



# **AudiGraphics**

Strategic Pledge Analysis

## **WARA Radio**

### **Full Coverage Area**

Preemptive Campaign Analysis of  
Dollars from All Givers for  
**Fall 2000 (Oct 13 – Oct 19)**

Analysis run on July 6, 2001

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## Strategic Pledge Analysis

### **WARA Radio**

### **Full Coverage Area**

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**Fall 2000 (Oct 13 – Oct 19)**

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This report was created by Strategic AudiGraphics on July 6, 2001.

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## Strategic Thinking

AudiGraphics Strategic Pledge Analysis links the returns of on-air pledge campaigns (dollars and responses) to the investments made to obtain them. These investments – costs that are often overlooked – are the on-air effort (hours that contain pitches) and the audience's exposure to this effort (listener-hours).

Strategic Pledge AudiGraphics tracks both types of on-air campaigns: spot and preemptive. Spot campaigns air pitches during normal promotional breaks. By definition, they do not interrupt the programming service. Preemptive campaigns supplant or suffuse regular programming with pitches. By definition, they disrupt the very service they ask listeners to support.

Strategic Pledge AudiGraphics classifies each programming block into one of three types. Green blocks efficiently produce high returns at low costs. Red blocks produce low returns at high costs. Yellow blocks offer mixed returns and costs.

Both descriptive and prescriptive, this classification reveals what has happened in the past and suggests strategies for making future campaigns more efficient. It shows how to obtain the highest returns in the fewest hours with pitching. It also shows how to obtain the highest returns with the smallest audience exposure to pitching – a real cost of preemptive campaigns. Such exposure can alienate listeners and cause tune out.

Strategic Pledge AudiGraphics places the public support generated by on-air campaigns into the public service context in which they operate. Paying for the public service is, after all, the reason public broadcasters ask – and the reason listeners give.

In sum, Strategic Pledge AudiGraphics balances the highest yields against the lowest investment in staff resources and the smallest dislocation of public service.

# Key to Interpreting and Applying Strategic Pledge AudiGraphics

Fall 2000 (Oct 13 – Oct 19)

WARA Radio – Full Coverage Area



**GO**

## High Returns at Low Cost

Recommended strategy for green programming blocks:

- Capitalize on these high returns at relatively low cost.
- Concentrate fundraising efforts into these 35 hours.
- Set fundraising goals for at least \$351,491.



**CAUTION**

## Mixed Returns and Costs

Recommended strategy for yellow programming blocks:

- Move into green with appropriate on-air tactics.
- Weigh the costs of each against its returns.
- Cease fundraising and restore public service in the least productive of these blocks.



**STOP**

## Low Returns at High Cost

Recommended strategy for red programming blocks:

- Forego these relatively small and expensive returns.
- Cease all fundraising during these 33 hours.
- Restore 852,273 listener-hours of public service.



# The Appropriate Strategic Objectives For Each Programming Block

Fall 2000 (Oct 13 – Oct 19)

WARA Radio – Full Coverage Area

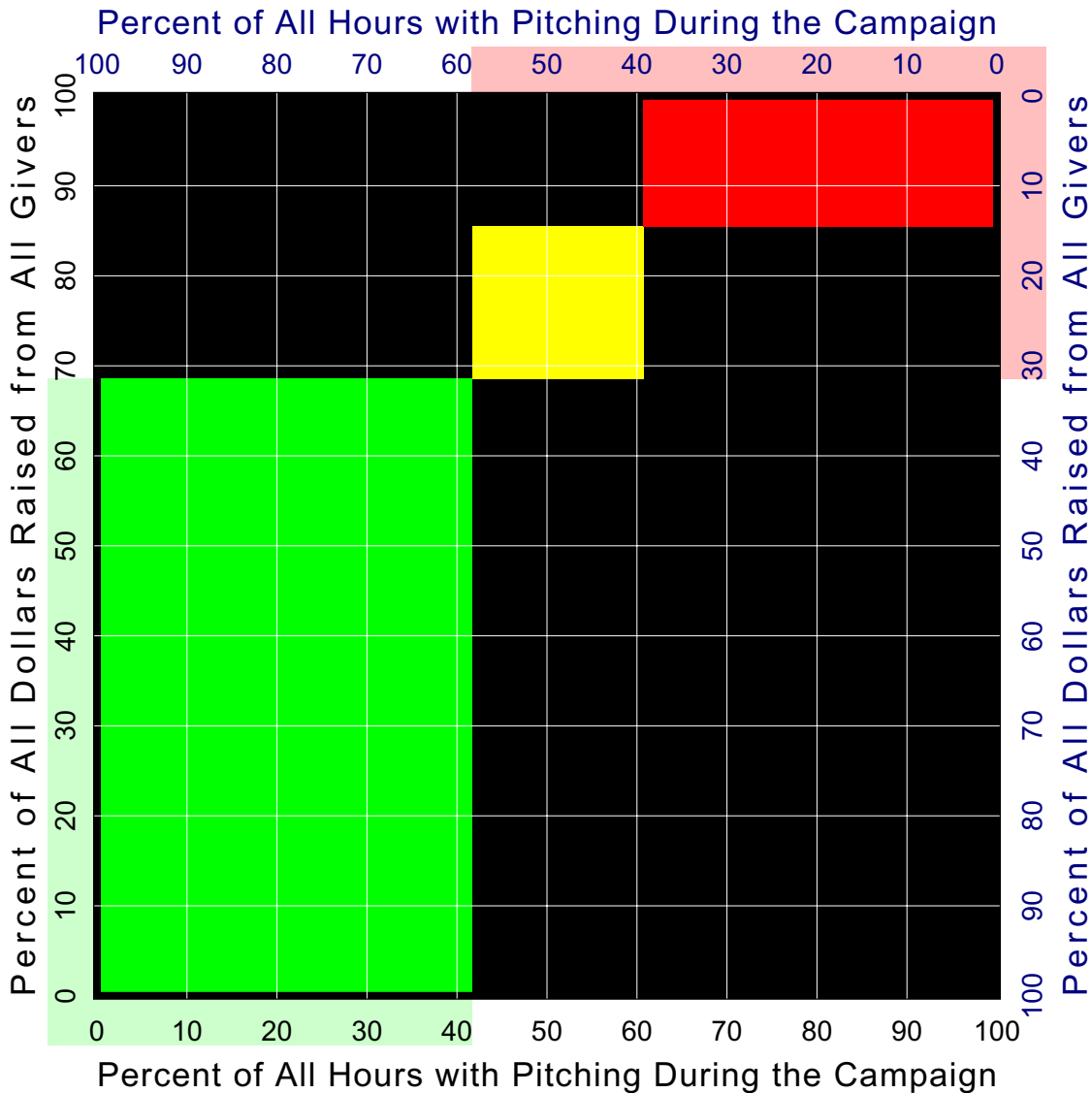
	Total		New Giver		Repeat Giver	
	Dollars	Responses	Dollars	Responses	Dollars	Responses
Morning Edition	Green	Green	Green	Green	Green	Green
ATC & Marketplace	Green	Green	Green	Green	Green	Green
Morning Music	Yellow	Yellow	Yellow	Red	Green	Green
Weekend Music	Red	Red	Red	Red	Red	Red
Afternoon Music	Red	Red	Red	Red	Red	Red
Weekend Edition Sunday	Green	Green	Green	Green	Green	Green
Weekend Edition Saturday	Green	Green	Green	Green	Green	Green
Fresh Air	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Car Talk	Green	Green	Green	Green	Yellow	Green
Sound and Spirit	Green	Green	Green	Green	Green	Green
This American Life	Red	Red	Red	Red	Red	Yellow
Weekend All Things Considered	Red	Red	Red	Red	Red	Red
Prairie Home Companion	Red	Red	Red	Red	Red	Red
Hearts of Space	Red	Red	Red	Red	Red	Red
Local Arts	Red	Red	Red	Red	Red	Red
Schickele Mix	Red	Red	Red	Red	Red	Red

