builds as you get closer to the end.

Break the total goal for a show into single-break increments: \$1000 goal this hour? Make it \$250 in each of the four breaks. Talk about the \$250 you need right now, as opposed to the \$1000 you need (altogether) an hour from now.

This creates a strong sense of urgency, with which you'll easily convey to the listener that the time to donate is NOW.

## Passion

- **BE GENUINE AND SPEAK FROM THE HEART**
- **USE YOUR PERSONAL EXPERIENCE AS POSITIVE EXAMPLES**

The most effective pitching always comes when speaking from the heart. Have your pitching convey your passion for community radio. This helps demonstrate to the listener just why KBOO should matter to her/him.

You should also believe in the program that you're pitching. If you don't care for a particular kind of music, then PLEASE DON'T sign up to pitch that show, even if the time is convenient. It will come across in your pitching and there's a good chance the phone room will be silent.

## Never apologize for fund raising

- **DON'T PITCH HESITANTLY OR SOUND APOLOGETIC**

Over 80% of our operating revenue comes directly from members. This is good, since having more smaller dollar donors offers greater stability compared to having fewer donors contributing larger amounts.

**NEVER** sound apologetic when pitching (or entering break), as it will undermine your positive messages. With adequate preparation and a plan to use the techniques mentioned here, your breaks should be tight, concise and effective. Make sure that your pitch messages focus on the listener, with reminders of why KBOO matters to *them*, and why to support it.

While the 'sales' aspect of membership drives turns off some programmers, and others may feel that asking the listener to support us is intrusive, these are more often excuses for not wanting to fully participate in the membership drives, which is not an option for ANY on-air host. Like you, KBOO needs money to operate; our listeners have it *and* they want to pay for what you offer them. Since we can't randomly bill listeners, we organize on-air fundraising campaigns to encourage them to pay.

We're not hawking poorly made products, we're informing the listener that her/his financial support is absolutely essential to KBOO's continued existence, because it is. Drive money literally pays the bills for the next several months. Remember that we are providing a wonderful service to the community.

## Keeping the listener tuned in

- **GET THE MOST KEY INFO OUT IMMEDIATELY**

Transitioning from the show to the pitch break is exactly when the listener is most likely to tune out (figuratively/literally). It is essential that you keep their interest in those few seconds; otherwise even the best pitching in the world won't reach them and prompt them to act.

Avoid a lengthy pre-break announcement that 'the pitch break is coming'. Back announce the tracks you've played or who you're speaking with and then start your break. Begin with a *quick* pause, re-identify both KBOO and the current show, introduce yourself (and co-pitcher), and then mention the membership drive and proceed with your pitch.

Work with the host to entice the listener to stick around with mention of what's coming up, and then give them a tight, concise, compelling case and close, with repeated mention of our web URL and phone numbers.

As most people are also doing other things while tuning in to the radio, the listener can tune out quickly, whether just mentally or by actually changing the dial. Your first task when pitching is to immediately convey some crucial information quickly. This should include:

- Who we are / what show is on and who you are;
- That this is our fund raising / membership drive and re-iterating its importance to KBOO;
- A polite, strong request to donate, with a suggested amount (\$90 avg, \$40 basic, \$5/month...)
- The web URL (**KAY BEE OH OH dot EFF EMM**) and phone number/s to donate;

## The First 20 Seconds

“Thanks for tuning in today to <*SHOW NAME*> on KBOO Community Radio. I’m Bob and I’m Merry and we’re both KBOO volunteers *and very excited* to be here today supporting the membership drive during <**HOST NAME**>'s program. I listen to this fantastic show every week, and if you do too, I want you to donate \$10 per month right now and help keep great programming like this on the air. Do it right now online at ‘**KAY BEE OH OH dot EFF EMM**’ or call us – 503.232.8818, toll-free at 877.500.5266.

### Silence and how to use it

- **LISTEN TO THE PROGRAM, USE THE CONTENT IN YOUR PITCHING**

The fine advice above notwithstanding, allow one single beat of silence *before* you say anything. While this is really just an instant (a quick inhale/exhale), it can really make a noticeable difference in how your pitch initially sounds to the listener. It is crucial that you keep the listener paying attention in those first few opening moments. This pause can be especially effective when pitching public affairs programming, where jumping in too quickly with a pitch can sound intrusive and abrasive, **especially if the content is neither upbeat, happy nor fun** (torture, genocide, killer cops, disasters, extinction...).

Pitchers should be listening to the show. This is *especially* vital in the minutes preceding a break. If the beginning of your pitch has no connection to what the listener just heard, they will know and you'll be more easily perceived as “salesperson-esque” — totally disconnected from the show and definitely less compelling to the listener. This is easy to hear...and avoid.

Remember that your job is to remind and convince the listener why KBOO is worthy of their financial support. If you're not connected to the show in the moment, it is more difficult to make a compelling case, which means a less successful membership drive.

### **Talk to the non-contributing listener**

- **MOST LISTENERS DO NOT DONATE; TALK TO THEM WITH FOCUS**

When pitching, non-contributing listeners are the most important people to you. There's lots of them. Far more than our membership ever was or will be. It's just the way it is in a culture where paying to listen to FM radio is truly uncommon. But at 10%± we're doing pretty well.

Membership drives are the *primary* way that KBOO gathers new donors. Think of ways to tailor some of your messages to first-time donors. Explain what compelled you to make your first gift.

Using the information herein will help you reach the 'core' listener — those who make KBOO their primary radio choice — and convince her/him to donate. This is *especially* true for the core listener who has never contributed to KBOO and you'll be talking toward lots of them.

### **Donating Online**

- **WEBSITE EARLY AND OFTEN; IT'S EASIEST FOR LOTS OF PEOPLE**

Numbers of donors and dollars continues to consistently increase and we want it to continue. The internet is the easiest way for lots of people to donate, especially for the online listener.

Please **FIRST mention our web address** and *then* give the phone number/s when you tell the listener how to donate. ALWAYS incorporate KBOO's web address into your pitching.

“Donate online right now! Just go to

**KAY BEE OH OH dot EFF EMM**

**PLEASE NEVER** say 'kay-boo' when directing the listener to our website.

The possibly busy brain of the listener has a decent chance of misspelling the sounds 'kayboo.' There are many ways to spell it, but only one goes to our website, so **please spell it out**.



