

**McPherson Public Media Co-op  
January 2012 Meeting  
“Challenging Assumptions, Creating Opportunities”**

**Hotel Information:**

Tempe Mission Palms  
60 E. 5<sup>th</sup> St.  
Tempe, AZ 85281  
480.894.1400

**Conference Host Information:**

McPherson Associates, Inc.  
312 E. King Street  
Malvern, PA 19355  
610.640.1555

**All sessions will be held at Tempe Mission Palms in Abbey South**

**AGENDA**

**Thursday, January 12, 2012**

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**Continental Breakfast**

**8:30 a.m.**

**Opening Session: Turning the Page on 2011...**

**9:00 a.m. – 9:30 a.m.**

*Presenter: Dick McPherson, McPherson Associates*

**Acknowledgements in Review**

**9:30 a.m. – 10:15 a.m.**

*Facilitator: Katie Becker, McPherson Associates*

*Presenters: Kristine Masta, WQED*

*Katie Federico, WGBH*

*Clint Walz, Wisconsin Public Television*

In this session, we take a closer look at acknowledgements, often overlooked but one of the most important communications sent to donors. We'll see what the competition is doing and then review some of our own, looking for clues as to what works and what doesn't work when thanking donors and welcoming new members. Be ready to voice your opinions in this interactive and informative exercise.

**Break**

**10:15 a.m. – 10:30 a.m.**

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### **Acknowledgements in Action**

**10:30 a.m. – 11:15 p.m.**

*Facilitator: Carol Leister, McPherson Associates*

*Presenters: Dave Laughlin, GBS*

*Daryl Collins, Mail America Communications*

The “Thank-You Economy” is upon us and new generations of donors won’t think twice to abandon organizations who fail to acknowledge their gifts quickly and properly. We’ll present ideas for how to communicate with new and returning members in the most effective way possible from the moment the contribution is made. We’ll also review the latest technologies that could assist in maximizing the acknowledgement process.

### **Canvassing: A Rocky Mountain Success Story**

**11:15 a.m. – 12:15 p.m.**

*Facilitator: Tim Oleary, McPherson Associates*

*Presenter: Louise Stephens, Rocky Mountain PBS*

Every station is in search of new ways to acquire more members and we think our friends at Rocky Mountain PBS are really on to something. They’ll share their successes in recent door-to-door canvassing campaigns and reveal the surprising data on some of the key acquisition metrics. There will be plenty of time for questions and discussion so we can explore this opportunity for recruiting new members.

### **Lunch Presentation: The GM’s Perspective**

**12:15 p.m. – 1:00 p.m.**

*Presenter: Kelly McCullough, Eight General Manager*

Fellow fundraising pro and Eight’s General Manager, Kelly McCullough, shares some of his thoughts on the state of the system and the most important priorities for the years ahead.

### **Paradigm Shift: New Techniques for Acquiring & Keeping the Best Prospects**

**1:00 p.m. – 1:45 p.m.**

*Facilitator: Tim Oleary, McPherson Associates*

*Presenters: Carol Rhine, Target Analytics*

*David Preston, Twin Cities Public Television*

Direct marketing principles state that about 60% of the success of a campaign hinges on the success of the audience selection. We’ll offer new approaches to identifying the best prospects through the use of new data sources and modeling, and share the latest trends and newest creative designed to attract new members.

### **Start-up Public Media: Lessons from Silicon Valley**

**1:45 p.m. – 2:15 p.m.**

*Facilitator: Tim Oleary, McPherson Associates*

*Presenters: Shane Guiter, KLRU*

If stations saw themselves as a start-up company, how would they operate differently? What are the lessons from the start-ups from the dot-com boom of Silicon Valley, and how can they be applied at your station every day? This session is sure to leave you re-thinking the way you do business, and sets forth a roadmap for the entire system for operating in the years ahead.

#### **Break**

**2:15 p.m. – 2:30 p.m.**

#### **Pledge Works! Highlights from the TRAC Media Meeting**

**2:30 p.m. – 3:00 p.m.**

*Facilitator: Tim Oleary, McPherson Associates*

*Presenters: Craig Reed, TRAC Media*

Millions of dollars are raised across the system from on-air pledge drives. Discover the most important takeaways from this week's TRAC Media Meeting from the experts who specialize in on-air fundraising, planning and research.

