A case study to evaluate the strategies and techniques used by the Cooper Foundation and radio station WXTU, 92.5 FM, to coordinate and conduct the first annual WXTU Cooper Kids Radiothon Broadcast, January 24 and 25, 1997

Randi Woerner
Rowan University

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A CASE STUDY TO EVALUATE
THE STRATEGIES AND TECHNIQUES
USED BY THE COOPER FOUNDATION AND
RADIO STATION, WXTU, 92.5 FM,
TO COORDINATE AND CONDUCT THE FIRST ANNUAL
WXTU COOPER KIDS RADIOTHON BROADCAST,
JANUARY 24 AND 25, 1997

by
Randi Woerner

A Thesis
Submitted in partial fulfillment of the requirements of the Master of Arts Degree in the
Public Relations Graduate Division of Rowan University
May, 1997

Approved by
Professor

Date Approved: 6/22/97
ABSTRACT

Randi Woerner

A Case Study To Evaluate The Strategies And Techniques Used By The Cooper Foundation And Radio Station, WXTU, 92.5 FM, To Coordinate And Conduct The First Annual WXTU Cooper Kids Radiothon Broadcast, January 24 And 25 1997

Dr. Steve Shapiro

Graduate Public Relations Program
Graduate Division of Rowan University
1997

The purpose of this study was to evaluate the strategies and techniques used by The Cooper Foundation and radio station, WXTU, 92.5 FM, to coordinate and conduct the first annual WXTU Cooper Kids Radiothon broadcast, January 24 and 25 1997.

To start the evaluation process, a telephone survey was carried out by the author. To produce a +/- 8% margin of error, at the 95% confidence level, the author conducted 150 telephone surveys of donors who called-in pledges during the 1997 Radiothon. The systematic random sample method was used to draw names from the master list of 1100 Radiothon donors.

The following results from the telephone survey are included in this study:

- 91% of the donors were WXTU listeners.
- 98% of the donors said the main reason why they gave was to support The Children's Regional Hospital at Cooper.
- And, only 49% of the donors were familiar with The Children's Regional Hospital at Cooper before the Radiothon.

Next, the author conducted a telephone interview with WXTU's General Manager, John Mangini and a face-to-face interview with Foundation Directors, Barbara Geller and Michaela Ahearn.
The interviews revealed that both organizations felt the Radiothon lacked a strong emotional appeal. Mangini, Geller and Ahearn agree that the lack of emotional appeal was due to the insufficient number of vignettes created and the lack of grateful patients available to tell their story on-air during the broadcast.

The author also created a direct mail survey. It was sent out to the 125 volunteers that attended the 1997 Radiothon to evaluate if the information and materials the Foundation provided were informative and helpful. Fifty-five volunteers returned the survey to the Foundation.

The overall response to the survey was that the volunteer program was perceived to be informative and helpful. Also, 95% of the volunteers who responded to the survey indicated they would volunteer for the 1998 WXTU Cooper Kids Radiothon.
MINI-ABSTRACT

Randi Woemner

A Case Study To Evaluate The Strategies And Techniques Used By
The Cooper Foundation And Radio Station, WXTU, 92.5 FM,
To Coordinate And Conduct The First Annual
WXTU Cooper Kids Radiothon Broadcast,
January 24 And 25 1997

Dr. Steve Shapiro

Graduate Public Relations Program
Graduate Division of Rowan University
1997

The purpose of this study was to evaluate the strategies and techniques used by The Cooper Foundation and radio station, WXTU, 92.5 FM, to coordinate and conduct the first annual WXTU Cooper Kids Radiothon broadcast, January 24 and 25 1997. The study will provide ideas to modify the strategies and improve the techniques used in 1997 to help increase the number of pledges anticipated for the 1998 WXTU Cooper Kids Radiothon.
ACKNOWLEDGMENTS

I feel this thesis is more than just a case study for The Cooper Foundation. I believe it is a personal statement that when a person puts their heart and soul into something important, no matter what obstacles stand in the way and no matter where someone is in life, anything can be achieved.