## Okay so how when do we pitch?

:00 - :09	programming	:30 - :39	programming
<b>:09 - :12</b>	<b>FUNDRAISING</b>	<b>:39 - :42</b>	<b>FUNDRAISING</b>
:12 - :19	programming	:42 - :49	programming
<b>:19 - :25</b>	<b>FUNDRAISING</b>	<b>:49 - :55</b>	<b>FUNDRAISING</b>
:25 - :30	programming	:55 - :59	programming

We alternate the length of our pitch breaks (3 & 6 minutes). They are spaced roughly 11 minutes apart as above (a similar time chart will be posted anywhere near a mic during the drive). The host, board op, pitchers & supervisor all share responsibility for ensuring that pitches start/stop **ON TIME**. This should be done in exactly the same way that programs start and stop on time.

### **Please take “pitching starts on time” literally.**

To help, the board op will probably wave a small sign showing either '1 min' or '30 seconds' to you. This will indicate either the time until you start or stop your pitch.

As host, if you want to include *ANY* back announcing, calendar announcements or *anything else* prior to the break, you are responsible for factoring in the additional time needed. Paying attention to this as host will make working with pitchers and supervisors easier.

### **Connect with the Listener**

- **EMPHASIZE THE VALUE OF THE PROGRAM & KBOO GENERALLY**
- **INCORPORATE AN EMOTIONAL APPEAL IN YOUR PITCH**

Key to any good pitch is the ability to connect with the listener and illustrate to him/her the value of KBOO and the show for which you're pitching. Before going on the mic, chat with your co-pitcher to choose what to talk about during the next break. Stay focused and don't ramble.

Frame your pitch to cause the listener to feel compelled to do what you're asking. The most effective way to do this is to combine a sense of urgency (remember, not panicky) with language that makes an emotional connection to the listener's values. If you don't connect with the listener, s/he is less likely to feel connected to KBOO and the need to financially support it.

Include arguments which illustrate these three points in your pitch will get the phones ringing:

- The listener must **recognize the value of KBOO** in her/his life;
- The listener must **understand that her/his gift makes a real difference**;
- The listener must **act right now**.

If you focus on the first two points, the final one will be evident to the listener.

## Helping the Listener Recognize the Value of KBOO

- **USE 'A-HA' MOMENT TO EMPHASIZE VALUE OF KBOO TO LISTENER**
- **BE DESCRIPTIVE TO TEASE OUT WHAT MAKES KBOO SPECIAL**

It is safe to assume that since the listener is tuned in to us, s/he values KBOO. As a pitcher / host, your task is to bring that value to the forefront of the listener's mind. Elaborating on the following concepts can help you do this.

**RELIANCE** - how much does the listener tune in to the station (hours per week, frequency).

**PERSONAL IMPORTANCE** - how much the listener values your show and its content.

*This increases when the content of your show resonates with the listener's personal values, beliefs and tastes whether cultural, political or musical.*

Effective pitching connects the listener to KBOO on an emotional level.

Remind the listener *why KBOO matters to her/him*. Consider explaining why it matters to you, as you're more likely to speak with emotion about your values, even if indirectly. The listener will be more inclined to contribute when what you say connects them to the station through their experience and values.

### **The Qualities which Drive KBOO's Programming**

#### **Music, Arts & Culture**

- ♪ **WIDE** spectrum of **EXPRESSION**;
- ♪ Willingness to **EXPERIMENT**;
- ♪ **Reflecting** the **DIVERSE CULTURES** we serve;
- ♪ **SPONTANEITY & excellence in content and technique.**

#### **News & Public Affairs**

- ♪ Provide forum for **UNPOPULAR, CONTROVERSIAL** or **NEGLECTED PERSPECTIVES**;
- ♪ Cover local, national, international issues;
- ♪ Reflect values of **PEACE, JUSTICE, DEMOCRACY, HUMAN RIGHTS, MULTICULTURALISM, ENVIRONMENTALISM, FREEDOM OF EXPRESSION, SOCIAL CHANGE.**

Use descriptive language to tease out what makes both the show and KBOO special. Encourage the listener to realize how important KBOO is to them. Evoke positive feelings about the experiences that the listener has while listening to the show and the station. Your pitching should make it easy for the listener to answer 'why does KBOO matter to me?' Don't be shy about KBOO's merits, and what we offer the community – it's our best selling point.

Getting a listener to remember a KBOO 'A-HA' moment -- sometime when our eclectic and non-market-oriented music or probing news & public affairs captivated them-- is much more powerful than listing the number of radio stations recently acquired by large corporations.

While both points address essentially the same thing, the former appeals to the listener on a strongly emotional values-based level, while the latter acts on a more detached and intellectual level, and is widely considered to be less motivating than an emotional connection.

### **Closing = Call to Action**

- **SPEAK IMPERATIVELY. NEVER PHRASE THE CALL AS A QUESTION**
- **THE 'CALL' HAPPENS THROUGHOUT THE PITCH, NOT JUST AT END**

In closing, tell the listener what you want them to do: go to our website or call one of our phone numbers to support KBOO community radio.

Do not have your call to action sound like a request. Be imperative. Never have your call to action sound like a question (don't raise the pitch of your voice at the end). Say "Pick up your phone right now and call; for those of you listening online, just go to <**KAY BEE OH OH dot EFF EMM**> *right now.*" Be firm and polite.

Because you've effectively connected the listener to the show and the station, you can easily be direct with her/him and tell them to donate without sounding bossy. Donating to KBOO is just the natural thing for the listener to do at this point.

Remember that you'll make many calls to action throughout each pitch, **NOT** just at the end.

### **How (not) to end a pitch break**

- **LAST WORDS SHOULD ALWAYS BE KBOO'S DRIVE CONTACT INFO**
- **HOST SHOULD IMMEDIATELY GO TO CONTENT, ANNOUNCE LATER**

Naomi and her co-pitcher (Frank) have just delivered a wonderfully crafted, articulate pitch that is full of emotion and tied directly to the listener's experience with the station. On the tail of that perfect pitch, Naomi includes a closing call to action and hands it back to the host...

**Naomi:** "...that's right Frank, now is *the* perfect time to visit our website, **kay-bee-oh-oh DOT eff-emm** or to call 503-232-8818 and make that all important contribution to community radio. Toll-free at 1-877-500-5266 to become a member of KBOO. Online at **kay-bee-oh-oh DOT eff-emm**. Do it now."

**Host:** "Thanks Naomi; let's get back to some more music now. In this next set I'll play something off the latest release by an artist who has nothing to do with what Naomi was just talking about, and for whom there is no thank you gift. Then I'll play another song from an artist we don't usually play on this show. But before any of that, how about a song from another artist we haven't mentioned, from her first album that we also don't have as a thank you gift, but is really pretty good anyway. Right here on KBOO." Stay tuned.

