

Signal Society On-air Spots- April/May 2003 **DRAFT**

Concept:

Promote the Signal Society to KQED Television viewers that are either KQED members at a lower level or not KQED members at all. The spots will highlight Signal Society benefits and what supporting KQED at a higher level can do for KQED (and as a result, the Bay Area). This will be done through still images of KQED benefits, clips from KQED programs and graphics produced by Design Dept. Janet Raugust and Peter Borg will be the creative staff on this project. We will try to keep the Signal Society “look” in the spots, but make sure that it is visually different from other spots currently airing on KQED (Education Network, Planned Giving, Campaign for the Future, member card, etc.)

Final Product: One :30 TV spot and a :20 version from the :30.

Timeline: Completion date at the end of May 2003. Begin airing in June 2003.

Ideas to incorporate into the spots:

- Highlight benefits of being a Signal Society member
 - Signal Society Lending Library
 - Events
 - Ray Suarez
 - Jacques Pépin
 - Joanne Weir
 - Jim Lehrer
 - Charlie Rose
 - Sylvia Poggioli
 - Terry Gross
 - Robert Siegel
 - Juan Williams
 - Signal Society email newsletter
 - Added program information/ “insider” information
 - Tours of KQED studios
- Highlight the difference that high level support of KQED can make
 - Internal costs: building expenses, staff,
 - KQED productions
 - Othello
 - Frontline/World
 - SPARK

- City Arts & Lectures
- World Affairs Council
- Acquired programming
 - The NewsHour with Jim Lehrer
 - Masterpiece Theatre
 - Mystery
 - Antiques Roadshow
 - Frontline
 - NOVA
 - American Masters
- Can have added benefit of reminding current Signal Society members of the benefits they receive
- Voice over ideas
 - Angie Coiro
 - Scott Shafer
 - Richard Rodriguez (NewsHour reporter, author of *Brown-great voice*)
 - Elizabeth Farnsworth
- Tone/ feelings:
 - Informational
 - Inspiring
 - Attention getting
 - Interesting
 - Connected
 - Edgy to appeal enough to younger people, but not so much that it will exclude older people
- Add Music
 - Can use any already recorded music because it is a fundraising spot- no rights problems
 - Can commission special piece (decided not to do)

Message:

- "Annual Giving at higher levels ensures carriage of favorite programs like *The NewsHour with Jim Lehrer* on KQED Public Television and *Fresh Air with Terry Gross* on KQED Public Radio."
- "Increased support enables KQED to create more original content for local, regional and national carriage."
- "The more you do for KQED, the more KQED can do for you and your community"
- "There are many benefits of being a Signal Society member (list)"
- Contact information: Website and phone number

- Signal Society description in text at the end?

Draft Script/ Voice Over language:

Tagline: The more you do for KQED, the more KQED can do for you and your community

KQED members make a difference everyday in the lives of Northern Californians. Because of our generous member support, KQED is able to acquire programming to educate and entertain over 6 million people per month and create more original content for local, regional and national carriage. (graphic of programs listed under “acquired programs section).

The more you do for KQED, the more KQED can do for you and your community. (graphics of programs listed under KQED productions and shots of event photos).

For more information about how you can support KQED at higher levels through the Signal Society, call 415-553-2300 or check out our website at [www.kqed.org/signal society](http://www.kqed.org/signal-society). (graphic on screen will list contact info). The more you do for KQED, the more KQED can do for you and your community.