	<b>High Returns at Low Cost</b>
	<b>Mixed Returns and Costs</b>
	<b>Low Returns at High Cost</b>

Although this report focuses on all giver dollars, Strategic Pledge AudiGraphics can focus on responses or other types of givers. This table shows the categorization of each programming block in all six analyses. Green bars indicate the programming block produces high returns at low effort and exposure costs. Red blocks produce low returns at high costs. Yellow blocks offer mixed returns and costs.

# How to Maximize Dollars Raised from All Givers In the Fewest Hours with Pitching

Fall 2000 (Oct 13 – Oct 19)  
WARA Radio – Full Coverage Area



	<b>High Returns at Low Cost</b>
	<b>Mixed Returns and Costs</b>
	<b>Low Returns at High Cost</b>

This graph displays the diminishing returns of on-air fundraising efforts. The dark green area contains the most efficient programming blocks; they generate 69% of the yield in only 42% of the campaign's hours. The dark red area shows the least efficient blocks, which consume 39% of the effort yet return only 15% of the campaign's yield. The yellow area demonstrates the mixed efficiencies of the remaining blocks. The shadings that border the graph aggregate the higher-performance yellows with the greens and the lower-performance yellows with the reds.

# How to Maximize Dollars Raised from All Givers In the Fewest Hours with Pitching

Fall 2000 (Oct 13 – Oct 19)

WARA Radio – Full Coverage Area

	Yield (Dollars Raised) <i>Cumulative</i>		Effort (Hours with Pitching) <i>Cumulative</i>		Dollars Raised From All Givers per Hour with Pitching
Fall 2000 (Oct 13 – Oct 19)	100%		100%		\$6,105
■ High Returns at Low Cost	69%		42%		\$10,043
■ Mixed Returns and Costs	17%		19%		\$5,423
■ Low Returns at High Cost	15%		39%		\$2,259
■ Morning Edition	37%	37%	18%	18%	\$12,622
■ Weekend Edition Saturday	4%	41%	2%	20%	\$9,579
■ Weekend Edition Sunday	5%	46%	4%	24%	\$9,369
■ Sound and Spirit	2%	48%	1%	25%	\$8,155
■ Car Talk	3%	51%	2%	27%	\$7,733
■ ATC & Marketplace	18%	69%	14%	42%	\$7,606
■ Morning Music	13%	82%	14%	56%	\$5,666
■ Fresh Air	4%	85%	5%	61%	\$4,693
■ Weekend Music	6%	91%	10%	70%	\$3,679
■ This American Life	1%	92%	2%	73%	\$2,655
■ Hearts of Space	0%	93%	1%	74%	\$2,490
■ Weekend All Things Considered	1%	93%	2%	76%	\$1,857
■ Afternoon Music	6%	99%	19%	95%	\$1,800
■ Prairie Home Companion	1%	100%	2%	98%	\$1,700
■ Local Arts	0%	100%	1%	99%	\$1,130
■ Schickele Mix	0%	100%	1%	100%	\$270

