

# WGXC 90.7-FM

## PLEDGE DRIVE ON-AIR GUIDE

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***Pledge Drive Numbers:***

**518-697-7400**

***or online at:***

**wgxc.org/donate**

**Hudson Studio Address:** 704 Columbia Street, Hudson, NY

**Mailing Address:** 5662 Route 23, Acra, New York,

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**Some Basic Reminders for On-Air Pitching**

1. **Repeat the pledge drive phone number frequently!** Say it slowly!
  2. **Make it personal!** Introduce yourself and your co-hosts frequently, and talk about why *you are* involved with WGXC.
  3. **Stay positive and relaxed.** We don't want to beg, but sound proud and excited.
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**How does someone pledge?**

1. Pledge by **phone: 518.697.7400.**
2. Pledge **online** at **wgxc.org/donate**
3. **Contribute in person:** Stop by a studio to make your tax-deductible pledge or contribution in person, and have a look around.

**The total goal of this pledge drive is \$35,000.**

**The daily goal is \$3,500.**

**Every Programmer has a \$350 personal goal.**

**The drive runs 10 days, March 2 to March 12.**

**Contributions to WGXC 90.7-FM are tax-deductible to the fullest extent of the law.**

## Some Prompts

### *USE THESE AS SPRINGBOARDS FOR YOUR PITCHING*

**WHY DO YOU CONTRIBUTE?** Talk about why you - a volunteer - also contribute to WGXC 90.7-FM. Are you a sustaining supporter? Talk about that, too.

**HOW DID YOU GET INVOLVED?** What about WGXC compelled you to get involved in the station? What keeps you involved. What have you learned? Who have you gotten to know that you wouldn't have? Does this differentiate WGXC From other organizations?

**WHAT ARE SOME OF YOUR FAVORITE SHOWS?** Who do you never miss? Are you hooked on Democracy Now!, or '69? Props to your favorite hosts, moment, etc.

**WHAT ELSE COSTS MORE BUT MEANS LESS?** WGXC'S Pledge Drives are largely comprised of small donations - contributions of \$10 through \$50 from a wide range of supporters. Just like the station's content, our funding is made from a broad spectrum of listeners with diverse interests and financial situations.

**CONTRIBUTIONS ARE TAX-DEDUCTIBLE.** Your contribution is tax-deductible to the fullest extent of the law - unlike most IndieGoGo or Kickstarter campaigns.

#### **DO YOU SPEND ...**

- **\$1.50 a day on coffee five days? That's \$7.50 per week, or \$30 a month.** The experience of Philip on the Radio every morning with that coffee? Priceless.
- **\$4 a week on a single beer at the bar? That's \$16 a month.** Beer is delicious, but way better with a radio on in the background.
- **Do you pay \$5 a month for Spotify? \$10 a month at Planet Fitness?** How does this compare with what WGXC does (or can do) for your community?
- **\$10 a month breaks down to \$.33 a day.** So that's basically a quarter a day, which is what many people pay for one hour of parking out front of the WGXC Hudson Studio.
- **A subscription to Netflix starts at \$7.99 a month.** And they don't even make the movies themselves!
- **The average cost of a cheeseburger in Columbia County (according to a 2011 study<sup>1</sup>) is \$9.98.** So for the price of one burger per month, you can generously sustain local media.
- **Cigarettes! Believe it or not, it's \$10 a pack these days.** Cigarettes pollute, and inflate the fortunes of a select few. Community radio serves the people, bringing vital information and entertainment. The budget is lean and mean!

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<sup>1</sup> <http://www.sampratt.com/sam/2011/10/comparative-burgerology.html>

## **Scripts & Pitches**

***READ THESE AS IS, OR USE THEM FOR INSPIRATION.***

### **PROGRAMMING BY VOLUNTEERS:**

In February, WGXC 90.7-FM celebrated three years on the airwaves, bringing voices of Greene and Columbia counties to the airwaves. Many - most - of the voices that you know so well started as novices, with nothing more than a desire to share music or ideas with WGXC's listeners. Through listener support, WGXC is a framework by which these volunteer programmers can become radio-makers, and the local community can grow in its knowledge of itself. While we as programmers give freely of our time to make radio, listener-supported radio isn't free. **It costs \$10,000 every month to keep WGXC on the air.** Pledge what you can to keep the airwaves alive with the voices of your neighbors and friends. In Columbia and Greene counties. **To pledge, call 518.697.7400.**

### **ACCESS TO NEWS (BOTH GLOBAL AND LOCAL):**

WGXC is the source for news in Greene and Columbia counties. This is the only place in the listening area that broadcasts Democracy Now! live every weekday at beginning at 8 a.m., and an hour of independent coverage national and international affairs every day at 6 p.m. WGXC is committed to bringing timely local news to listeners, with daily updates to the online newsroom, and local headlines every weekday at noon, and at the top of the hour during our afternoon shows. In-depth interviews can be heard throughout the day, and our coverage of public affairs continues to grow. It costs WGXC \$3,000 every year to broadcast our syndicated news programs, which does not include what it takes to cover local news, which is the work of WGXC staff and volunteers.