For this reason, I want to dedicate this project to my two sons Shaun and Austin and hope that one day they will understand the value of hard work and the importance of a good education. I want to thank them for their patience and understanding during the times when my attention was taken away from them and consumed by this project. They are the spirit inside of me that keeps me going even when I think I can't go any further.

This project would never have come to life without the support of my husband Christopher, who probably has more faith in me than I have in myself. He not only took care of our children when I couldn’t be there for them, which made this project a lot easier to handle, he also loved me and supported me when I was pulling my hair out trying to put these words on paper.

I thank my parents who have always inspired me to reach for the stars and for always believing that I could do it all.

Dr. Shapiro has been a true inspiration throughout this thesis. Even the times when I looked at him thinking, “I don’t know how I am going to get this done,” Dr. Shapiro would look me straight in the eye, knowing what I was thinking and with all the confidence in the world, reassured me by saying, “I know you will do fine Randi. I have no doubt that you can do anything you put your mind to!”

As Dr. Shapiro directed me in this project, it became a true test of my ability not only to produce a thesis but to learn a process of looking inside myself and using my inner knowledge, thinking skills and strengths in a way that has changed my life forever.

I would like to thank George Weinroth and Loretta Depka of The Cooper Foundation for funding this project. And, I am also very grateful to Barbara Geller the Foundation’s director of the Radiothon for allowing me to base my thesis on the event and for taking the time to answer my hours of questions and suggestions.
Last, but in no way least, I am tremendously thankful to have met Michaela Ahearne. Through the stars of fate, I chose Michaela as my mentor through the Public Relations Master's Mentor Program and she has lived up to that title since the first day we met.

Michaela is a wonderfully talented writer and a true master of public relations. I am honored to have her as a friend and a colleague. She graciously opened the doors of the Foundation to me and provided me with moral support every step of the way through the Master program and this thesis. She has selflessly taken countless hours away from her family and work to help me fine tune this study. I owe her the world.
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CHAPTER 1
Introduction

In the early 1980s, Cooper Hospital in Camden, New Jersey committed to developing a comprehensive program of specialty pediatric medical services for the children of southern New Jersey. During the next decade, Cooper greatly expanded its pediatric services, initiating new programs and recruiting highly regarded pediatric specialists.

In 1987, Cooper's leadership role in pediatric care was recognized by an act of State legislation designating the hospital as "the site of the specialty acute care children's hospital for the ten southern-most counties of New Jersey." Four years later, the New Jersey State Commissioner of Health Francis Dunston officially designated Cooper as the region's "specialty acute care children's hospital."

In March 1995, Cooper formally established The Children's Regional Hospital, South Jersey's first and only hospital just for kids, as a hospital within Cooper Hospital/University Medical Center. Already recognized for its excellence in pediatrics, Cooper then set out to develop the facilities needed to house the programs that were already in place. The multi-year development plan, projected to cost approximately $25.5 million, was designed to be developed in several phases. Though financing for capital expansion projects at Cooper, including the "Children's Hospital Project," has been secured through the sales of bonds, philanthropy remains an important and vital source of funding for what The Cooper Health System can achieve overall.

In September 1996, Phase I in the development of The Children's Regional Hospital was completed with the official opening of the newly renovated pediatric in-patient unit within the 6th floor of Cooper's Kelemen Pavilion. The many individuals, businesses, corporations and foundations which provided charitable support to the pediatric hospital over the years were appropriately recognized on a special Donor Wall of Honor within the unit, calling attention to the essential role of philanthropy in the continuing development of the Children's Hospital facilities.
The second phase of the Children's Hospital Project is the creation of a dedicated treatment center for emergencies and traumatic injuries of children. This phase has a unique and compelling appeal for the public—the new center will serve not only children living in South Jersey, but also those traveling through the region. Adding to the credibility of the case is Cooper's national reputation for excellence in trauma care.