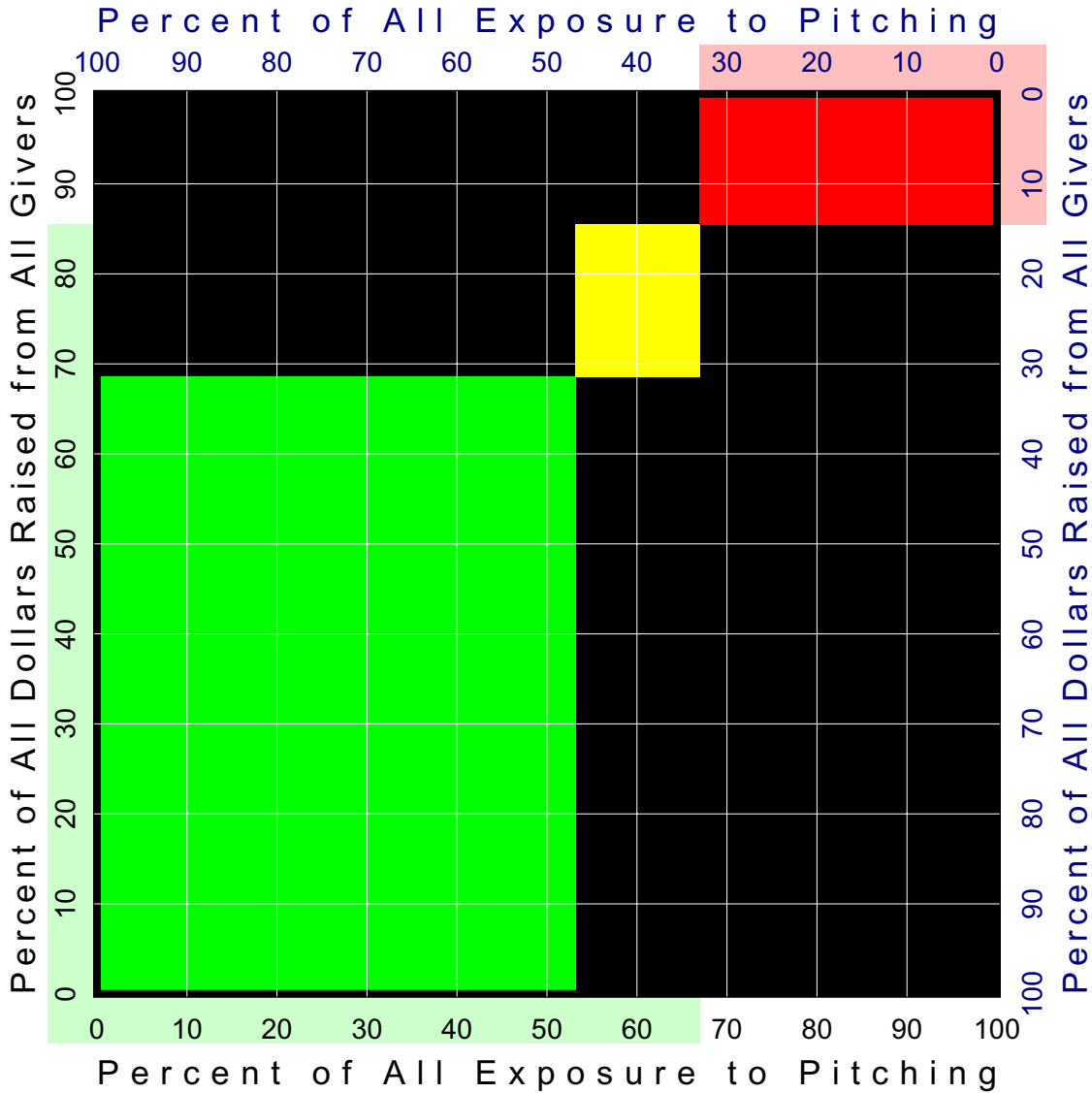
	<b>High Returns at Low Cost</b>
	<b>Mixed Returns and Costs</b>
	<b>Low Returns at High Cost</b>

This table ranks all programming blocks according to dollars raised from all givers per hour with pitching. Starting with the top programming block and working down, it shows how to minimize effort (hours with pitching) while maximizing yield (dollars raised). Green blocks offer the highest returns at the lowest costs, and together they comprise the core of any future campaign. Yellow blocks in the light green background offer above-average returns, but with high exposure costs. Red blocks are prime candidates for forgoing pitching in the next campaign.

# How to Maximize Dollars Raised from All Givers With the Smallest Exposure to Pitching

Fall 2000 (Oct 13 – Oct 19)

WARA Radio – Full Coverage Area



	<b>High Returns at Low Cost</b>
	<b>Mixed Returns and Costs</b>
	<b>Low Returns at High Cost</b>

This graph displays the diminishing returns of on-air fundraising efforts. The dark green area contains the most efficient programming blocks; they generate 69% of the yield with only 53% of the audience's exposure to pitching. The dark red area shows the least efficient blocks, which generate 33% of the exposure yet return only 15% of the campaign's yield. The yellow area demonstrates the mixed efficiencies of the remaining blocks. The shadings that border the graph aggregate the higher-performance yellows with the greens and the lower-performance yellows with the reds.

# How to Maximize Dollars Raised from All Givers With the Smallest Exposure to Pitching

Fall 2000 (Oct 13 – Oct 19)

WARA Radio – Full Coverage Area

	Yield (Dollars Raised) <i>Cumulative</i>		Exposure to Pitching (Listener-Hours) <i>Cumulative</i>		Exposure to Pitching per Dollar (LHs)
Fall 2000 (Oct 13 – Oct 19)	100%		100%		5.0
■ High Returns at Low Cost	69%		53%		3.9
■ Mixed Returns and Costs	17%		14%		4.1
■ Low Returns at High Cost	15%		33%		11.4
■ Sound and Spirit	2%	2%	1%	1%	1.9
■ Weekend Edition Sunday	5%	7%	3%	4%	3.0
■ Weekend Edition Saturday	4%	11%	3%	6%	3.5
■ Morning Edition	37%	48%	27%	34%	3.7
■ Fresh Air	4%	51%	3%	36%	3.7
■ Morning Music	13%	65%	11%	48%	4.2
■ ATC & Marketplace	18%	82%	16%	64%	4.7
■ Car Talk	3%	85%	3%	67%	5.0
■ This American Life	1%	86%	1%	68%	6.6
■ Hearts of Space	0%	87%	1%	69%	7.9
■ Weekend Music	6%	93%	11%	80%	9.5
■ Weekend All Things Considered	1%	93%	2%	82%	11.1
■ Afternoon Music	6%	99%	13%	95%	12.1
■ Local Arts	0%	99%	1%	96%	19.9
■ Prairie Home Companion	1%	100%	3%	99%	25.4
■ Schickele Mix	0%	100%	1%	100%	69.8

	<b>High Returns at Low Cost</b>
	<b>Mixed Returns and Costs</b>
	<b>Low Returns at High Cost</b>

This table ranks all programming blocks according to audience exposure to pitching per each giver dollar. Starting with the top programming block and working down, it shows how to minimize exposure to pitching while maximizing yield (dollars raised). Green blocks offer the highest returns at the lowest costs, and together they comprise the core of any future campaign. Yellow blocks in the light green background offer above-average returns, but cost much in effort (hours with pitching). Red blocks are prime candidates for forgoing pitching in the next campaign.