This example may seem extreme, but things along these lines really do happen, so we're really hoping you get the point. Any forward announce following the pitch, especially if rambling, will reduce the effectiveness of that pitch on which everyone just worked so carefully.

Now imagine removing the host's back-to-the-music rambling, and that he instead started the song immediately after his first sentence. That would likely increase the chance of having the phones ring, because the phone numbers / URL would be the last things the listener would hear. It is possible to work short forward announces into the pitch itself, but **only** if it is directly related to the pitch case.

### **The Ask – Creative Ways to Say 'Donate your Money'**

- **ALWAYS SUGGEST A SPECIFIC AMOUNT TO DONATE, WAYS TO PAY IT**
- **PREFERRED PAYMENTS: (1) MONTHLY AUTO-DEDUCTION (2) CARDS**

If you don't *specifically* ask the listener to donate, they likely won't. Fortunately it's easy to do and the listener is receptive; remember, they are listening and want to be able to continue listening. What are some creative ways that you can say "donate your money?"

When making your ask, **ALWAYS suggest a specific amount**. NEVER leave this vitally important part of your ask open-ended. Say "How about \$100 a year? That's the average KBOO donor's annual contribution; or maybe 10-dollars-a-month would be easier for you. We'd love to set you up with an automatic deduction so you'll never need to worry about renewing your membership." The pitch station will have a bunch of printed reference info posted for you to use while pitching.

Always include information about how the listener can pay for their contribution. KBOO will:

- take credit & debit card numbers (**FULL PAYMENTS ONLY – NEVER MONTHLY**);
- create an automated monthly bank account deduction (EFT);
- send the listener a bill for payment;
- accept cash from listener walk-ins

### **NOTE: We DO NOT offer credit/debit card monthly deductions.**

#### Examples

"Go to **KAY BEE OH OH dot EFF EMM** right now to donate with your credit/debit card. This is really great for KBOO because we receive your whole contribution right away." **or**

"Call us right now at 503-232-8818 and support us with a new monthly deduction from your bank account. This is a very popular way to donate for roughly one-third of our donors. If \$60 or \$120 all at once sounds like a lot of money to you, what about as \$5 or \$10 per month? Donating this way provides KBOO with consistent revenue throughout the entire year, and reduces the impact to your pocket. For lots of people, it's an easy way to donate more than if it was in a single check."

## But Will My Gift Really Make a Difference?

- **EVEN SMALL DONATIONS ARE VALUABLE, SINCE THERE'S SO MANY**
- **80%+ OF KBOO REVENUE COMES FROM INDIVIDUAL DONORS**

Listeners have many reasons for contributing:

- Sense of needing to pay for what you use;
- It's worth it, it is my lifeline;
- I don't know what else I'd listen to.
- The station needs money.

It is absolutely essential for the listener to understand and trust that money donated to KBOO is spent wisely and that their gift will make a difference.

Do not assume that the listener understands how KBOO funds itself. Explain it. It is entirely possible that the listener doesn't even understand *why* KBOO is asking for money, or how s/he will benefit from making a donation. Explain why KBOO is a solid investment for the community. Describe a solid example from your own experience. It might be the thing to motivate that hesitant listener.

Unfortunately, it is not enough for the listener to know that over 80% of our funding comes from our listeners (& over 90% from local support); they must also understand what it means to our operations: we raise money during the drives to pay for the next 'X' months worth of basic operating expenses.

KBOO doesn't receive any direct funding from the Corporation for Public Broadcasting, so we truly rely on the listener and local community more than ever.

It's also okay to factually discuss KBOO's expenses, but make sure you focus on how they translate into value for the listener.

## Giving the URL / phone numbers again and again

- **ALWAYS SPEAK SLOWLY AND CLEARLY, ESPECIALLY PHONE #s**
- **EMPHASIZE ONLINE GIVING; IT'S QUICK, SECURE & CONVENIENT**
- **HOW TO REACH US IS THE LAST THING SAID DURING EVERY PITCH**

It's impossible for the listener to donate if they don't know how to contact us. So repeat the URL and phone numbers consistently throughout every pitch, not only at the end the break. Aim to give the URL and one phone number every 30-45 seconds.

If you feel like maybe you're giving the contact info too much, then that's just right. Make sure that you ***always end your pitch with the URL /phone number***. This is the single most effective way to close a pitch: "Go to your phone and call right now! Or go to our website and donate there, but do it right now!" (web URL / phone #s). This is really, really important, and can make or break an effective pitch break.

**Always say the web address and phone numbers slowly and clearly** enough so someone (including you at the mic) can easily write them down. Let the listener understand *why* you're saying the phone number / URL each time you do.

Some examples:

- 📞 “Call 503-232-8818 right now to become a member of KBOO community radio.”
- 📞 “Pick up the phone and dial 1-877-500-5266 to ensure the programming you rely on at KBOO is here the next week, month, and year.”
- 📞 “Show your support of independent community radio by donating right now at our secure website < **KAY BEE OH OH dot EFF EMM**>.”

## Using matches and challenges

One super-effective way to get the listener to call, especially if they are not already a KBOO donor, is to present an added incentive to do so. This is why we offer both matches (regularly) and challenges (less often). The differences can be confusing, so let's first define our terms:

- A **MATCH** uses money that KBOO has already been promised (in full), as an incentive to entice the listener to call during the drive. On the air, you'd motivate the listener by stating that their contribution will be matched (usually 1:1) if they call now.

A very important point to understand is that with matching funds, KBOO will receive the full amount of the match even if not all of it is matched by other donors. But that's simply more your knowledge and nothing you should ever announce on-air.

- A **CHALLENGE** is an amount of money at risk of being lost if certain conditions are not met. “At risk” is the operative phrase here. Anyone can issue a challenge — listeners, volunteers, the DJ — and they then set the precise terms for the challenge, as well as the amount of money they will then give to KBOO if the terms are met. KBOO staff does not solicit challenge money ahead of the drive, but you could in the course of your pitch.

The shift supervisor will guide you in how to use both matches and challenges. This will include helping you understand and communicate the terms for either/both. Again, please remember that when you use either a match or challenge, the most important thing is to be very clear in your communication to the listener regarding the terms and the goal, as well as your current position in relation to that goal.

