



**KCET, Los Angeles
Membership Renewal Campaign
KCETr020**

GOALS:

Pledge Rate: 16%
Average Gift: \$68
Credit Card Rate: 40%

CONTACT INFORMATION:

KCET
2900 West Alameda Ave.
Burbank, CA 91505-4267
(747) 201-5238
viewerservices@kcet.org

CAMPAIGN NOTES:

During this campaign, you will be calling members in their renewal cycle and inviting them to renew their membership support for KCET.

ABOUT KCET:

On-air, online, and in the community, KCET plays a vital role in the cultural and educational enrichment of Southern and Central California. In addition to broadcasting the finest programs from around the world, KCET produces and distributes award-winning local programs that explore the people, places and topics that are relevant to our region.

Whether it is through our broadcast, via cable, over digital platforms and devices, or from our extensive community outreach and education programs, KCET consistently delivers inspiring global content that informs, educates and enlightens millions of individuals in Southern and Central California.

KCET is a content channel of the Public Media Group of Southern California, formed by the 2018 merger of KCETLink and PBS SoCal.

BROADCAST AREA

Nearly two million viewers watch KCET in the average month in 11 Counties across Southern California: from as far north as San Luis Obispo, as far south to San Diego and as far east to the Nevada / Arizona border.

CALIFORNIA PBS STATIONS AT-HOME LEARNING COVID-19 RAPID RESPONSE INITIATIVE

As leaders in learning and as community partners, California's PBS stations are here to help our state navigate this uncharted journey of At-Home Learning with you.

PBS stations in California have come together under the joint leadership of PBS SoCal and KCET in the greater Los Angeles area and KQED in the San Francisco Bay Area to meet immediate needs created by school closures with an At-Home Learning Rapid Response Initiative. Here are some talking points:



- Free for all children, youth, teachers, families and schools in our state.
- Components of the plan include a daily educational TV schedule and corresponding digital media and curriculum co-designed with curriculum leads in LAUSD, as well as live online support and digital resources for educators, parents and caregivers.
- More information can be found on the KQED At-Home Learning site as well as PBS SoCal and KCET's AtHome Learning site.
- Last week: on Monday, March 16, an educational TV broadcast schedule started airing on both LA and San Francisco stations and was picked up by PBS stations KPBS in San Diego and KVIE in Sacramento. We are already working individually with several districts and county offices of education throughout the state.
- This week: Communications are being sent to all public school, district and county education leaders in California to make sure everyone knows about the program and how to access the available resources as well as collaborating, with over 40 commitments from PBS stations across the nation to pick up the AtHome Learning schedule and resources.
- Plan Components: The At-Home Learning initiative is for all students in California to have access to free educational resources at home, both on-air and online regardless of broadband access. As education is one of our state's highest priorities, we want to harness the power of public media in assisting all students in California and beyond during school closures.

SECTION ONE: THE SCRIPT

Introduction

Hello, may I please speak with Mr./Ms. _____ **[first & last name]**? Hi, I'm calling on behalf of KCET. Thank you so much for your support! My name is _____ **[first & last name]** with SD&A Teleservices, and this call is being recorded for quality.

First off, we want you to know how important and valued you are, especially now.

Presentation and First Ask

With so many students impacted by school closures, KCET is helping to meet their immediate educational needs through the *At-Home Learning COVID-19 Rapid Response Initiative*. The initiative provides students, parents and caregivers with access to FREE educational resources at home—both on-air and online—to help students continue with their education while schools are closed. (*Additional information about the initiative is available online at athomelearning.org*)

Your renewal donation is much needed right now to help support this initiative, and to help pay for all of the quality KCET programming that you love and depend on. Will you renew your support for KCET with a tax-deductible gift of **[\$first ask]** today?

GO TO CLOSE (SECTION FOUR) OR SECOND ASK

Second Ask

Mr./Ms. _____ that was only a suggestion and we want you to feel comfortable with your support. It's your participation as a member that matters most, not the amount.

With so many of us staying at home, the service that KCET provides to the community is especially important right now. Your generosity and commitment allow wonderful programs like *Doc Martin*, *SoCal Connected* and *BBC World News America* to reach your home and millions of others across our region. Your donation today also gives you access to our newest member benefit, *PBS Passport*, which offers thousands of hours of on-demand, anytime access to your favorite programs like *Antiques Roadshow*, *Nature*, *NOVA*, and *MASTERPIECE* on TV, computers, smartphones and tablets.

I can set you up to gain access to *PBS Passport* when you renew your membership support quickly and easily over the phone today. Many people are rejoining KCET with a tax-deductible membership at the **[\$second ask]** level, does that work for you?