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## Campaign Summary

The following graphics display the key statistics for programming blocks in this campaign. The graphics convey the rank and magnitude of each programming block across each measure.

The graph on page 11 focuses on the campaign's results and shows each programming block's contribution to the campaign's totals.

The graphs on pages 12 and 13 delineate the investments that generated these results. Page 12 shows the fundraising effort in terms of hours with pitching; page 13 shows listeners' exposure to pitching.

The magnitudes of these two investments differ for preemptive and spot campaigns. Preemptive campaigns extract far higher costs across both investments: they demand more staff time and greater organizational resources, and they cause far greater disruption to the service by supplanting or suffusing regular programming with pitches.

The graphs on pages 14 and 15 establish the efficiency with which each programming block yields its return. Page 14 shows the yield per hour with pitching; page 15 shows the exposure required to trigger a dollar.

Again, from a strategic perspective, it is more important to maximize these efficiencies for preemptive campaigns than for spot campaigns. Eliminating preemptive pitching in the red blocks will restore full public service across a relatively large number of hours at a relatively small price to the overall campaign.

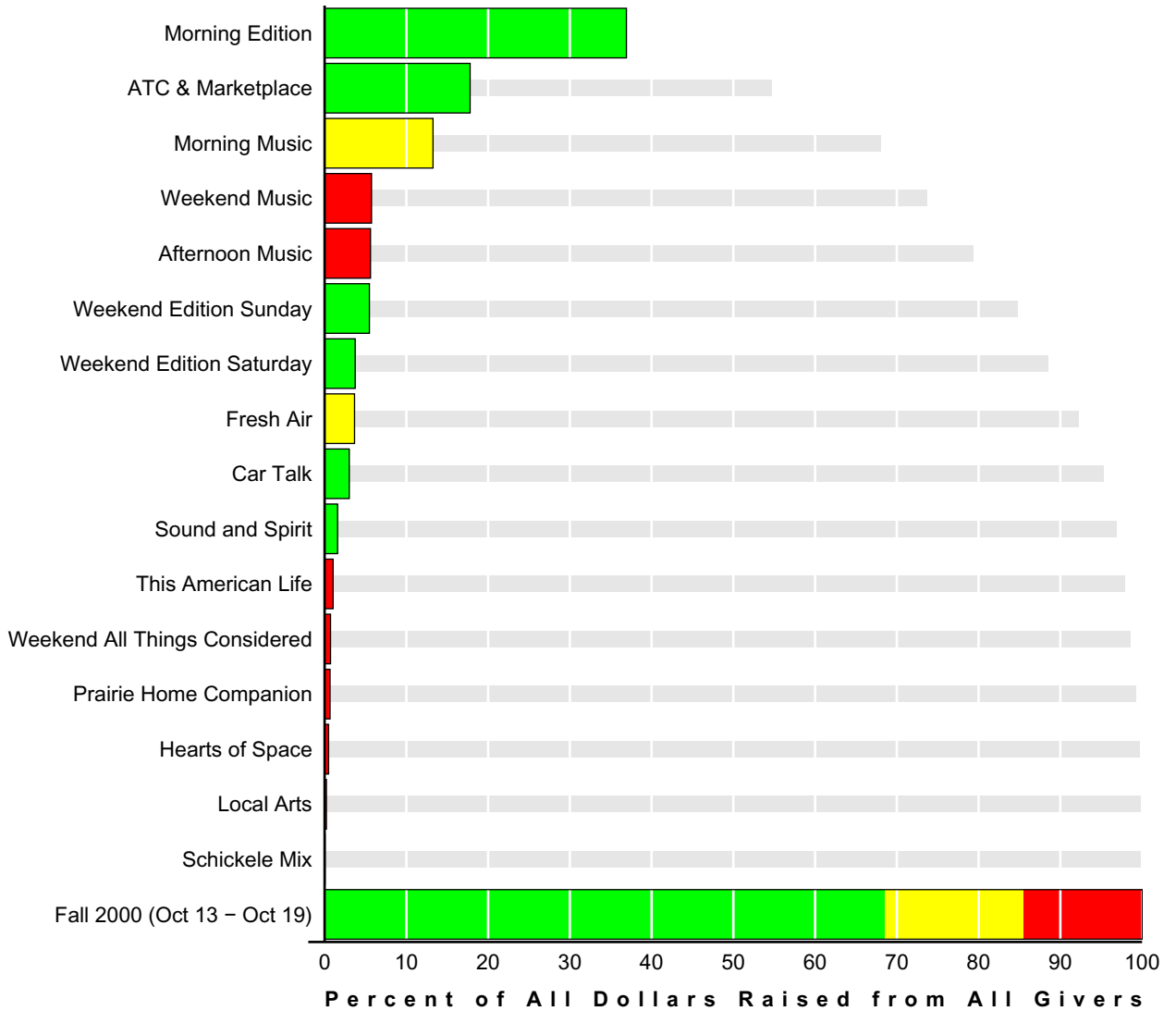




# Each Programming Block's Contribution to Dollars Raised from All Givers

Fall 2000 (Oct 13 – Oct 19)