## Using thank you gifts

- **FRAME THANK YOU GIFTS AS A BONUS, NOT THE REASON TO DONATE**
- **KEEP MENTION OF GIFTS RELEVANT TO THE SHOW**
- **ALWAYS PITCH TICKETS AS PAID IN FULL IN ADVANCE ON CARD**

As a pitcher, use thank you gifts (TYGs) as secondary inducements to encourage the non-contributing listener to become a member, or to prompt existing members to increase their giving. Keep TYGs in their proper perspective. Do not present thank you gifts as the reason to support the station, but literally a gift available *as thanks* for the listener's contribution at a particular minimum level.

When pitching, keep your thank you gift offerings few and relevant. Also remember that you do not *need* to pitch any thank you gifts. However, there are several TYGs that you can mention at any time (KBOO shirts, mugs, the Chinook Book); a list will be posted near your mic of the 'permanently available' thank you gifts. The show host or shift supervisor should inform pitchers if there are any show-specific items available.

When pitchers use TYGs thoughtfully and effectively, they can be a great way to get phones ringing. But what does "thoughtfully and effectively" exactly mean? I'm glad you asked. Here are some tips:

- 📞 **Only mention a couple of different, relevant TYGs during any pitch break.** Never read a 'shopping list' of available gifts, as this is likely to dilute the message of your carefully crafted case as to why the listener should donate. Not sure what to say instead? How about the phone numbers/URL?
- 📞 **Be strategic** in how/when you offer thank you gifts. Work with your team to pitch around one TYG at a time; picking another (or second) gift for the next two or three pitch breaks.
- 📞 **If there's a limited availability of a certain thank you gift, emphasize this.** "This break (or show) only!" and "Act now — quantities are limited!" themed pitches share a dubious and cheesy TV history with spray-on hair and pocket fishing rods, but the fact is, when well-worded, they will make the phones ring. Of course, you will present this idea in a more appropriate way for the listener (without a "But wait! There's more..." angle).
- 📞 **DO NOT use the word "premium" to describe thank you gifts EVER.** This term is an antiquated relic from public radio's older days, and is really just jargon unfamiliar to most people hearing the pitch. "Thank you gift" is much more descriptive and accurate, and when you use it, you are automatically repeating two magical words each time you do so.
- 📞 **Avoid lengthy on-air visual descriptions of thank you gifts.** Besides being largely tiresome for the listener, it also seriously detracts from the case you are making. While you could encourage the listener to explore our web site for more

details, our donation form does not have a link to pictures and descriptions for all available items.

**☎ If pitching tickets, you MUST tell the listener that FULL payment in advance with a credit/debit card is required to hold tickets. The ONE exception to this is for donors with active monthly deductions who are renewing at or above the level required for the tickets. Talk with the Shift Supervisor or Andrew if there are any questions / problems.**

Pitchers and host/s should connect before going on-air to discuss whether there are any specific thank you gifts for the show. If there aren't, the pitchers can peruse the boxes of gift slips on the phone-answering table for a couple of relevant gifts to pitch. You will need to photocopy the colored slips of paper for pitchers' use, keeping the colored slips in the basket on the phone-answering table. Not sure what that meant? Ask your Shift Supervisor, or Andrew Geller ahead of the drive.

## Special pitches

Here are a few pitching ideas from previous drives to consider:

- ✓ Solicit donations from local businesses or nonprofits. As thanks, we will read their name on-air just as we do for individuals. This mention must only be their name, with absolutely no other language like slogans, location, web sites, etc.
- ✓ Request contributions in honor of someone or something. Notice this is different from a memorial donation for someone who has passed. Encourage the listener to think of who inspires them, someone having a birthday, anniversary, birth, wedding etc. Again, be creative and think of ways to sprinkle this idea in.
- ✓ Suggest options for challenges. This doesn't mean that YOU must offer a challenge, though you could. Suggest that bands challenge each other to raise money for KBOO; or people in a specific profession (carpenters, delivery drivers...), geographic location...
- ✓ Organize phone calls in advance. You likely know people who, while listeners or otherwise passively supportive of KBOO, do not contribute. Get them to donate, and arrange with them in advance to call during a specific show / pitch shift.

## Working with a pitch partner

- **MAINTAIN EYE CONTACT WITH CO-PITCHER, SMILE WHEN PITCHING**
- **DON'T TALK OVER EACH OTHER, CREATE NATURAL SEGUES**

How you interact with your pitch partner plays a vital role in how your pitching sounds to the listener. This may seem obvious, but it is often overlooked in the excitement of the drive. Get together with your pitch partner(s) well before the start of the show to get straight on who's doing what.



Here are a few pointers.

- Consider using visual signals for mic handoffs. I like to point as I'm getting ready to hand off the pitch to a partner, just to let them know that they're on in a few seconds. This also helps to avoid talking over one another, which easily throws a pitch into phone-deadening confusion. If you have more than two pitchers, raise your hand in the middle of the pitch to signify you'd like to go next.
- Always position yourself in the studio so that you can make eye contact with your pitch partner(s), and then remember to actually make eye contact (and stay on mic) when you pitch. This is crucial, as you want the pitch to sound like an enjoyable and welcoming conversation, and you can't do this effectively unless you see and make eye contact with the person with whom you're speaking.
- Smile lots, and don't be afraid to laugh. Smiling not only reduces the tension and pressure in the studio, but will almost certainly have a positive effect on the way you sound on mic. Remember this is not an operating room; it's OK to have some fun.

## Who can be a pitch partner?

In short, nearly anyone can pitch – with good training. It is great to have a wide variety of voices on the air, as it can eliminate monotony inherent in listening to the same voices day after day, plus it gets more people involved in fund raising for KBOO.

Again, be creative in how you approach this question. There has been some amazing pitching from artists and other community members talking about why KBOO is important to them, and why they support it. Tell prospective (and at times very nervous) community pitchers that it's really quite easy — all they have to do is speak from their heart about why KBOO personally matters to them. They don't need either a 'radio voice' or any previous radio experience. All that's truly needed is a passion for KBOO and community radio, and an ability to communicate that passion clearly and succinctly. Then be sure to get them in touch with Ani to schedule training.

**Keeping in mind that Studio 1 is UNAVAILABLE during the drive,** you should also encourage bands and other live performers to participate, as long as you make it clear to all beforehand that the focus of their appearance is KBOO's membership drive. They can mention an upcoming concert / release / performance, but their talking should be centered on KBOO. As host, your job is to make sure this happens by constantly guiding them in that direction. When done well, this can be incredibly effective pitching that often doesn't sound like pitching.

**Everyone** who wants to pitch (non-KBOO in-studio guests excepted) **MUST** attend training. Talk with Ani immediately about scheduling training for your guest pitcher, if you would like to schedule a community member to pitch.