For the past four years, WXTU Country 92.5 FM raised money through an annual radiothon for St. Jude Children's Research Hospital in Memphis, Tennessee. The station's well known commitment to kids provided a logical foundation for a partnership between WXTU and The Children's Regional Hospital at Cooper. The partnership was officially formed by Kevin G. Halpern, President and Chief Executive Officer, The Cooper Health System, and WXTU's General Manager, Richard Marston, in the Spring of 1996. The Radiothon is the focal point of the partnership with the goal of raising $1 million over four years. The funds will be used to support Phase II in the Children's Hospital Project.

WXTU will be prominently recognized in the emergency and trauma area when it's completed.

The first WXTU Cooper Kids Radiothon was broadcast to the Delaware Valley, via satellite, from Franklin Mill Mall in Pennsylvania on January 24 and 25, 1997.

Need For Study

The 1997 WXTU Cooper Kids Radiothon successfully raised $105,000. The money represents funds donated by 1100 call-in pledges and pre-committed funds raised prior to the event by The Cooper Foundation. Presently, the Foundation has not set a monetary goal to reach for 1998; however, nearly $900,000 needs to be raised in the next three years.

Therefore, The Cooper Foundation needs to determine what modifications and improvements need to be made to the activities that surround the organization and
presentation of the event in order to increase the number of pledges anticipated for the 1998 Radiothon.

The Cooper Foundation also invested a lot of staff time and some funds to develop and support the volunteers for the Radiothon. They [the Foundation] produced a Volunteer Handbook, held orientation sessions and provided on-site accommodations for volunteers attending the event. Even though The Cooper Foundation, in conjunction with WXTU, were able to secure approximately 125 volunteers for the two-day, 37-hour event, feedback from the 1997 volunteers is essential to successfully establish and plan the 1998 volunteer program.

Statement of Problem

The author will provide a case study to evaluate the strategies and techniques used by The Cooper Foundation and radio station, WXTU, 92.5 FM, to coordinate and conduct the first annual WXTU Cooper Kids Radiothon broadcast, January 24 and 25, 1997.
Methodology

OBJECTIVE #1

To determine which strategies and techniques were considered effective in reaching the WXTU radio audience.

Strategies

1.1 To obtain feedback from donors to identify what inspired them to make a pledge, what their association is to the event and how they regard The Cooper Health System and The Children’s Regional Hospital at Cooper.

Tactics

1.1.1 Create a phone survey directed to the people who made 1997 radiothon pledges.

1.1.2 Use the main list of 1100 radiothon donors and randomly select 150 donors to survey by phone. This will produce an 8% margin of error for each question.

1.1.3 Conduct a phone survey

1.1.4 Create a script to accompany the survey as an introduction for the caller to explain the purpose of the survey.

Strategy

1.2 Acquire feedback from Foundation employees and WXTU employees to discover what each organization felt were effective key elements of the radiothon.

Tactics

1.2.1 Create an interview script directed to Foundation employees--Barbara Geller and Michaela Ahearn.

1.2.2 Create an interview script, with Barbara’s approval, directed to WXTU’s General Manager John Mangini.

1.2.3 Conduct a personal face-to-face interview with Barbara Geller and Michaela Ahearn using the survey questions.
OBJECTIVE #2

To determine which strategies and techniques were not considered effective in reaching the WXTU radio audience and make recommendations for revising said strategies and techniques in order to increase the 1998 radiothon pledges.

**Strategy**

2.1 Using the information gathered in Objective 1's Strategy 1.1 to identify what, if any, improvements need to be made when preparing for the 1998 radiothon.

**Tactics**

2.1.1 Use tactics 1.1.1, 1.1.2, 1.1.3 and 1.1.4.

2.1.2 Create a detailed list/report indicating the suggested improvements.

**Strategy**

2.2 Using feedback from Objective 1's Strategy 1.2 to determine what changes need to be made to make the 1998 radiothon more successful.

**Tactics**

2.2.1 Use tactics 1.2.1, 1.2.2, 1.2.3 and 1.2.4.

2.2.2 Create a detailed report indicating the suggested changes.
OBJECTIVE #3

To evaluate the role each organization (WXTU, The Cooper Foundation and the PR and Marketing Departments at CHS) played in the coordination of the radiothon and determine if a shift in responsibilities may contribute to more effective end results in 1998.