****NOTE - Member must have an email address to access *PBS Passport***

GO TO CLOSE (SECTION FOUR) OR FINAL ASK

Final Ask

Members like you are the backbone of the station. Every tax-deductible gift, no matter what the amount, is important to us and helps us meet our operating budget. KCET works around the clock to bring compelling, intelligent, commercial-free media to people like you, who believe in the power of discovery and share a thirst for knowledge, but the reality is that public television only works when the public supports it. Would a tax-deductible membership at the **[\$third ask]** level work better for you?

GO TO CLOSE (SECTION FOUR) OR RESPONSES TO OBJECTIONS



SECTION TWO: RESPONSES TO OBJECTIONS

- **I'M CONCERNED ABOUT CORONAVIRUS AND HOW IT WILL IMPACT MY HEALTH OR FINANCES**

I can certainly understand because I'm concerned about it, too.

Times like these have a way of reminding us of what's important. And while I share your concerns, I am also concerned about the ongoing work of KCET and its mission of service to the community. None of that has changed. We'll get through this eventually, but in the meantime, one of the best things we can do to help lift our spirits is to continue supporting the causes that matter to us.

With this in mind, we're asking people who CAN for a donation of \$_____ today. Would that work for you?

If the answer is no: We understand that not everyone is able to give right now. We know you believe in the mission of KCET, and we appreciate your interest in our work. Whenever the time is right for you to make a donation, please visit us online at KCET.org. Thank you for your time. Have a good night!

- **WHY ARE YOU ASKING ME FOR MONEY? DIDN'T YOU JUST MERGE WITH KCET/PBS SOCAL?**

Yes, it's true, PBS SoCal and KCET have merged! We're very excited. Together as Public Media Group of Southern California, we can tell more stories that matter to you through original content that reflects the diversity of our region and the full schedule of PBS programs. With your continuing support, we can and will do more to serve the growing and ever-evolving needs of our region. But member support still counts for over 50% of our budget. Will you continue your support with a donation today?

- **I ALREADY DONATE(D) TO KCET/PBS SOCAL**

If you've already donated to KCET/PBS SoCal, thank you so much! We'll make a note on your account and please bear with us as we bring our two systems together. Your contribution supports both PBS shows and locally produced programming from KCET. Because of the merger, viewers will have more windows of opportunity to see their favorite PBS and KCET programs. And with more efficient operations and streamlined fundraising efforts, our members will receive a better return on their investment.

- **WHAT THANK YOU GIFT CAN I GET FOR RENEWING MY MEMBERSHIP?**

You may not know this, but thank you gifts are not donated to KCET, we have to purchase them. And while your membership support is irreplaceable and greatly appreciated, we need all of your donation to go towards programming and not purchasing thank you gifts in this current economy. We hope you agree with us that this is a good budgeting decision. So, can we count on you to renew your support with a gift of \$_____.

- **I HAVE AN ENVELOPE FROM KCET ALREADY**

Great! Then you understand the urgency of our request. May I assist you in taking this off your "To Do" list by processing your renewal over the phone with me today?

- **INSTANT "NO" OR "I'M NOT INTERESTED"**

[Ask if this is a bad time to call. If they say, "No, I am just not interested," then mark the record as a refusal. If they say, "No, I am just busy/eating dinner/running out the door/etc.," then set up a callback.]

- **"MAYBE"**

That's great, Mr./Ms._____. I'm happy to hear that. Just so we can get an idea if we're meeting our projections, we prefer to put down a pledge amount. Is there an amount that you're thinking about that I can put down for our records?



- **DON'T GOVERNMENT AND PRIVATE FOUNDATIONS PROVIDE FUNDING?**

Only a very small portion of KCET's annual operating budget comes from all sources of government funding, and with so much competition for a limited amount of grant money from foundations, it is extremely important that we can show strong community support when applying. For these grants, it is not a matter of how much you give individually, but that you value KCET enough to give what you can.

- **CAN'T AFFORD**

I certainly understand that you have to keep an eye on your expenses, Mr./Ms._____. Your participation is very important to us, no matter what size the contribution. KCET is a viewer-supported station, and a little bit can go a long way when we all pitch in and give whatever we can. If you could participate at a level that's comfortable for you, we would be really appreciative. How does a membership renewal at the \$_____ level sound?

- **WON'T GIVE SPECIFIC AMOUNT / WANTS TO THINK ABOUT IT**

1. Mr./Ms. _____, is there some specific information you're looking for that I can clear up for you over the phone? I'd be happy to do so if that's possible.
2. Mr./Ms. _____, if it's just a bad time for you to talk, I'd be more than happy to call you back when it's more convenient.