## Who is my pitch partner?

This is another significant question and one that every host should be able to answer before s/he arrives at the station to do a membership drive show (Volunteer Coordinator maintains this schedule).

Who you pitch with will obviously play a major role in your show's success, so you should also play an active role. Is there someone with whom you can pitch well? Work with Ani Haines to make contact with that person and request that they help during your show. Ani will try to connect pitch team members as they are scheduled.

If you have suggestions for people you want to have pitch your program/s, please talk with Ani noting that the earlier you do this, the better the chances are of being able to work something out. Please note that program hosts are encouraged to speak candidly with Ani about pitchers that have worked well (or not) for your program.

## Language

While it may seem trivial, the language you use on the mic is a really vital component to a successful pitch break and ultimately, the show's ability to raise money. Let's go over a few of the biggies.

### Dos

- **“Thank You”**

Yes, it's obvious, but often forgotten in the heat of pitching. Thank our donors often. Showing heartfelt gratitude is never a bad thing, and the shift supervisor should be regularly providing you with updated donor names to thank. Even if you don't have specific names, you can always work some gratitude into your pitching. This is another way to emphasize that what we're doing is 'about the listener.' Don't hesitate to thank contributors more than once, as there's a lot of turnover amongst radio listeners. Keep the list close by, and read it often. Naming off multiple people who joined in and called KBOO builds more of a party atmosphere, and often appeals to the joining instinct of listeners who are still unsure about calling.

- **“I” and “You” – Talking directly to one listener**

Individuals respond to individuals. When pitching, pretend that you are talking to only one other person – the listener you want to support KBOO. If that one listener can relate to you as a real human being — as an individual — then they will be much more likely to respond favorably to your request.

Help them to see you as a real person by using “I” instead of “we.” Speak from your heart directly to one person, as if you were having a one-on-one conversation with that person. For example, instead of using language like “I know all of you who listen to community radio understand it's worth supporting...” consider, “I know *you* listen to community radio and *you* understand it's worth supporting...” Similarly, consider using “your radio station” instead of “this radio station” when appropriate.

Remind yourself of this idea frequently, especially before going on the mic.

- **Community**

Lots of very different people listen to KBOO, but we all share a common bond – a strong appreciation for the special music and information that only KBOO provides. That bond links us together in the KBOO community. Use the word “community” often in your pitching. Make the listener feel welcomed and included. Remind them that by joining KBOO, they’re taking responsibility to support something very special that matter to them.

## Don'ts

- **‘Go out to Pledge/Membership Central ...’**

Nobody’s going anywhere; neither the host nor the pitcher, so don’t say this...or maybe the listener will go somewhere...out of your voice range. Don’t say it. This is another way in which you can create hurdles for yourself to overcome, which is unnecessary. Don’t do it. Instead, invite special guest/s ‘X’ & ‘Y’ to join us/you with some important information.

- **‘In these tough times...’**

Please **completely avoid talking about hard economic conditions**. Each time you remind the listener about bad economic conditions, current or future, you have essentially added an additional challenge you must overcome to convince the listener to contribute.

- **‘We need you to call right now...’**

We’ve all said this or some variant of it. Instead of telling a listener s/he *needs* to call right now, try providing specific reasons why this is so. For example, don’t say “we’re only \$250 away from our goal, so you need to call right now to keep us on track.” A much better approach would be “we’re only \$250 away from our goal, and your call of support for independent community radio right now helps us get there.”

- **‘Call now, because those phone volunteers sure need something to do...’**

Again, we’ve probably all said this at some point. But let’s stop it. Unfortunately, this is an easy pitch trap to fall into, especially if you’ve run out of things to say. But it is really among the least-compelling reasons for anyone to call. *The listener doesn’t care one bit that the phone volunteers may be bored, sleeping on the job, or chewing on some fat burritos and not answering phones.* Being an effective pitcher means that you are providing relevant persuasive reasons to the listener regarding why KBOO matters to *her/him*, the listener. When you do that, s/he’ll call.

- **‘Call now to keep this show on the air...’**

To dispel any rumors to the contrary, KBOO **DOES NOT** remove programs from our schedule solely because they do not make money during our fund drives (but a lack of programmer participation during drives has contributed to show removal). If you find yourself saying 'call to keep XX show on the air,' change it to something like 'make your donation right now and you'll allow us to continue the great programming you enjoy hearing on KBOO, like show 'XXXXX.'

- **‘Well, those phones aren’t ringing...’**

As a pitcher, you must avoid sounding negative, even if it’s subtle and/or fleeting. Telling the listener that the phones aren’t ringing is, quite frankly, a downer. Keep positive, and if the phones aren’t ringing, work with your coach/co-pitcher/host to try something new with your pitching, the music, a challenge, etc. Regardless of circumstances, lighthearted, fun-infused pitching will always get the phones ringing more so than uninspired/negative/dull pitching.

- **Slow down**

Please oh please slow down when you say the phone numbers and web URL. Nowadays, people rarely sit and listen to the radio exclusively; they’re doing other stuff. When you as the pitcher rip through our phone number and web address, chances are the listener completely missed them. We receive complaints every drive about pitchers doing this. It’s terrible to work up a great case, close it well and then prevent the listener from acting on your message simply because you said the phone numbers too quickly. Slow down and repeat yourself.

**AVOID** acronyms, lingo (pitch, cart), abbreviations (NPR, CPB, NFCB, FCC...) threats (or else), guilt, begging, whining, desperation, saying anything inaccurate.

## **Thanking Food Donors**

Once every hour (first long pitch break is best), pitchers **MUST** thank all of the restaurants providing food for that day. A dated piece of paper will hang right in front of you at the pitch table showing that day’s food donors. Say **ONLY** the name of the restaurant and the street (or web) address listed on the sheet when making the acknowledgment their contribution.

**NEVER** (ever) say anything qualitative about the food or restaurant, or make any calls to action (‘support them’, ‘try them out’...). These are all FCC violations and could result in hefty fines for KBOO, which is not a smart use of the money we’re raising.