Strategy

3.1 Identify the specific jobs each organization is responsible to accomplish in order to successfully conduct the event.

Tactic

3.1.1 Create three lists and indicate what job responsibilities were exclusive to each organization, WXTU, The Cooper Foundation and the PR and Marketing Departments at CHS.

Strategy

3.2 Evaluate the work produced by each organization and determine how each job may have affected the radiothon’s end results (monetarily/pledge totals).

Tactic

3.2.1 Make a checklist of each party’s responsibilities.

3.2.2 Review the lists of job responsibilities with Michaela Ahearn, Barbara Geller and John Mangini and use their feedback to evaluate and determine how the jobs carried out may affect the end results.

Strategy

3.3 Determine what, if any, job responsibilities may be shifted to increase the probability of a more successful event in 1998.

Tactic

3.3.1 Create a new plan of action for next year’s radiothon by creating new lists of job responsibilities for each organization.
OBJECTIVE #4

To evaluate the information the Foundation supplied to the volunteers to determine if the information and materials were informative and helpful.

Strategy

4.1 Select a channel of communication to collect feedback from the 1997 volunteers.

Tactics

4.1.1 Create a survey directed to the 1997 radiothon volunteers.
4.1.2 Write a letter to the volunteers that will accompany the survey to explain the purpose of the study.
4.1.3 Distribute the volunteer survey through first class mail. Include a pre-paid return envelope for the survey reply.

Strategy

4.2 Determine if the volunteers who attended the 1997 radiothon would be interested in volunteering for the 1998 radiothon.

Tactic

4.2.1 Include a question on the survey that asks the volunteer if they are interested in attending the 1998 WXTU Cooper Kids Radiothon.
Definition of Terms

The Cooper Health System: The Cooper Health System is the premier provider of comprehensive health services, medical education and clinical research in southern New Jersey. Cooper University Medical Center and The Children's Regional Hospital at Cooper are the two hospitals within The Cooper Health System.

Donor/Member: A person who contributes money and/or time through one or more of a variety of programs to help support a non-profit organization.

Fund-Raising: The process of seeking financial support through individuals, businesses, corporations and foundations to help fund various aspects of non-profit organizations.

Non-Profit Hospital: A hospital, organized and operated for public charitable purposes, and thus, recognized under the section of the Internal Revenue Code, 501 (c) (3), which grants immunity from federal income taxation.

Radio Fund-Raising: The process of seeking financial support through individuals, businesses, corporations and foundations using the radio as the main medium to reach the target audience. A radio station follows its standard format and incorporates advertising spots appealing for call-in donations to their beneficiary. This is usually a long term event using a soft sell method.

Radiothon: A hard-selling, fund-raising event using radio as the main medium to reach the target audience. A radio station raises money through call-in donations within a set time frame, usually one or two days. The station's standard format is not followed, but prescribed for the event.
**St. Jude Children’s Research Hospital:** Was founded by entertainer Danny Thomas in 1962. Located in Memphis, Tennessee, St. Jude is the first institution established for the sole purpose of conducting basic and clinical research into catastrophic childhood diseases, mainly cancer, and is the largest childhood cancer research center in America in terms of the number of patients treated and treatment success.

**The Children’s Regional Hospital at Cooper:** The only pediatric specialty hospital located in Southern New Jersey. Established in 1995 as a hospital-within Cooper Hospital/University Medical Center, The Children’s Regional Hospital guarantees medical care to every child living in South Jersey irrespective of a family’s ability to pay.

**The Cooper Foundation:** The non-profit independent organization, established in 1978, that raises, manages and disperses charitable gifts to The Cooper Health System.

**WXTU:** The only country radio station in the Philadelphia market. On the frequency of 92.5 FM.
CHAPTER 2

Review of Related Literature

Radio Fund-Raising

Radio broadcasting was introduced in the United States in 1921. It soon became "a medium especially susceptible to the exploitation of emotional appeals."1

An early example demonstrating the power of this new medium came in 1938 when the citizens of New York and New Jersey panicked as the result of the radio broadcast of Orson Welles', The Invasion from Mars.

