

# GREATER PUBLIC



## Corporate Support for Public Media Onboarding Toolkit **CHECKLIST**

I have media sales experience, but I'm new to public media.

### **Public Media 101 for Corporate Support Staff**

- Read: Public Media Benefits for Four Types of Corporate Support
- Watch: Key Message Points for Underwriting
- Read: Cheat Sheet - Key Underwriting Message Points
- Explore: Halo Effect Toolkit
- Read: Greater Public Underwriting Category Study
- Watch: Digital Marketplace

### **Organizational Structure Inside the Station**

- Read: Inside a Public Radio Station
- Read: Public Media Organizations
- Watch: Copy Approval Process Show and Tell
- Watch: Digital Sponsorship – Working with Your Interactive/Digital Department
- Watch: Who Does What? Understanding Roles Inside Your Station

### **FCC Regulations Regarding Public Media Sponsorship**

- Read: Underwriting Guidelines
- Read: Digital Sponsorship Library: Guidelines
- Explore: FCC Basics and Beyond
- Take the Quiz: Test Your FCC Guidelines Knowledge

### **Writing Copy**

- Read: Writing Copy for Public Radio Corporate Support
- Read: Writing Underwriting Credit Copy
- Read: Five Ways to Leverage the Halo Effect to Write Effective Underwriting Copy
- Explore: Greater Public's Credit Copy Central
- Watch: Leveraging the Halo Effect To Write Copy That Delivers
- Watch: Underwriting Credit Copy Workshop
- Take the Quiz: Test Your Copy Knowledge

### **Key Research for Underwriting**

- 2016 NPR Audience Profile
- Halo Effect Toolkit
- WBUR's ROI Research Proving the Case for Public Radio Underwriting
- Nielsen Audio (formerly Arbitron)
- NPR Underwriting Research
- Cone Employee Engagement Study
- Spot Load Study (Clutter)