#### **The Kids Are Alright: Raising Money for PBS Kids**

**3:00 p.m. – 3:45 p.m.**

*Facilitator: Tim Oleary, McPherson Associates*

*Presenters: Jennifer English, PBS Kids*

*Anna McDonald, Consultant, PBS Kids*

*Cyndy Robbins, Vegas PBS*

The strength of the *PBS Kids* brand is undeniable. How can we leverage that success and turn it into real dollars? Learn about a new *PBS Kids* initiative focused on creating true value for the brand and offering stations the opportunity to maximize giving in support of kids programs and educational community outreach. We'll hear about successful case studies and be given the chance to help drive new multi-channel campaigns aimed at members, viewers and underwriters.

#### **Brainstorm Breakouts: An Exercise in Message, Strategy & Offer**

**3:45 p.m. – 5:00 p.m.**

*Facilitators: Dick McPherson, McPherson Associates*

How can we leverage our success as "the variety channel," but add enough specificity to strengthen our call to action? We'll break into groups to develop campaign integrated fundraising ideas focusing on message, strategy and offer. At the end, we'll vote on the best ideas and turn them into a new Co-op tests or initiatives for the coming year.

#### **Semi-Annual Co-op Dinner & Schmooze**

**6:30 p.m.**

Caffe Boa – 398 S. Mill Ave., Tempe, AZ 85281

Meet in the hotel lobby at 6:15 to walk to the restaurant.

**Friday, January 13, 2011**

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**Breakfast Buffet**

**8:30 a.m.**

**Social Media: Relationships to Revenue**

**9:00 a.m. – 10:15 a.m.**

*Facilitator: Katie Becker, McPherson Associates*

*Presenters: Rick Lore, Maryland Public Television*

*Shane Guter, KLRU*

*Cheryl Black, Convio*

Social Media continues to grow as an engagement channel. How do we turn those new relationships into revenue? We'll hear some success stories from a couple of our colleagues in the system, and discuss how to truly take control of this channel for building and working prospect lists.

**Solving Lapsed Issues: More than a Guessing Game**

**10:15 a.m. – 11:00 a.m.**

*Presenters: The McPA Team*

*Nate Drushell, InfoCision*

Station lapsed files are growing in their diversity and even in their complexity, and we have to adapt to keep pace. We'll review results and trends and discuss the best offers to specific segments of the lapsed file. We'll also look at some new creative and segmentation practices aimed at decreasing the cost to re-acquire former members.

**Break**

**11:00 a.m. – 11:15 a.m.**

**Know Your Program: New Techniques for Renewals**

**11:15 a.m. – 12:00 p.m.**

*Facilitator: Tim Oleary, McPherson Associates*

*Presenters: David Preston, Twin Cities Public Television*

How well do you know your renewal program? In this session, we dig deep into timing and source issues, review offers and creative, and look at ways to maximize technology to renew as many members as possible at the most appropriate gift levels.

**Lunch Presentation: CDP Update**

**12:00 p.m. – 1:00 p.m.**

*Presenters: Michal Hejplik, CDP*

CDP Director Michal Hejplik shares current and upcoming initiatives from The Contributor Development Partnership as it enters its second year of collaborative work in the system.

### **Maximizing E-mail**

**1:00 p.m. – 1:45 p.m.**

*Facilitator: Carol Leister, McPherson Associates*

*Presenters: Mark Davis, Blackbaud*

Is your e-mail program on auto pilot? Is it stagnant because it's too much work? In this session we'll explore what's working in e-mail and share examples from both inside and outside the system. We'll also discuss adding more automation and planning to the process to make your e-mail channel a truly integrated and profitable piece of your program.

### **Break**

**1:45 p.m. – 2:00 p.m.**

### **What Next? Setting Station and Co-op Priorities for the Spring.**

**2:00 p.m. – 3:00 p.m.**

*Facilitator: Tim Oleary, McPherson Associates*

A fast-paced, around-the-room session with all stations answering three questions:

- What are your top priorities for the next six months?
- What are your key takeaways from the Co-op Meeting
- What help do you need from the McPA team, vendor partners and other Co-op stations to execute initiatives and reach your goals?