

Welcome to KMBH's Membership Drive!

Pledge breaks are the most efficient, cost-effective way for KMBH to reach new members, and we're glad you've agreed to help. Thank you for giving of your time and energy; we really can't do it without you. Volunteering at KMBH is a great way to meet new people, have fun and help public broadcasting. KMBH is your public station, so **sign up** for the many volunteer opportunities we have available.

KMBH- Your Station

RGV Educational Broadcasting, Inc., is the parent organization of KMBH-TV60, which began broadcasting in 1985. KMBH-FM started in 1991 and KHID-FM in 1992. Our goals are to develop and maintain a public broadcast facility of the highest achievable quality devoted to constructive community service and to developing innovative techniques in broadcasting.

About our Audience...

- KMBH TV60 reaches up to 950,000 viewers; Radio reaches approximately 250,000 listeners.
- Adults and children
- All kinds of occupations, but few "blue collar"

What You Can Expect...

- When you arrive, KMBH staff will assist with registration, orientation, food and answering questions.
- TV: There will be 5-10 pledge breaks during your TV shift. Pledge breaks last approximately 5-8 minutes and occur usually every half-hour.
- Radio: There are 3-5 pledge breaks occurring every hour that last about 3-5 minutes.
- You may receive on air-recognition that has the potential of reaching thousands of Valley residents, and the satisfaction in knowing you are supporting excellence in broadcasting, culture and education, as well as enhancing the quality of life in our community.

Remember:

50% of the success of a pledge break is related to the size of the audience; the other 50% depends on us— **what we say and how we say it.** We get what we ask for. If we ask for \$10.00, we will get \$10.00. If we ask for \$120.00, we'll get \$120.00.

What We Expect...

- Arrive 30 minutes early for orientation
- Become familiar with thank-you gifts/contribution levels
- Read the run-down between breaks
- Be kind and courteous to callers, you are representing KMBH

Remember:

When in doubt, ask the staff!

On-Air Talent Tips

The most important thing we can do during a break is be ourselves. Nevertheless, please take these tips about successful demeanor to heart:

- **Sincerity is everything:** The most important thing to communicate is that we are sincere. Believe in what you are saying and the audience will believe you too.
- **Create a sense of urgency:** During challenge breaks work toward the goal of the break. Position it as being important and frequently mention the timeliness of their call in relation to the challenge. Create a sense that **now** is the important time to call.
- **Be Enthusiastic!** If we're not excited, no one else will be. Don't be afraid to be animated. Feel free to tell a personal story that relates to a particular program. The old rule of thumb, "if you're bored, you are boring" is absolutely true.
- **Listen(very important):**
 - Listen to your partner...play off each other! -See what phone volunteers are hearing from the callers.
 - Thank phone bank
 - Thank current and new members (read pledges)
 - Challenge breaks
- **Talk to one person!**
 - Have a conversation...don't give a speech.
 - Use the word "YOU" in singular form.
 - Pitch in your own words...it's more genuine.
- **Watch the jargon:** Try to avoid using terms like "pledge drive" and "pledge break". These are familiar words to all of us, but to potential members the meaning may not be as clear. Instead say, "become a member", "become a partner", or "join".

- **Appeal to real situation of listener:** Imagine their daily life situation and approach them this way.
- **What to wear (TV):** Business casual attire is preferred, however t-shirts with company or organization logos are permitted.
- **Repeat the basics often:** Contribution levels, pledge options, "call and become a member".
- **Avoid stressing on-air:** If there are no calls, pretend they are coming in or simply ignore the issue for a while.

Remember:

Relax and enjoy yourself. Let your personality come through.

Phone Bank Talent Tips

- Follow pledge form procedures **step-by-step.**
- Start the explanation of membership levels at the **high dollar amount.** Give the caller the opportunity to commit as much as he wishes.
- Stress the BENEFITS of membership: mention some of the great programs that KMBH offers and the Member Card.
- Stress the premium's benefits. Hold the sample and describe it to the caller.

Remember:

A smile can be picked up through the phone!

Caller FAQ's

Q: How long does it take to receive my pledge thank-you gift?

On average, you will receive your gift 6-8 weeks after the pledge is paid.

Q: What do I do if I did not receive my monthly KMBH Program Guide?

If your membership is current, please call (800) 433-2522 and let us know. We'll be glad to send you a replacement copy. Program guides are mailed in bulk and, on occasion, some do not reach their destination.

Q: I just sent you my renewal check. Why did I receive another renewal form?

To save money for the quality programming you expect from KMBH, we print and send out renewal notices in bulk. There may be delay of a week to ten days before you receive a renewal form. As a result, your renewal and our notice probably crossed in the mail.

Q: Can I get the gift that was offered last week?

Yes, as long as it is the same pledge amount.

Q: Can I buy the gift that was offered? (i.e. video)

No, we don't sell the items; they are specifically for pledges.

Q: Can I make a \$5 or \$10 pledge? (one time)

Yes, however that does not entitle you to any member benefits. \$5 once a month adds up to \$60 for the year. The cost of a basic membership

Volunteer FAQ's

Q: What occurs during a pledge break?

The break updates the listener, encourages consistent pledging and spurs procrastinators to take action.

Q: If I plan to volunteer on-air, what am I going to say?

Scripts have been prepared to help you.

Q: May I promote my business during on-air time?

Please discuss this with the Membership Manager.

Q: Can I announce how much money a listener has pledged?

No.

Q: What is a Run-down?

A run down prepares you with important information such as: the length of break, Partners or Sponsors' names, preceding and upcoming program, assigned anchor spots...who and in what order (On-Air)

Q: What if I am unable to come?

Please let us know at least 24 hours in advance if possible, so we can schedule another volunteer.

Q: May I bring other volunteers from my business, neighborhood or church to help with the phonebook? May I bring children?

We welcome groups interested in participating! Kids 17 and up are welcome to volunteer.

Q: What should I do if my phone is not ringing?

Work on pledge response forms.

KMBH STAFF

ADMINISTRATION

Fr. Pedro Briseño	General Manager
Dianna Lee R. Alcalde	Business Manager
Elizabeth Montemayor	Accounting Clerk
Janie Alvarez	Front Desk Coordinator

DEVELOPMENT

Lisa Tabar	Community Relations
Claudia Saenz	Underwriting Manager
Jennifer Cavazos	Special Events Director
Astrid Balderas-Morgan	Membership Manager

INSTRUCTIONAL TV

Maria Elena Hernandez	ITV Coordinator
Maricela Rodriguez	Ready to Learn Coordinator

TV PROGRAMMING

Rosemary Mata	Programming Manager
Armando Barron	Programming Assistant

TV BROADCASTING

Marc Resendez	Master Control
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TV PRODUCTION

Xavier Alegria	Producer
Leonard Juarez	Production Assistant
Jesse Mendez	Production Assistant
Gustavo Hernandez	Production Assistant
Frank Posas	Production Assistant
Humberto Granados	Production Assistant

RADIO STAFF

Chris Maley	Program Director
Mario Munoz	Radio Announcer
Christina Balli	Radio Announcer

ENGINEERING

John Ross	Chief Engineer
Jose Lopez	Maintenance

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VOLUNTEER INFORMATION BROCHURE 2002

The following has been designed to give you basic information about KMBH membership drives, help you become familiar with the procedures followed and answer any of your questions.

THANKS FOR YOUR PARTICIPATION!