



**TRAC Development Workshop
January 10-11, 2017
Scottsdale, Arizona**

Wednesday, January 10th

- 7:45 am – 8:15 am** **Registration Sponsored by Acorn Media**
- 8:00 am – 9:00 am** **Breakfast**
- 9:00 am – 9:15 am** **Welcome and Introductions from the TRAC Team**
Craig Reed and Kristen Kuebler, TRAC Media Services
- 9:15 am – 10:00 am** **Budgets for Pledge in the Age of Sustainers**
How are sustainers changing the balance sheet in membership? Are we seeing fewer renewals in pledge due to sustainer saturation? Is sustainer income allowing any reduction in on-air goals or pledge days? We will look at these issues and how sustaining members actually increase the value of pledge.

Moderator: David Preston, TPT; Others TBA
- 10:00 am – 10:45 am** **To Be Live or Not To Be Live?**
Are stations that do more live nights holding up better in pledge revenue? What is the impact of having control of your message and your premium levels? We'll see what the data tells us about the cost of those live nights.

Maura Daly Phinney, PBS SoCal; Russ Hitzemann, Nine Network
- 10:45 am – 11:15 am** **Break**
- 11:15 am – 12:15 pm** **Joe & Rudy Tell It Like It Is**
Hear about the latest happenings at PFP. We will review FY17 pledge results, look further out into the future, and have a discussion.

Panelists: Joe Campbell and Rudy Casillas, PBS; Kelly Luoma, TRAC (Moderator)
- 12:20 pm – 1:50 pm** **Lunch**



- 2:00 pm – 2:45 pm** **Passport: What's It Done for You Lately?**
The latest news on Passport and how it is being used as an effective fundraising tool. Learn what your colleagues are doing, the results they're getting, and how you can better prepare your shop to take advantage of the Passport opportunity.
Panelists: TBA
- 2:45 pm – 3:15 pm** **Break**
- 3:15 pm – 4:15 pm** **What's Wrong with Pledge and What Can Be Done About It**
Examining the big data on programs, premium takage, and pledge results along with potential action steps to address the problematic issues. A comprehensive data analysis that will help us contemplate and formulate next steps.
Panelists: John Vernile, Forrest; Craig Reed, TRAC
- 4:15 pm – 5:00 pm** **Clips!**
We'll take a look at submissions from attendees that they think you will find enlightening, efficient, copy-worthy, or just plain cool.
Moderators: Linda Taggart, MPT; TBA
- 6:30 pm** **Dinner**

Thursday, January 11th

- 8:00 am – 9:00 am** **Breakfast**
- 9:00 am – 9:45 am** **Digital Fundraising Experiments**
What's working on-line. Hear about the latest experiments and ideas that don't necessarily involve passport.
Andy Trimlett, PBS SoCal
- 9:45 am – 10:30 am** **Discussion: Experimenting with Pledge**
What does inventory & ROI look like in a weekly pledge model? How much of your audience will actually see pledge with an extremely limited footprint? What are the ratings & come on Thursdays and weekend times? What are the benefits? We will take a quick look at the data but will be looking for a discussion about new pledge models.
Jon Hartog, KUED; Fred Nahhat, DPTV



10:30 am – 10:45 am **Break**

10:45 am – 11:30 am **Passport Viewing and You**

Markets have varying tastes in broadcast content – does this hold true on Passport? The more we learn about local member preferences, the better stations can devise strategies to increase Passport interactions.

Kristen Kuebler and Craig Reed, TRAC Media

11:30 am – Noon **Meet the TRAC Pledge Tools**

We'll take a look at TRAC's new scheduling and web tools, discussing what is being used and should be used, and take suggestions for improvements.



**TRAC Pre-Meeting Before the Development Workshop
Pledge Breaks 101
January 9, 2017**

Tuesday January 9th

1:00 pm – 5:00 pm

Pledge Breaks 101

This pre-meeting session is a nuts and bolts on how to produce a live pledge break. We will focus on building an effective break, training talent, post-break analysis, and break critiques. And, you'll produce your own break in the studio. Targeted toward new pledge professionals or producers that would like to refine their techniques.

Melissa Jones, TPT; Jerry Liwanag, South Florida PBS

**TRAC Pledge Practicum Following the Development Workshop
(Session Closed to producers & distributors)
January 11-12, 2017**

Thursday, January 11th

2:00 pm – 4:00 pm

Review March Offers, Discuss Drive, Pledge Trends

4:00 pm – 5:00 pm

Schedule with Colleagues

Friday, January 12th

9:00 am – 10:00 am

Schedule with Colleagues and get feedback from TRAC staff

10:00 am – 10:30 am

Review Prime Time Schedules & Discuss

10:30 am – 10:50 am

Break

10:50 am – Noon

Discuss Weekend Scheduling & Wrap Up