

To All Community Affairs DJ's:

Sorry for the lack of notice, but this week is Pledge Drive. All the information is in the booklet, just give it a quick glance, it should answer all your questions. Everything that applies to the music DJ's applies to you except for the record drawing.

In other words, you will be giving the appreciation package(Level I), the T-Shirt(Level III), the Air Time (Level IV), and the Disc Drive (Level V). Remember, our theme is **WE'RE REACHING OUT**. The details about this are in the attached folder.

Thanks,

A handwritten signature in cursive script that reads "Michael Ramos".

Michael Ramos

Promotions Manager



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DJ's

This is a short informational packet to help you through this years Pledge Drive. The theme this year is "**We're Reaching Out**", which will be used to emphasize all the new programming that WRSU has created this year. You can read more about that in "The Pitch".

Pledge Drive will be made more attractive to our listeners by offering new prize packages. No matter how much the listener contributes, they will receive a prize. WRSU will be offering more albums, and there will even be a drawing for a super prize, one month after Pledge Drive. See the section titled "Prizes" for more details.

Finally, the one aspect of pledge drive which we all dread is the paperwork. Due to the special prizes being offered this year, it is most important that the pledge forms are filled out neatly and completely. An example of the pledge log sheet has been provided, they are pretty self-explanatory, so there should be no probelms in this regard.

We hope that this Pledge Drive is our most successful to date, but we need all you best efforts to make this happen. Thanks in advance for all the help you provide.

Thanks again,

Michael Ramos

The Pitch

We expect that the DJ should make a request for donations at each music break .
When the DJ makes these "pitches" follow these guidelines:

- Use the theme (**We're Reaching Out**) every time you make the pitch.
- Elaborate on the theme and what it means, providing details on what we are doing and where the money is going. (See below for details)
- Review the various levels of giving and the corresponding prizes.
- Emphasize that even a minimal donation receives a gift.
- *Try to be energetic about the drive!!* We know that it may be tough to do this for 4 hours, but you need to keep the enthusiasm up, since it may take the listener some time to decide he wants to give. If you appear to lose interest, so will the potential donor.
- Use humorous methods to get pledges, but not to excess.
- Try to maximize the emphasis on Pledge Drive, while minimalizing its damage to the flow of your show.
- Never, never beg!!!! We want to sound professional at all times.

When making the pitch, try to explain our theme "**We're Reaching Out**", by using a few of the points given below, along with your own knowledge of station. Mix them up and use them in different ways, to provide the message in you own words. Don't read this as a script, just use it as an outline for creating your pitch, in an original style.

"We're Reaching Out"

- New Programming

- Expanded Community Affairs
 - Morning Community Affairs shows
 - Block programming (putting shows of the same genre together in the schedule

- New Shows --- Women's Issues, Production, From Another perspective:
Black Kaleidoscope, World Music

- Expanded Sports Coverage

- What we already do
 - All football and basketball(men and women)
 - Knightline, Central NJ's top rated call-in show
- What we are adding
 - Baseball, soccer, lacrosse coverage
 - Expanded pre and post-game coverage

- Increased Visibility for WRSU In the Community

- Live remotes from all over campus

All of the above requires money. Some of the reasons we need this money include:

- Purchase records for new programs
- Rent phone lines for remotes and games (Just imagine how much a four hour phone call to Ireland is costing WRSU!)
- Send sportscasters to cover more games
- Purchase new equipment to do remotes (We have recently purchased a COMREX unit, which will significantly increase the quality of our remotes. Equipment such as this adds up to a considerable capital expense.)
- Refurbish old equipment, such as the REEL-TO-REEL Decks. Additional programming means more wear and tear on the stuff we already have.

By using the above pointers, you should be able to demonstrate to the listener that their money is needed, and will be put to good use. The listener is essential to keep our programming going.

Prizes

This year we have expanded our pledge premiums, providing the listener with even more reasons to give. Traditionally the only prizes we gave were a T-Shirt (20 dollar pledge) or 1/2 hour of air time (50 dollar pledge). Use the new pledge premiums to help get the listener to open up and give to WRSU.

Level I- Every donation, at any money level receives a WRSU Appreciation Package, consisting of a WRSU bumper sticker and memo board.

For Music DJ's Only
Level II- For a \$10 dollar donation, the listener receives the above prize, and a chance to immediately win an album in an on air drawing. (See Below)

Level III- A donation of \$25 will receive a limited edition Pledge Drive T-Shirt

Level IV- Donors of \$50 will have the opportunity to run their own 1/2 hour show, on the air with their favorite WRSU DJ.

Level V- If a pledge of \$200 is made, we will come to the listeners home with Disc Drive, our mobile DJ service. (This prize is given subject to the scheduled availability of the DJ)

Music DJ's Instructions for Conducting Album Drawing Music DJ's

- 1) As the pledges that are eligible for the drawing come in, record the information normally in the Pledge Drive Log (see Paperwork).
- 2) At approximately the halfway point in your shift, pull out the proper card (it has your name on it) and announce ONE of the the two drawings that is one your card.
- 3) Take one of names of those who have pledged in the past two hours and make them the winner.

For Music DJ's Only
Prizes (continued)

- 4) Copy the information from the Pledge Log onto the appropriate space on the prize card.
- 5) Do the same thing 2 hours later, towards the end of your shift using the package detailed on the other side of your card. **Remember: Only those who have pledged in that two hour period are eligible in each drawing.**
- 6) All donors who do not win in the initial drawing are automatically entered in a on air drawing to be conducted on Friday, December 2.