Do you value WGXC's news coverage, and share our desire to see it expand? We need your support. Let us know you are pledging because news from a reliable and trustworthy source is something you care about. Let us know you value WGXC's news coverage, and tell us what you want to hear more. **Call us now at 518.697.7400.**

### **MUSIC PITCH:**

Tune in during any given hour of WGXC music programming and you may hear obscure sixties pop. Or perhaps, Scandinavian black metal. Old time country music. Indie pop, or disco favorites. Whatever it is, familiar or brand new, we promise it will be unexpected, and totally different from what you hear on commercial radio.

Why is this? Because our WGXC DJs are fans, music writers, musicians, and more. They each bring unique interpretations of what makes good music into the booth for every broadcast. So, don't expect to hear the same 50 songs playing all day, every day. Even if you don't always love what you hear, there's always the thrill of discovery.

Have you ever heard a song on WGXC you would never hear anywhere else? What is it worth to

have independent, rare, and unique music on the airwaves of Greene & Columbia counties?

Support this uncommon variety by pledging your support. Tell us what you like, and what you don't. **Call 518.697.7400 and pledge now.**

**LOCALLY FOCUSED RADIO:**

Have you turned on WGXC 90.7-FM and hear the voice of a member of your community? To hear an excerpt from an important school board or town meeting during a morning or afternoon show? An open mic, or recording of a local performer on the air? Have you learned something about an event in your community, or an individual by listening to WGXC?

WGXC provides this kind of local insight because our programmers, hosts, and town recorders are residents and neighbors in Greene and Columbia counties. As the station grows, more people bring their stories and insights to WGXC. We constantly strive to dig deeper, to highlight and engage more communities across the listening area. An area all but forgotten by large, regional media outlets.

Your pledge allows us to support and grow our community engagement efforts. Tell us where you think we should be, or what we should be covering. **Call 518.697.7400 now.**

**FIRST-TIME SUPPORTER:**

As WGXC advances towards its third year of FM broadcast, we're excited to hear from supporters who may not have known about us last time we had a pledge drive.

Listener-supported radio relies on the financial contributions of you, our listeners, who have either been with us from the beginning, and those who are just tuning in as we launch into our third year on air.

Whether you are hearing WGXC for the first time, or if you are a long-time listener who already values the system and tune in daily, we want to hear from you.

Unlike commercial radio, WGXC relies on the support of its listeners to stay on the air. Volunteer programmers are behind everything local you hear day in and day out. If WGXC is a part of your life, please consider donating whatever you can afford to the Spring Forward pledge drive.

**Call 518.697.7400.** Tell the operator you are a first time donor, and let us know what makes you care enough about the station to join our growing family of supporters.

**SUSTAINING SUPPORT:**

Does WGXC matter to you every day? Please consider becoming a sustaining supporter of WGXC. Sustaining support means you give a specified amount each month to the station. This predictable revenue stream sustains us and allows us concentrate more on radio, and less on fundraising.

Sustaining support is also the "greenest" way to contribute to WGXC. It is paperless, and requires no tracking after sign-up. Monthly contributions can be changed if your financial situation changes, and you can opt out at any time.

Help make local radio a sustainable resource in Greene and Columbia counties by contributing what you can to form a consistent base of support for the station. Call 518. 697.7400 and tell our volunteer you would like to become a sustaining supporter. You can also contribute online at [wgxc.org/donate](http://wgxc.org/donate).

## General Talking Points

### **USE THESE WHEN YOU'RE FREESTYLIN'**

**WHY SUPPORT WGXC?** WGXC is committed to serving the needs and interests of its listeners. When we talk about community radio, we often find ourselves saying things like, *this station is yours*.

**WGXC is listener-supported.** A large portion of WGXC's annual budget will come from the contributions of individuals, families, and businesses. Across the country, community radio stations like ours rely on the support of their supporters and listeners rather than corporate funders that can influence whose voices get heard.

**WGXC is volunteer-driven.** WGXC provides training to volunteers, and is successful because of the work of *hundreds* of station volunteers, on-air and behind the scenes.

**WGXC is important to you.** What aspects of WGXC do you most appreciate and most want to support? Why are you involved?