## KBOO Pitching Pointers – A Quick Reference

- § Smile when you pitch!
- § Craft all pitching so it focuses on the listener's experience.
- § Be personal. Share your own feelings; get the listener to think about hers/his.
- § Mention our URL and phone numbers often.
- § Thank food donors once per hour. It is posted directly in front of the pitchers.
- § Use words that connect to a listener's feelings about the music and information they hear on KBOO. Let your passion come through in your pitching.
- § Relax and use a conversational tone.
- § Talk to only one listener. Say "you" and "your station" a lot.
- § Say 'thank you' a lot, and let the listener know how truly grateful we are for her/his support.
- § Never apologize, whine or *sound* apologetic when pitching.
- § Have fun! It's okay to crack jokes, but always avoid 'inside jokes.'
- § Match the tone of your pitching to the content on-air; especially for news/public affairs.
- § If you are pitching a particularly poignant or sad public affairs program, **DO NOT** try to sound upbeat, but focus on the urgency/importance of KBOO's social change work and the need to support it.
- § Stay focused on the basic message – financially contributing to KBOO now!
- § Encourage first-time donors.
- § Listeners must understand this basic premise: Our member's financial support makes KBOO community radio possible.
- § Shorten (or eliminate) the forward announce.
- § Check the logs and think strategically about where to place the underwriting in your show.
- § Maintain eye contact with your pitch partner, and work out clear signals to facilitate smooth pitch handoffs.
- § Consider other non-KBOO folks for pitch help.
- § Challenge yourself to do special membership drive shows.
- § Listen to the content your listeners are hearing, and connect it to your pitching.
- § **Always** conclude each pitch with a call to action: Use our secure online form at **kay-bee-oh-oh DOT eff-emm**, or give us a call at 503-232-8818 right now.

## Hosting Logistics

As you normally do, be sure to pay attention to the logs during your drive show. This will be a bit more challenging, since the energy, pace, and overall feel of a drive show is different. You're still obligated to sign on and off, play promo spots, and especially read your underwriting (another reason for putting in substantial prep time before a drive show).

Look over your show's log before you begin, and make a mental (or written) note about any underwriting you must announce. Keep the log nearby, even though you may be inundated with post-its and other things to help you along during the drive show.

As outlined above re: forward announces, tacking an underwriting message onto the end of a pitch is a surefire way to drain it of its phone ringing magic. Read underwriting as scheduled.

## Show Transitions

The last few minutes of membership drive show are exciting — the phones are hopefully going crazy, coaches are running around relaying new goal & donor information, and Membership Central is abuzz with activity. These are all good things, but they also present a new set of challenges concerning smooth show transitions in the air room.

Remember, as always, **shows *must* begin at their scheduled time**, and not one second later. This is a courtesy that you as a host would expect. Even if you are just \$20 short of your goal, you **MUST** end your show on time; it is your responsibility to watch the clock and be prompt. It's not as easy to do as it is to read, as the frantic nature of the last five minutes of a show can present a huge number of distractions, pulling your mind and eyes off the clock. But do pay attention to this important point.

As you head into the last fifteen minutes, consider how you'll transition to the next show, and how you can facilitate a simple, smooth transition. Begin tidying up your area of the air room, and then communicate with the next host about how the transition should happen.

Obviously, as you near the end of the show and its goal, you're going to want to be on the mic a few times as you near the top of the hour. Some ways to do this without causing too many frayed nerves:

- **Communicate with the subsequent host** and get the opening song for the next show. Have it ready to go, and if the host agrees, kick that song off at precisely the top of the hour after a legal ID. This then gives you and the new host three or four minutes to transition at the board. If you want to pitch right up to the top of the hour, be very clear about this with the subsequent host. As you head into the last five minutes, make sure your workspace is cleared and that you can quickly jump out of the way.
- **Watch the clock.** Again, there is absolutely no excuse for the next show not being on the air at its exact start time. If you've ever been ready to begin your show and watched someone pitch a minute or so into its beginning, you know how distracting (and annoying) this can be—for both you and the listeners of the new show.

## Playlists

Yes, there are a ton of things to keep track of during your membership drive show, and your playlist is one of them. As with the rest of the year, please complete an online playlist of your membership drive show/s.

There is one simple way to make this as painless as possible (I know, you see this coming, don't you?)—show prep! Create a playlist in advance of your show. Now, this is easier than ever with the new KBOO playlist software. Not only will this facilitate some hard thinking about the music you'd like to present during your drive show, but it will mean one less thing to manage when the chaos ensues

## Go!

Thanks for hanging with this to the end. Again, by thinking about these things before you get on the microphone, you really *are* on your way to a successful membership drive show at KBOO.

As always, I'm happy to talk about any (*any!*) questions about the upcoming drive and your show. Don't be shy—that's why I'm here. Thanks again.

Andrew Geller  
Membership Director  
[membership@kboo.org](mailto:membership@kboo.org)  
503.231.8032 x207

## Themes to pitch around

### 1 - The Music

- ♪ Regardless of genre, KBOO music hosts play what (large) commercial stations ignore, diving deep into your favorite music
- ♪ Our hosts are knowledgeable about what they play and freely share it
- ♪ Music lovers hear diverse sounds from all over the planet, different sounds from different cultures, expanding their point of view
- ♪ Music is the soul of our community. Everyone here is a music lover just like you.
- ♪ Music connects us with something timeless and enduring
- ♪ If you're tired of hearing the same old same old, tired of the endless repetition and the sanitized playlists you get from the corporate-run radio stations, then join us—we'd love to welcome you as part of the KBOO family.
- ♪ There are no slick DJs here—just volunteer music lovers like you.
- ♪ KBOO offers a literal 'A to Z' of music genres
- ♪ Local / visiting artists have a home on KBOO radio – we feature live in-studio performances every week
- ♪ Have we exposed you to new music styles, artists?
- ♪ If you have a musical sense of adventure, 90.7 FM is YOUR radio station



## 2 - The News and Information

- ☎ Emphasizes unpopular, controversial or neglected perspectives on important local, national and international issues
- ☎ Our news & public affairs producers are often years ahead of the mainstream media in covering controversial topics, and frequently cover Project Censored stories in tandem with the authors recognized in print.
- ☎ Evening news produced every weekday by volunteers — community members like you bringing you news and information that's local and relevant to your life.
- ☎ Our public affairs shows address a very broad range of topics (environment, human rights, labor, feminism, health, social activism and much more)
- ☎ We keep you informed about local activist groups and their activities, before, during and after actions. We offer broadcast access to activists shut out of mainstream media.
- ☎ We encourage exploration of radical approaches to problem solving, instead of solely looking at symptoms of bigger problems.
- ☎ We also promote cross-pollination between diverse social movements simply by providing a space for activists to share their work.
- ☎ *Democracy Now!*, broadcast twice daily (7a & 4p), provides you with thoughtful and incisive daily news and analysis without a corporate filter
- ☎ *Free Speech Radio News* brings you perspective, voices and angles on the day's top news which are virtually ignored by corporate media
- ☎ *Counterspin* helps you continue to be a critical media consumer, and to think outside the bounds set by commercial corporate news programs.
- ☎ If you want to stay informed BEYOND what you get from the mainstream media, then KBOO—your community radio station—is the place to tune.
- ☎ We can bring you independent perspectives BECAUSE our listeners support us financially. It's a system that's harder and harder to find on the dial, but more important now than ever.
- ☎ Play an active role in making sure independent media continues to thrive here in your community, by contributing