WARA Radio – Full Coverage Area



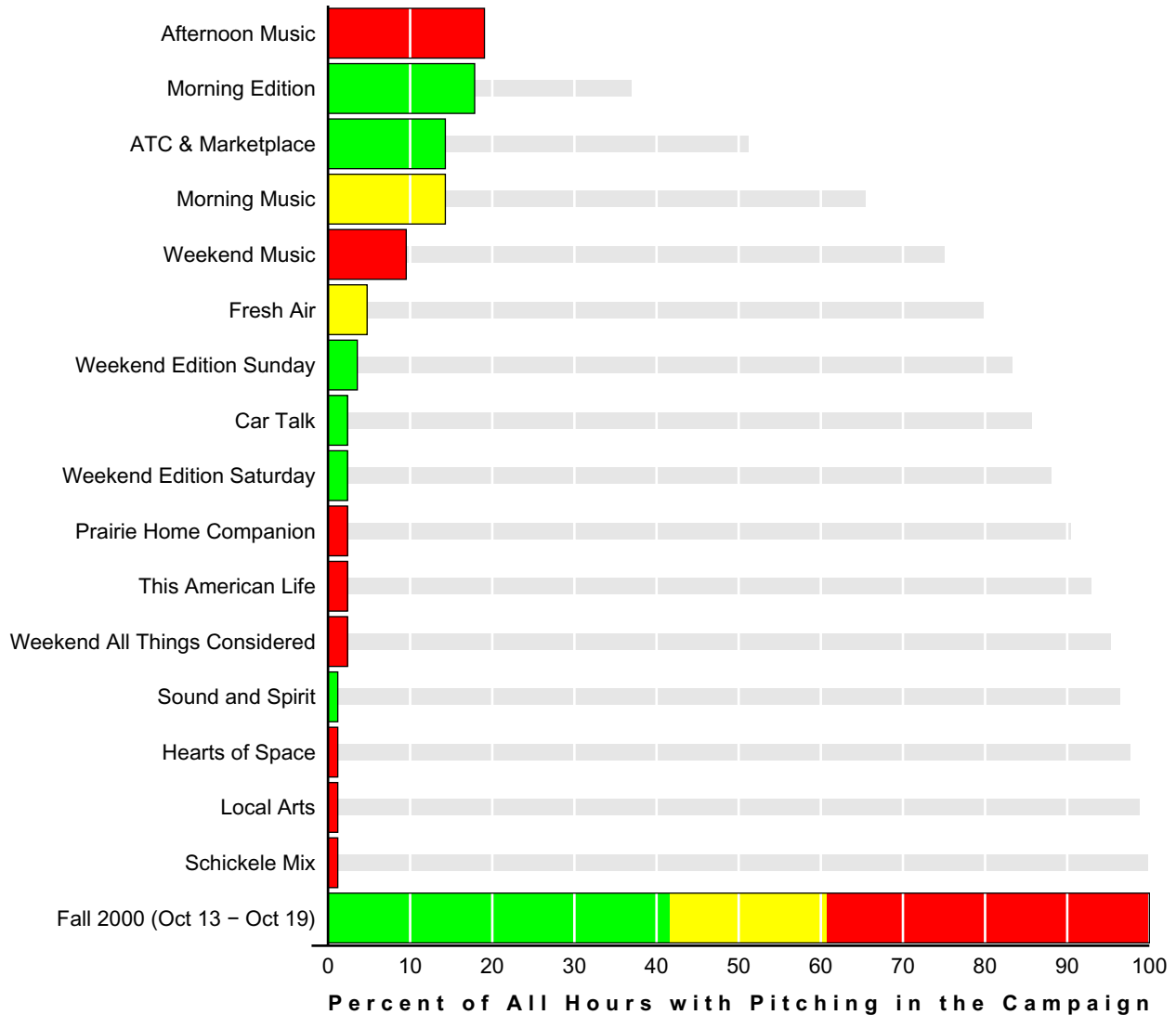
	<b>High Returns at Low Cost</b>
	<b>Mixed Returns and Costs</b>
	<b>Low Returns at High Cost</b>

This graph ranks programming blocks by their contribution to dollars raised from all givers. Each green, yellow, and red bar shows the percent of dollars raised. The bar on the bottom summarizes the campaign. Gray bars show the cumulative contribution of all programming blocks to that point.

# Fundraising Effort (Hours with Pitching) In Each Programming Block

Fall 2000 (Oct 13 – Oct 19)

WARA Radio – Full Coverage Area



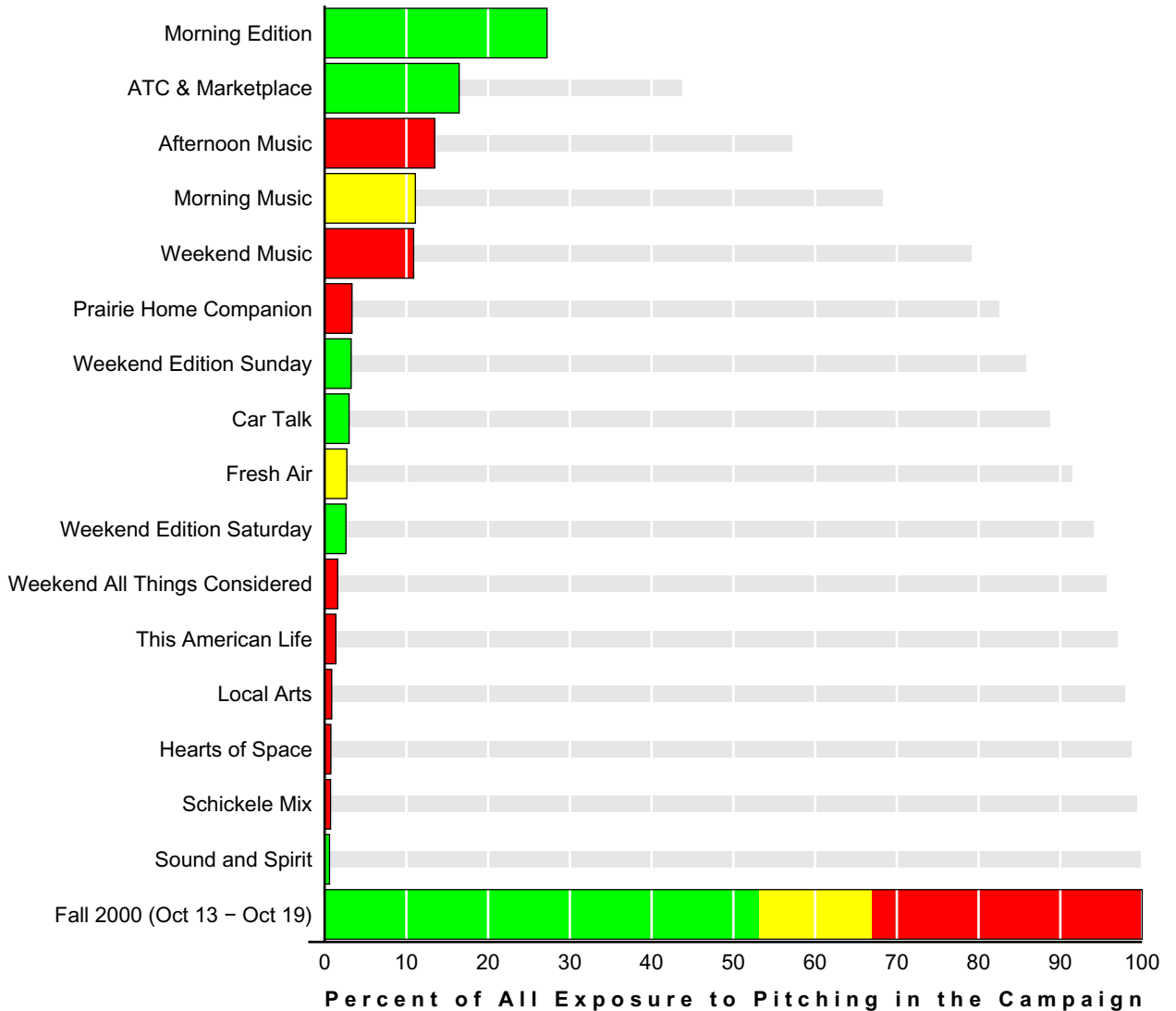
	<b>High Returns at Low Cost</b>
	<b>Mixed Returns and Costs</b>
	<b>Low Returns at High Cost</b>