**WGXC is hands-on.** WGXC seeks the involvement volunteers in all aspects, and with all levels of experience. The station provides hands-on media trainings to volunteers.

**WGXC is local.** The station features daily news headlines and features from Greene and Columbia counties, local musicians and artists, and issues confronting communities within the listening area. We want to make local vocal.

**WGXC is diverse.** WGXC is committed to inviting and embracing diversity. The station features voices, stories, and histories historically marginalized and underrepresented in the media.

**There is no pledge too small.** \$5, \$10, \$200 -- every little bit counts. We have always been able to depend on a large number of small contributions to bring us to our fundraising goal.

### What will listeners hear on 90.7-FM?

**Local News.** WGXC puts a high priority on the news of Columbia and Greene counties. News headlines air weekdays at 7 a.m., 9 a.m., noon, 4 p.m. and 5 p.m.

**Music.** Our music programs offer: Jazz, classical, hip hop, psychedelic, folk, rock n' roll, electronic, bluegrass, Irish music, black metal, classic country, and more.

**Youth Programming.** From 3:30 p.m. to 4 p.m., every day, WGXC airs programming by and for local youth. WGXC currently has a weekly radio production program with teenagers, and hosts

workshops with youth groups in the region.

**Foreign Language Programming.** WGXC airs weekly shows in Spanish, Haitian Creole and Bangla.

**Transmission Arts.** WGXC is the only station in the country with a mission to air creative sounds and transmission arts, from midnight to 6 a.m., and all day, Saturday.

**Agricultural Programming.** Programs about agricultural issues and for local growers from the Greenhorns and local farmers.

Syndicated programs: **Democracy Now!** and other **Pacifica** programs, including, **From the Archives, Law and Disorder, Juke in the Back, Ian Masters, and more.**

Other program topics: **Health and wellness, prisons, religion, etiquette, local arts, politics, education and public affairs.**

## Annual Budget Breakdown

*USE THESE FACTS ON THE AIR IF YOU'D LIKE.*

### Income

- Admissions/Fundraising Events = \$20,000
  - Underwriting = \$20,000
  - Grants = \$20,000
  - Listener support = \$70,000
- Total Income = \$130,000**

### Expense

- Staff (Station Manager, Program Director, Outreach Coord.) = \$49,500
  - Consultant fees (bookkeeping, legal, engineering) = \$8,000
  - Insurance = \$6000
  - Rent (Hudson Studio + Antenna Tower) 24000
  - Studios to Tower Links (Hudson + Catskill) = \$14,000
  - Utilities + Security (Hudson + Catskill) = \$8500
  - Marketing/Promotion 2000
  - Supplies (Office, Equipment, Event) 7,500
  - Telephone (Hudson + Catskill) = \$1,600
  - Internet + Streaming Services (Hudson + Catskill) = \$4,500
  - Payroll Services/Filing Fees = \$1200
  - Dues, Royalties, Permits = \$3,000
  - Postage & Delivery = \$200
- Total Expense = \$130,000**



## Some Do's & a Don't

- **DO read from your scripts, daily goal sheet, and premium scripts.** We wrote them, and you should use them. The scripts are meant to be repeated endlessly by all hosts, and also to be springboards for your embellishment, but we do need you to use them. We also need you to rely on your daily goal sheet, and read the blurbs about premiums lovingly crafted for your use. If you know more about the businesses there than we have supplied, feel free to add more: Remember, pledge drives are a free for all where we can be loud and proud about our love for local businesses.
- **DO ask people to call in for any reason.** Ask to hear from your listeners (but make sure you keep it brief -- we need those lines open). Have them call in, and take the calls. Pledge drives are interactive, a way to get people who are excited about the station to actually pick up the phone and call. If they want to chat with their favorite host, it's a great time to show a little on air love.
- **DO invite a co-host or special guest.** This is the time to break down the barriers, and invite that other programmer whose show you love but you've never actually met to jump on your program and help get the phones ringing. Hearing lively and unexpected exchanges excites listeners, and epitomizes what's unique about the forum of community radio. If it's slow on the phones, consider inviting a phone volunteer to join you on the air for a little while.
- **DO keep mentioning the pledge drive.** We know, it gets redundant. But we often receive feedback from listeners, stating that often during WGXC drives, they forget that there is a pledge drive. Restate the numbers, and restate the daily goal.
- **DON'T focus on the negative.** (See what I did, there?) It's better to say what we're offering (original programming, local and global news, Democracy Now!, etc.) than to withhold music, or over-emphasize what we'll "take away" (WGXC 90.7-FM) if we don't get enough money.