By the time World War II started, December 7, 1941, radio was an influential and favorable tool to reach the masses. President Franklin D. Roosevelt made history by using radio to reach the entire nation with his famous "Fireside Chats". But it was wartime radio fund-raising that started radio marathons and what we now call "radiothons".

Wartime fund-raising appeals brought the radio marathon broadcast to stir the emotions and engage the vicarious participation of vast, unseen audiences. The power and reach of this fund-raising device was dramatically demonstrated by Kate Smith, popular singing star and radio personality of the 1930s and 1940s. She could use the radio to raise money. Kate possessed "a symbolic fitness for the task of selling [wartime] bonds."

Kate Smith plugged not only songs but causes she considered worthwhile. In radio appeals she had raised an estimated $4 million for the American Red Cross in several drives, an estimated $500,000 for the American Legion, and unknown amounts for other charity appeals. Once,

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1 Socon M. Curtip, Fund-Raising In The United States (New Brunswick, New Jersey: Transaction Publishers, 1990), 422-426.
when Miss Smith appealed to her listeners to contribute dolls for needy children, her loyal fans swamped the mails with 20,000 dolls in three days.  

Miss Smith was ahead of her time. She successfully incorporated audience participation into her broadcast by accepting and airing emotional telephone interviews with listeners from around the country. In Scott M. Cutlip’s book Fundraising in the United States he quotes author, Robert K. Merton, Mass Persuasion:  

Over half of her [Miss Smith’s] broadcast time was devoted to the theme of sacrifice. Twenty-six percent went to stories of the sacrifices of servicemen; almost as much, 20 percent, to the sacrifices of civilians and 5 percent to the sacrifice of one civilian in particular, namely, Kate Smith herself. Sixteen percent of all Smith had to say dwelt upon the theme of participation, setting forth the view that the bond campaign was common enterprise in which all of us could shuffle off our private egoisms and take part in a massive communal effort. Twelve percent of her time was devoted to the competition theme, which urged listeners to help Smith surpass her earlier bond sale records and to help their own community outdo others in purchasing bonds from her.  

Radio appeals have become an effective and widely used tool for fund-raising in the 1990s. A commonly practiced radio fund-raising event is a long term promotion, running for 1 week to 1 month. The radio stations that sponsor these events do not change their  

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1 Scott M. Cutlip, Fund Raising In The United States (New Brunswick, New Jersey: Transaction Publishers, 1990), 422-426.  
daily format, they just intersperse plugs for the non-profit organization they are sponsoring and run commercials that endorse the organization and its efforts to raise money.

Radio fund-raising has recently helped such national organizations as the Ronald McDonald House and the Multiple Sclerosis Foundation. And, in the Delaware Valley, the Toys For Tots fund drive has been promoted annually by Philadelphia’s rock and roll station, WMMR 93.3 FM.

In 1992, the Delaware Valley was re-introduced to the radio fund-raising format of the past with the broadcast of the Country Cares for Kids Radiothon on Philadelphia’s only country music station, WXTU. The Country Cares for Kids Radiothon campaign is a two-day radio-fundraising marathon that benefits St. Jude Children’s Research Hospital in Memphis, Tennessee, and is sponsored by radio stations throughout the United States.

A radiothon is different than radio fund-raising because it’s a hard sell promotion that is done on a short term basis, usually within two or three days. During a radiothon event, a radio station will change its format and dedicate the majority of air-time to raising funds for the non-profit organization they are sponsoring.

St. Jude Children’s Research Hospital was actively involved in radio fund-raising for more than 18 years. Then in 1989, a joint effort between Randy Owen, lead singer for the group Alabama and ALSAC (American Lebanese Syrian Associated Charities)/St. Jude Children’s Research Hospital, established the Country Cares for Kids theme and the radiothon format was re-introduced to America.