This graph ranks programming blocks by their fundraising effort. Each green, yellow, and red bar shows the percent of hours with pitching. The bar on the bottom summarizes the campaign. Gray bars show the cumulative on-air fundraising effort expended in all programming blocks to that point.

# Exposure to Pitching In Each Programming Block

## Fall 2000 (Oct 13 – Oct 19)

### WARA Radio – Full Coverage Area



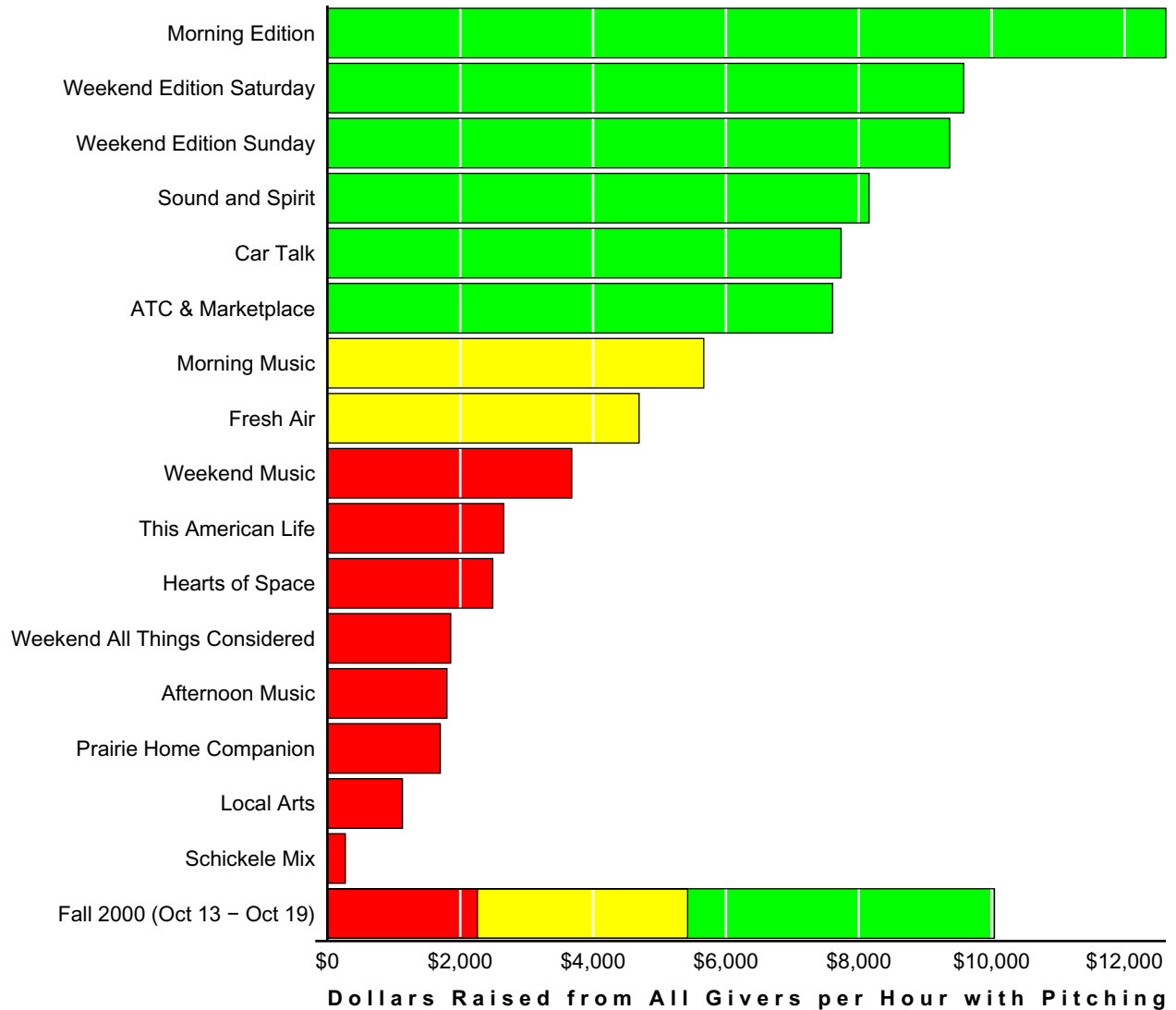
	<b>High Returns at Low Cost</b>
	<b>Mixed Returns and Costs</b>
	<b>Low Returns at High Cost</b>

This graph ranks programming blocks by listeners' exposure to pitching during each. The green, yellow, and red bars show how much exposure is caused by each programming block. The bar on the bottom summarizes exposure during the campaign. Gray bars show the cumulative audience exposure to pitching from all programming blocks to that point.