### 3 - The Real Meaning of Community Radio

- ☎ Commercial radio, and these days even public radio, programs for advertising dollars. They are determined to attract the largest possible audience no matter what, and then sell that audience to their advertisers.
- ☎ But community radio is different, and we're proud of it. Not just the music and information we provide, but the way we go about it.
- ☎ KBOO is volunteer powered, volunteer driven. We don't pander to the lowest common denominator, but play music and offer points of view totally ignored by the mainstream media.
- ☎ We have a small paid staff and a *very large* group of music lovers, news and public affairs writers and producers—all volunteers from our community sharing their passions.
- ☎ Today, when 3-4 companies own most of the radio stations in America, we're independent, local, free, and based right here in our community. Portland has 23 FM radio stations; but just 4 corporations own 70% of them. Those corporations are all based outside Oregon and have no local community connections.
- ☎ If you want to play a part in YOUR community radio station, you can. You can pledge your support. You can volunteer your time. If you have a good idea, you can become a programmer and host your own show.
- ☎ It's COMMUNITY radio—that means you and me and our neighbors. Not some corporation in some city far away. It's OUR station.
- ☎ Community radio means community support for the station; with time, money, energy, ideas...
- ☎ So get involved today. Make a commitment. Get off the sidelines and into the game. It's your radio station. It's your community.

## 4 - Plain talk about...

- ☎ **Membership drives:** the sole purpose is to raise the funds necessary to keep this world of music and ideas coming to you 24 hours a day, 365 days a year.
  
- ☎ **Listening to KBOO/ Giving to KBOO:** about 50,000 people listen to us each week, but only 5000 or so are members. You know which group you fall into. Now is a great time to become a KBOO member if you haven't yet done so.
  
- ☎ **Member-supported radio:** what member supported/listener supported radio means, why it's important, why it's different from all commercial media.
  
- ☎ **Costs:** Although the radio signal is free to listen to, that doesn't mean it's free to produce. Below are some representative and sizable non-staff annual expenses – what it takes behind the scenes to make the sound come out of your radio:
  - **Transmitter & Translator tower rental:** \$49,000
  - **News wire service:** \$6,000
  - **Programming costs (shows, library, supplies):** \$8,500
  - **Utilities:** \$30,000
  - **Equipment repair / replacement:** \$16,500
  
- ☎ **Budget:** Direct member support makes up about 80% of KBOO's annual operating budget. And most of that comes to us \$50, \$100, \$250 at a time from people just like you, people who love the music and the news and want to keep it coming..... day in, day out, forever.
  
- ☎ **Value:** Can you put a value on the time you spend enjoying KBOO? We hope so, because we can't. Think about the pleasure you get from listening to \_\_\_\_\_ and \_\_\_\_\_. Or the points of view you hear on KBOO, but not anywhere else—*Democracy Now!*, *Free Speech Radio News*, our own *KBOO Evening News*. Compare this to the other things you buy—newspapers, coffee, videos, beer/alcohol, cigarettes, movie tickets. Put a value on what you use. Support what you love.

## **5 - Welcoming new listeners**

- Every day people discover KBOO for the first time – and love what s/he hears.
- Maybe you found us by just cruising the dial, and if that's the case, you know how different KBOO sounds. We sound different because listeners like you support us with your dollars.
- Maybe a friend told you about our great blues shows, the early morning folk strip, or our new evening lineup featuring various forms of electronic music.
- Maybe you just heard something one day that struck you as different from anything else on the radio in the area.
- Do you tune in for Democracy Now!, our talk radio shows, other public affairs or the KBOO evening news?...
- Community radio is scarce in the US, so most people have never listened to any. We regularly hear from new listeners about how excited they are that a station like KBOO exists. Whether you are new to Portland, or have lived here your whole life, and you share that excitement, call to support us right now.
- Here's how member-supported media works vs. how commercial media works...
- Consider how wonderful it is not to have the music interrupted with noisy commercials... nothing to destroy the mood. Just long sets of unique music you don't hear anywhere else
- Even among community radio stations, KBOO is unique by having no paid programmers.
- If you just found us, welcome, and please join our member-supported, listener-supported community.
- That's why we call this Community Radio. We're building a larger and larger community of discerning listeners, and we'd like to include you right now. All you have to do is call.
- Please tell a friend about the great new station you've discovered.

## **6 - Welcoming internet listeners**

- ☞ Visit our new and improved web site: **KBOO-dot-FM**
- ☞ We have online listeners from Portland (Oregon) to Portland (Maine), Mexico to China, Finland to South Africa, and perhaps you too.
- ☞ Our website continues to get better with support from our listeners. We now have real-time playlists and a searchable playlist archive, with archived audio on its way. These improvements don't happen without listener support.

### **Some recent online listener comments:**

*"I love the eclectic nature of this programming., I am happy to have discovered KBOO this year. Thank you."*

*"My husband and I listen daily to Democracy Now and also to the wonderful Spanish language programming on the weekends"*

*"There's no other radio station like KBOO. The diversity of programming can't be found anywhere else. At least not on one site."*

*"Thank you so much for all of the hard work you do. I look forward to listening to you everyday, and now it is guilt free because I am a member! As a jobless college student I appreciate the \$5 a month option."*

*"I listen to KBOO in the early morning and know how important any donation really is"*

*"Love this station as a newcomer to Portland!"*

*"I listen to KBOO a lot. The Saturday schedule is second to none, however I feel that most of my appreciation for KBOO comes during the late night and early morning programming. The underground hip-hop, electronica, reggae, and other sounds that you put out during the night, really capture the pulse of Portland for me. Thank you and keep up the good work"*

- ☞ Online you can listen to KBOO anytime from anywhere around the world.
- ☞ Web listeners have an *extra* responsibility to support the station because operating / maintaining our web streams cost extra money.
- ☞ Every new listener who logs on to receive the stream on KBOO-dot-FM costs the station money. It's like having your own direct personal radio connection, and the only way we can continue offering you this service is through your financial support.
- ☞ Support what you use, support what you depend on, support what you love
- ☞ Donate right now using our secure form at <K-B-O-O dot F-M>

## **7 - Welcoming back former members**

- 🔊 Maybe you donated to KBOO a while ago, and for that we say thanks very much.
- 🔊 You might have thought that once was enough; that your gift was good for several years, but keeping KBOO on the air costs us new money every year, and your membership is crucial.
- 🔊 But if you can't remember the last time you sent in your membership contribution, it's probably been longer than a year. So take a moment right now and make a donation to keep KBOO going strong.
- 🔊 Remember that contributions to KBOO are tax-deductible.
- 🔊 You can also break down your donation to KBOO into monthly installments of at least \$5.00. This is a great way to make KBOO a part of your regular giving.
- 🔊 Whether you listen to our great music or news and public affairs programming on 90.7 FM, 91.9 FM, 100.7 FM or online, if you enjoy what you hear, please return consider coming back to the family. You'll hear KBOO in a new way as a current member.