St. Jude used a nationwide satellite to broadcast the premiere Country Cares Radiothon event. The results of that first event are best explained by David Voy, director of radio relations at St. Jude: “We [St. Jude] learned that each individual radio market has their [sic] own set of loyal listeners [the audience] due to the trust and relationship established with their local on-air-personalities.”

Therefore, St. Jude concluded that the radiothon fund-
raiser might be more successful if it was sponsored by individual country music radio stations.

In 1990, St. Jude, with the help of Randy Owen, sent an appeal to independent country music radio stations nationwide to conduct a Country Cares for Kids Radiothon with all proceeds benefiting St. Jude Children's Research Hospital. St. Jude created a “How-To” manual and established a team of consultants who would help sponsoring stations implement the Country Cares Radiothon. As of 1996, 119 major market stations, nationwide, broadcast a two-day Country Cares for Kids Radiothon in their area.

The Together For Kids Partnership

During WXTU's 1996 Country Cares for Kids Radiothon, loyal listener Joan Biddle, assistant vice president of marketing at The Cooper Health System, suggested to Cooper's President and Chief Executive Officer, Kevin G. Halpern, that WXTU might consider the recent establishment of The Children's Regional Hospital a compelling cause to support for their 1997 radiothon.

The sequence of events that followed included a series of meetings and conversations between Kevin Halpern and WXTU's General Manager, Richard Marston, which ultimately resulted in a partnership between the two organizations.

The leadership at WXTU and The Cooper Health System agreed to a joint, four-year partnership with a goal to raise $1 million to support The Children's Regional Hospital at Cooper. Funds raised would be used specifically to create a treatment center for emergencies and traumatic injuries of children at The Children's Regional Hospital, Phase II in Children's Hospital project.

According to Barbara Geller, director of community activities for the Children's Regional Hospital and Cooper's radiothon director, "This [the Radiothon] will be a learning experience for everyone involved, but I think we're positioned well for success. WXTU has vast experience with the Country Cares for Kids Radiothon and brings that invaluable knowledge and insight to this [fund raising] effort. Our function in the Radiothon is to tell Cooper's story so people can understand how tremendously important the Children's Regional Hospital is to South Jersey's children. I do that everyday; it's why I come to work."

The radiothon will provide The Cooper Health System with 37 hours of air time in which to tell Cooper's unique history and promote the System's locations, services and staff. It is also an innovative and exciting event for The Cooper Foundation and for The Cooper Health System.
The Cooper Foundation-A Brief History

Cooper Hospital was founded more than a century ago by a prominent Quaker family with the goal to provide medical care for the indigent of Camden City. Today, The Cooper Health System is the premier provider of comprehensive health services, medical education and clinical research in southern New Jersey.

In 1978, due to the many changes in the health-care industry, Cooper established The Cooper Foundation to more effectively and efficiently promote the hospital's philanthropic efforts. The Foundation is a non-profit independent organization whose function is to raise, manage and disperse charitable gifts to The Cooper Health System in Camden, New Jersey. The organization solicits contributions from individuals, businesses, community groups, corporations and foundations.

Their mission is threefold:

1. To advance the mission of The Cooper Health System by garnering philanthropic support for clinical programs, research, facilities, education and community outreach.
2. To manage and disperse all charitable gifts as defined by the donors and requested by the leadership of The Cooper Health System.
3. To create relationships within the communities of southern New Jersey that will enhance the Foundation's ability to generate support for The Cooper Health System.

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Country Music & WXTU 92.5 FM Philadelphia

Since 1984, WXTU’s 50,000 watt equivalent signal has broadcast Country/Western music to the entire Delaware Valley, from the Poconos to the Jersey shore. WXTU targets the adult market 35-45 years of age, married, employed full-time, suburban homeowners, with disposable incomes of $50,000+. The increased nationwide popularity of country music since 1984 places WXTU in the second most listened to radio format by 24-54-year-old adults in the Delaware Valley. Based on Arbitron’s Summer 1996 ratings, the station has the attention of an estimated 750,000 loyal listeners. The number one spot is held by KYW-News Radio with 1,254,400 Delaware Valley listeners.