# The Yield of Each Programming Block – Dollars from All Givers per Hour with Pitching

Fall 2000 (Oct 13 – Oct 19)

WARA Radio – Full Coverage Area



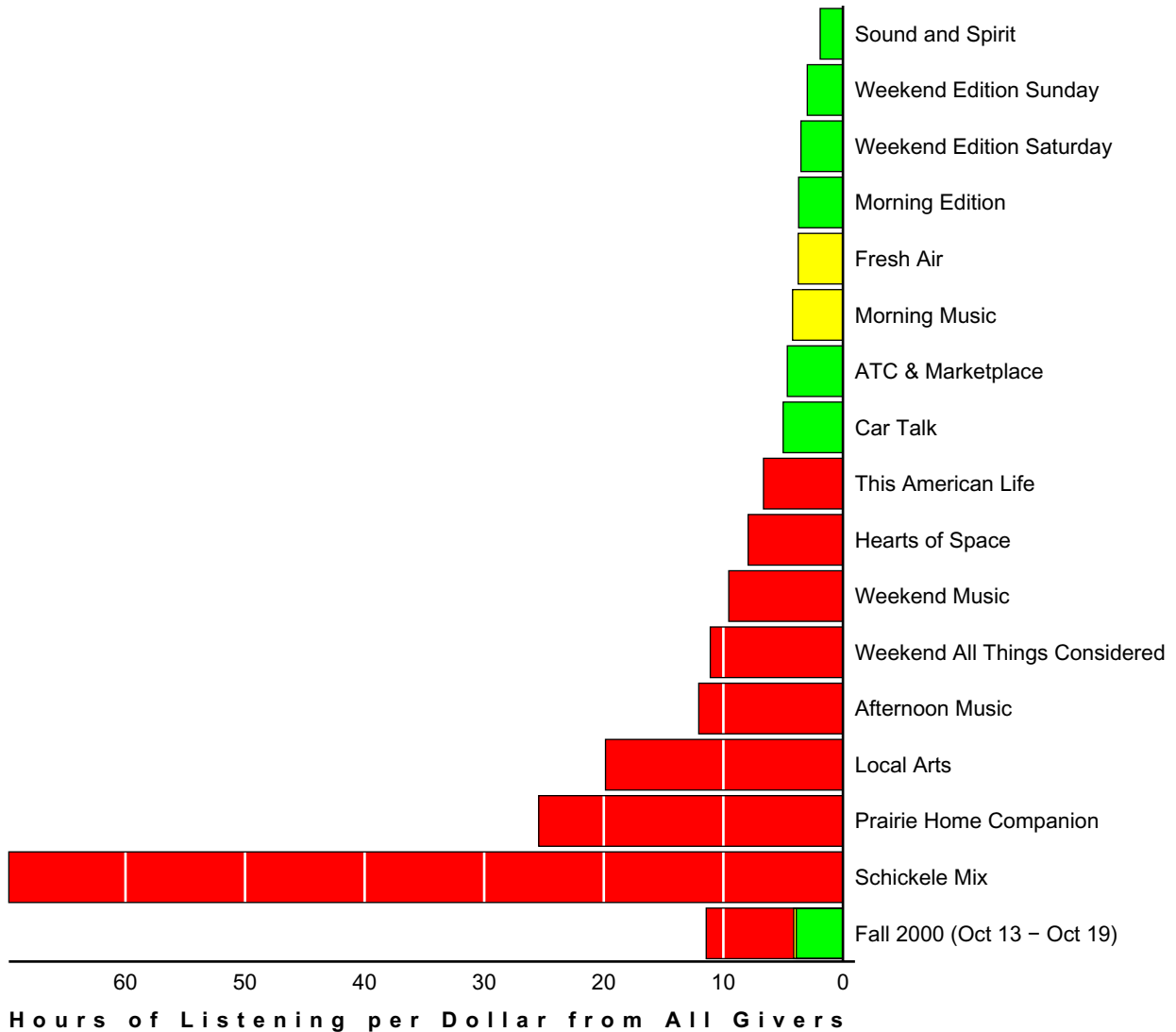
	<b>High Returns at Low Cost</b>
	<b>Mixed Returns and Costs</b>
	<b>Low Returns at High Cost</b>

This graph ranks programming blocks by one of the two key efficiencies: dollars raised from all givers per hour with pitching. The green, yellow, and red bars show the yield of each programming block per campaign hour. The bar on the bottom summarizes the campaign.

# Exposure to Pitching in Each Programming Block – Hours of Listening per All Giver Dollar

Fall 2000 (Oct 13 – Oct 19)

WARA Radio – Full Coverage Area



<b>GO</b>	<b>High Returns at Low Cost</b>
<b>CAUTION</b>	<b>Mixed Returns and Costs</b>
<b>STOP</b>	<b>Low Returns at High Cost</b>

This graph ranks programming blocks by one of the two key efficiencies: hours of listening per each giver dollar. The green, yellow, and red bars show the exposure to pitching in each programming block per dollar. The bar on the bottom summarizes the campaign. Unlike the other graphics in this section, shorter bars are better.

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## **Appendix: Tables**



## **Appendix: Tables**

The following tables display the precise numbers upon which this AudiGraphics Strategic Pledge Analysis is based.

All programming blocks and reports of total and new giver pledging are as provided by the client. ARA calculates repeat giver pledging from this information.

ARA also calculates audience exposure estimates from Arbitron radio listening diaries for the station(s) and geography that define WARA Radio – Full Coverage Area.

Audience estimates are calculated across the fiscal years in which the campaign took place.