SECTION FOUR: CONFIRMATION AND CLOSE

Credit Card Close

That's wonderful, Mr./Ms. _____! Thank you so much. Your membership renewal at the \$_____ level means a lot to KCET. May I confirm the information I have in front of me? I have your billing address listed as _____ and your email address listed as _____. Is this correct? **(Confirm [BILLING especially] addresses and make changes directly on screen if necessary.)**

If no email address is listed on the record: Do you have an email address that we can add to your member record? This is a great way for KCET to keep you updated on programming, and to send you information about special events and other opportunities you might enjoy. You will also need an active email to access the wonderful benefit, *PBS Passport*. You have our assurance that KCET will keep your email address confidential and will not share it with anyone. And if you change your mind, you can always unsubscribe.

Okay, Mr./Ms. _____, now we're ready to process your tax-deductible membership contribution to KCET. Will you be using a Visa, MasterCard, American Express or Discover card?

Resists Credit Card

I understand, Mr./Ms._____. KCET prefers this payment method because it eliminates the cost of paperwork, postage and processing, which means your contribution can be used where it counts the most. It also ensures that your contribution can go to work for KCET right away. Considering this, would you make an exception for us today and place your membership donation on a credit or debit card?

- **IF PATRON STILL OBJECTS:** That's no problem, Mr./Ms._____. I'll send a pledge form and a return envelope in the mail. We'd like to put your gift to good use right away, so we're asking all of our friends to send in their gifts within a week of receiving the pledge form. Is that a commitment you can make with us today/this evening?



Federal Disclosure

Before I let you go, the Federal government requires that I provide you with KCET's administrative address. The address is: **2900 West Alameda Avenue | Burbank, CA | 91505-4267.**

Thank You

On behalf of KCET, I would like to thank you again, Mr./Ms. _____, for renewing your membership at the \$_____ level. We hope you'll enjoy your new member benefits and all of the fantastic programming on KCET. Have a good day/night!

SECTION FIVE: ADDITIONAL CAMPAIGN INFO

KCET membership support plays an active role in:

- Protecting fiercely independent journalism
- Nurturing informed citizens
- Giving our community the best seats in the house for exclusive classic and cutting-edge performances
- Instantly transporting you to cultures and cuisines around the globe
- The satisfaction of knowing that your contribution helps to sustain free, innovative programming on-air/online

Additional Information about KCET:

- KCET is nonprofit donor-supported community television
- A vast majority of our operating budget comes from the generosity and loyalty of donors
- KCET must raise a vast majority of its budget from scratch each year
- KCET gets no money from cable companies

Value of KCET:

- KCET provides life-long learning
- KCET improves the quality of its viewers' lives
- KCET promotes healthy kids and families
- KCET introduces people to new ideas
- KCET engages groups in important dialogue
- KCET celebrates individual accomplishments
- KCET raises people's awareness to vital issues
- KCET connects individuals to valuable resources throughout Southern and Central California
- KCET provides perspective on international, national, local and community issues

Why people watch KCET:

- It's a safe and educational destination
- It offers insightful and balanced news reporting
- It has provocative programming and irresistible personalities
- It shows must-see documentaries and arts programs



PBS Passport – Minimum membership \$60 annually / \$5 monthly:

What is PBS Passport?

PBS Passport is a new member benefit that gives eligible donors and supporters extended access to an on-demand library of quality public television programs online. The PBS Passport library currently offers members more than 1,000 episodes, with new PBS programs being added weekly. The library features episodes from popular programs like American Experience, American Masters, Antiques Roadshow, Nature, NOVA, and Masterpiece — including all six seasons of Downton Abbey. In addition to these signature series, the library is full of public television's acclaimed arts, science, history, and lifestyle programs; including Poldark; Les Misérables; Endeavour; The PBS NewsHour; and a rotating selection of films from Ken Burns. **IMPORTANT: ONLY AVAILABLE AT \$5+/MONTH OR \$60+ ANNUAL MEMBERSHIP.**

Do I need any special devices to view Passport content?

No. You can view Passport videos just by logging in to KCET.org/Passport from your computer, smartphone and tablet. Right now PBS Passport content is available via your desktop computer or laptop using the latest versions of Chrome, Firefox, Safari, and Internet Explorer (see your local station website or PBS.org). It is also available on PBS Video iOS and Android apps for smartphones and tablets as well as Chromecast, ROKU, Apple TV and Amazon Fire.

POPULAR PROGRAMS ON KCET INCLUDE:

800 Words
Angry Planet
Artbound
Artbound Presents Studio A
BBC World News America
Border Blaster
Broken Bread
California Coastal Trail
Death in Paradise
Democracy Now!
Doc Martin
Earth Focus
Earth Focus Presents
Father Brown
Fine Cut
Huell Howser
KCET Must See Movies
LA Foodways
Lost LA
Miss Fisher's Murder Mysteries
PBS NewsHour
Rick Steves' Europe
Shetland
SoCal Connected
SoCal Wanderer
Tending Nature
The Migrant Kitchen
Vera