## 8 - The importance of first time giving

- 📢 If you listen to KBOO, remember that the only way we continue to broadcast 24/7 is through listener support. Please become part of the KBOO community right now.
- 📢 If we're the only station you listen to, you owe it to yourself to help ensure that we'll continue to be there when you tune to 90.7 / 91.9 / 100.7 or online at K-B-O-O <DOT> F-M.
- 📢 Are we your favorite among all the stations you listen to? Say so loudly and clearly with your financial support today.
- 📢 Are you a regular listener who hasn't made your *first* contribution of support? Let me tell you how quick and easy it is to do...
- 📢 Thousands of people listen every single day, but never make a contribution. Of the 40,000 or so people who tune into KBOO each week, only about 10% contribute financially. Help us grow that percentage right now with your call.
- 📢 Maybe that's because they don't know how listener supported, member supported radio works.
- 📢 By pledging, you'll feel good knowing you've done the right thing.
- 📢 You'll feel different after you pledge—better, involved, not like a bystander anymore, but like a vital part of this KBOO community.
- 📢 Pledge \$100, \$200, \$500, whatever amount is right for you.
- 📢 The only pledge that's **too small** is the investment you don't make today. Remember, it's easy to break down that KBOO contribution into monthly installments. Call one of our phone volunteers right now and they can tell you all about it.

## 9 - The KBOO Community 'Mission'

### **Programming Charter**

"KBOO shall be a model of programming, filling needs that other media do not, providing programming to unserved or underserved groups. KBOO shall provide access and training to those communities.

KBOO news and public affairs programming shall place an emphasis on providing a forum for unpopular, controversial, or neglected perspectives on important local, national, and international issues, reflecting KBOO's values of peace, justice, democracy, human rights, multiculturalism, environmentalism, freedom of expression, and social change.

KBOO's arts, cultural, and musical programming shall cover a wide spectrum of expression from traditional to experimental, and reflect the diverse cultures we serve. KBOO shall strive for spontaneity and programming excellence, both in content and technique."

---

- § KBOO provides support to a wide range of local organizations / artists
- § Be a part of this "community bulletin board" so you can count on us to keep you plugged into the music, culture and the arts happening in our communities.
- § From jazz to folk, modern global to hip-hop, a true world of music is yours on KBOO.
- § We're reliable, consistent, dependable
- § We're connected to and reflective of our communities—both in the music and ideas we present, and in the people who present them.
- § Training community members to make radio is at the core of the KBOO mission, but it's not possible without continued financial support.
- § KBOO has positive values, progressive perspectives, in a world in need of exactly that.
- § We're listener supported, *member*-supported, and we sound different than other stations on the dial because of this.
- § If you're only going to support one organization...



## **10 - KBOO Programmers are Community Members**

- Volunteer program hosts are knowledgeable companions.
- In our wireless digital media age of iPods, satellite radio, smart phones, podcasts and streaming audio, we understand that you can get news & music from a number of sources whenever you want. But our hosts add value to your listening experience on KBOO...
- KBOO DJs are credible, accurate, honest, and authentic—not the slick DJs you hear on corporate commercial stations.
- They're focused on the music, not on themselves.
- They're enthusiastic and come to KBOO to share their passion/love of the music with you.
- They're thoughtful, helping you learn a little bit about the music they present every time you tune in.
- They constantly strive to enhance your musical experience, not intrude upon it.
- KBOO hosts are accessible.
- KBOO volunteers live all around the Portland area (and some beyond); there's probably some in your neighborhood.
- KBOO volunteers are involved in other organizations around town...

## **11 - The Airwaves Belong to the People**

- Our job is to play, to speak, to do the things that the mainstream corporate media doesn't, to be a part of the communities we serve, your community.
- We give a voice, provide a platform to the underserved communities in our region, communities commercial media regularly ignore.
- We're different, and we're proud of that. We're homemade, handcrafted radio. We COME from the communities we serve, and we serve the communities we come from.
- If you find a lot of sameness up and down the dial, if you crave something unique, then we're for you.
- Join us and help to build the community we all want to live in.
- Say no to "fast food radio." It's time for radio "made to order for our communities.
- There's a document that the big media corporations forgot to read: the Federal Communications Act of 1934, most of which is still the law of the land, and it says that the airwaves belong to the people.
- That means that WE own the radio, not corporate America. At KBOO, we take this seriously.

## 12 – Training Opportunities

- Offering training to the public is **one of our main purposes**.
- All KBOO trainings are **free**. Current offerings include: **audio production, digital editing, field recording, investigative and community reporting, interviewing techniques, voice training, news anchoring**, and many more. No prior experience is necessary.
- Trainings are open to the public, follow-up experiential work is available to hone skills.
- We can open doors to broadcasting or radio journalism careers. Some former KBOO volunteers who successfully pursued such opportunities include:
  - **Norman Solomon**, syndicated columnist, author, filmmaker;
  - **Emily Harris**, for National Public Radio European correspondent, current host of ‘Think Out Loud’ on Oregon Public Broadcasting
  - **Rob Manning**, News Reporter at Oregon Public Broadcasting
  - **Julie Sabatier** (sah-bah-tee-yay), Assistant Producer of ‘Think Out Loud’ on Oregon Public Broadcasting
  - **Robert Smith**, Correspondent, NPR National Desk, New York City
- The **KBOO Youth Collective** produces 2 one-hour programs each month – a music show and a public affairs show. Both are **youth driven**, and consensus driven. All **participants share** the privileges of **creative control and decision making**, and share skills with each other. Roles rotate monthly so everyone gets to try many different jobs, including last-minute troubleshooting. Simply, we are training the next generation of radioactivists.