# Pledge Campaign Summary Statistics For All Responses and Dollars

**Fall 2000 (Oct 13 – Oct 19)**  
WARA Radio – Full Coverage Area

	Effort (Hours with Pitching)	Yield (Dollars Earned)	Yield (Responses Received)	Yield per Hour Of Effort (Dollars)	Yield per Hour Of Effort (Responses)
Fall 2000 (Oct 13 – Oct 19)	84:00	\$512,804	4,907	\$6,105	58.4
<span style="color: green;">■</span> High Returns at Low Cost	35:00	\$351,491	3,235	\$10,043	92.4
<span style="color: yellow;">■</span> Mixed Returns and Costs	16:00	\$86,766	878	\$5,423	54.9
<span style="color: red;">■</span> Low Returns at High Cost	33:00	\$74,547	794	\$2,259	24.1
<span style="color: red;">■</span> Afternoon Music	16:00	\$28,803	295	\$1,800	18.4
<span style="color: green;">■</span> ATC & Marketplace	12:00	\$91,273	874	\$7,606	72.8
<span style="color: green;">■</span> Car Talk	2:00	\$15,465	191	\$7,733	95.5
<span style="color: yellow;">■</span> Fresh Air	4:00	\$18,771	197	\$4,693	49.3
<span style="color: red;">■</span> Hearts of Space	1:00	\$2,490	31	\$2,490	31.0
<span style="color: red;">■</span> Local Arts	1:00	\$1,130	11	\$1,130	11.0
<span style="color: green;">■</span> Morning Edition	15:00	\$189,334	1,621	\$12,622	108.1
<span style="color: yellow;">■</span> Morning Music	12:00	\$67,995	681	\$5,666	56.8
<span style="color: red;">■</span> Prairie Home Companion	2:00	\$3,400	34	\$1,700	17.0
<span style="color: red;">■</span> Schickele Mix	1:00	\$270	3	\$270	3.0
<span style="color: green;">■</span> Sound and Spirit	1:00	\$8,155	81	\$8,155	81.0
<span style="color: red;">■</span> This American Life	2:00	\$5,310	67	\$2,655	33.5
<span style="color: red;">■</span> Weekend All Things Considered	2:00	\$3,714	40	\$1,857	20.0
<span style="color: red;">■</span> Weekend Music	8:00	\$29,430	313	\$3,679	39.1
<span style="color: green;">■</span> Weekend Edition Saturday	2:00	\$19,158	207	\$9,579	103.5
<span style="color: green;">■</span> Weekend Edition Sunday	3:00	\$28,106	261	\$9,369	87.0





# Pledge Campaign Summary Statistics For All Responses and Dollars

**Fall 2000 (Oct 13 – Oct 19)**

WARA Radio – Full Coverage Area

	Exposure To Pitching (LHs)	Average Audience (Persons)	Listener–Hours Per Dollar (LHs)	Listener–Hours Per Response (LHs)	Average Pledge (Dollars)
Fall 2000 (Oct 13 – Oct 19)	2,579,238	30,705	5.0	526	\$105
<span style="color: green;">■</span> High Returns at Low Cost	1,370,362	39,153	3.9	424	\$109
<span style="color: yellow;">■</span> Mixed Returns and Costs	356,603	22,288	4.1	406	\$99
<span style="color: red;">■</span> Low Returns at High Cost	852,273	25,826	11.4	1,073	\$94
<span style="color: red;">■</span> Afternoon Music	347,295	21,706	12.1	1,177	\$98
<span style="color: green;">■</span> ATC & Marketplace	424,519	35,377	4.7	486	\$104
<span style="color: green;">■</span> Car Talk	77,284	38,642	5.0	405	\$81
<span style="color: yellow;">■</span> Fresh Air	70,205	17,551	3.7	356	\$95
<span style="color: red;">■</span> Hearts of Space	19,733	19,733	7.9	637	\$80
<span style="color: red;">■</span> Local Arts	22,437	22,437	19.9	2,040	\$103
<span style="color: green;">■</span> Morning Edition	701,894	46,793	3.7	433	\$117
<span style="color: yellow;">■</span> Morning Music	286,398	23,867	4.2	421	\$100
<span style="color: red;">■</span> Prairie Home Companion	86,498	43,249	25.4	2,544	\$100
<span style="color: red;">■</span> Schickele Mix	18,834	18,834	69.8	6,278	\$90
<span style="color: green;">■</span> Sound and Spirit	15,536	15,536	1.9	192	\$101
<span style="color: red;">■</span> This American Life	35,288	17,644	6.6	527	\$79
<span style="color: red;">■</span> Weekend All Things Considered	41,202	20,601	11.1	1,030	\$93
<span style="color: red;">■</span> Weekend Music	280,986	35,123	9.5	898	\$94
<span style="color: green;">■</span> Weekend Edition Saturday	67,284	33,642	3.5	325	\$93
<span style="color: green;">■</span> Weekend Edition Sunday	83,845	27,948	3.0	321	\$108



# Pledge Campaign Summary Statistics For All Responses and Dollars

**Fall 2000 (Oct 13 – Oct 19)**  
WARA Radio – Full Coverage Area

	Percent of Effort (Hours With Pitching)	Percent of Exposure To Pitching	Percent of Responses Yielded	Percent of Dollars Yielded
Fall 2000 (Oct 13 – Oct 19)	100%	100%	100%	100%
<span style="color: green;">■</span> High Returns at Low Cost	42%	53%	66%	69%
<span style="color: yellow;">■</span> Mixed Returns and Costs	19%	14%	18%	17%
<span style="color: red;">■</span> Low Returns at High Cost	39%	33%	16%	15%
<span style="color: red;">■</span> Afternoon Music	19%	13%	6%	6%
<span style="color: green;">■</span> ATC & Marketplace	14%	16%	18%	18%
<span style="color: green;">■</span> Car Talk	2%	3%	4%	3%
<span style="color: yellow;">■</span> Fresh Air	5%	3%	4%	4%
<span style="color: red;">■</span> Hearts of Space	1%	1%	1%	0%
<span style="color: red;">■</span> Local Arts	1%	1%	0%	0%
<span style="color: green;">■</span> Morning Edition	18%	27%	33%	37%
<span style="color: yellow;">■</span> Morning Music	14%	11%	14%	13%
<span style="color: red;">■</span> Prairie Home Companion	2%	3%	1%	1%
<span style="color: red;">■</span> Schickele Mix	1%	1%	0%	0%
<span style="color: green;">■</span> Sound and Spirit	1%	1%	2%	2%
<span style="color: red;">■</span> This American Life	2%	1%	1%	1%
<span style="color: red;">■</span> Weekend All Things Considered	2%	2%	1%	1%
<span style="color: red;">■</span> Weekend Music	10%	11%	6%	6%
<span style="color: green;">■</span> Weekend Edition Saturday	2%	3%	4%	4%
<span style="color: green;">■</span> Weekend Edition Sunday	4%	3%	5%	5%