According to WXTU’s Media Sales Kit, Country Music listeners tune in because country music tells a story. The information in the media kit supports the fact that WXTU’s audience consists of active listeners because there is no other station in this market that offers a country music format. The information concludes that WXTU listeners don’t turn to other stations during commercials, thus listening to the advertisers’ messages.

Nationwide, country music is rated the top choice in car radio listening with 27.7% choosing a country station. (Followed by Rock/Classic, Rock-18.9%/Pop-15.5%). It has been found that the country music audience listens all day, everyday.

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5 Profile Sheet, WXTU Media Sales Kit, Based on Arbitron. Scarborough, 1996.
7 Country Radio Works Sheet, WXTU Media Sales Kit, Based on CMA/Simmons, 1994.
CHAPTER 3

Survey Results

The primary purpose of this study is to evaluate the strategies and techniques used by The Cooper Foundation and WXTU to determine what worked and what didn't work in coordinating and conducting the 1997 WXTU Cooper Kids Radiothon. In order to evaluate the Radiothon, the author collected feedback from the donors who called in pledges, and interviewed the General Manager of WXTU and members of the Foundation staff who worked closely with the event.

As indicated in Objectives 1 and 2 in the “Methodology” section of this study, a telephone survey was carried out by the author to collect the responses of donors who made pledges during the 1997 Radiothon. To produce a ± 8% margin of error at the 95% confidence level, the author conducted 150 telephone surveys of 1997 Radiothon donors. A random sample was drawn from a master list of the 1100 pledges made in 1997.

A telephone interview was also conducted between the author and WXTU’s General Manager, John Mangini, which is presented in detail in Appendix D. Included in Appendix E is the face-to-face interview between the author and the Foundation Director of Community Activities for The Children’s Regional Hospital and Cooper’s Radiothon, Director, Barbara Geller and the Director of Communications, Michaela Ahearn.

The purpose of the WXTU and the Foundation interviews is to show an internal perspective of the 1997 Radiothon and to ensure that both parties are satisfied with the work that was produced. The phone survey and interviews also help to determine if the internal publics (WXTU and the Foundation) really understand the external publics (donors and volunteers), a key factor that can be used to help plan the 1998 event.

The secondary purpose of the study is to evaluate if the information and materials the Foundation provided to radiothon volunteers, was informative and helpful.
As indicated in Objective 4 in the “Methodology” section of this study, the author created a direct mail survey and sent it out to the 125 volunteers who attended the 1997 Radiothon. The direct mail survey results are included at the end of this chapter and include the responses of 55 volunteers who returned the survey to the Foundation.
Results From Donor Phone Survey

Question #1. How would you describe yourself?

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<tbody>
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<td>WXTU Employee</td>
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<tr>
<td>WXTU Listener</td>
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<tr>
<td>Cooper Employee</td>
</tr>
<tr>
<td>Cooper Supporter</td>
</tr>
<tr>
<td>Grateful Patric</td>
</tr>
<tr>
<td>TOTAL</td>
</tr>
<tr>
<td>PERCENTAGE</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>13</td>
</tr>
<tr>
<td>9</td>
</tr>
<tr>
<td>28</td>
</tr>
<tr>
<td>13</td>
</tr>
<tr>
<td>1%</td>
</tr>
<tr>
<td>91%</td>
</tr>
<tr>
<td>6%</td>
</tr>
<tr>
<td>19%</td>
</tr>
<tr>
<td>9%</td>
</tr>
</tbody>
</table>

Question #2. How did you hear about the Radiothon?

<table>
<thead>
<tr>
<th>HOW DID YOU HEAR ABOUT THE RADIOTHON?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letter from K. Holm</td>
</tr>
<tr>
<td>Letter from R. Macon</td>
</tr>
<tr>
<td>WXTU Promotion</td>
</tr>
<tr>
<td>Tuned in During Event</td>
</tr>
<tr>
<td>Cooper Promotion</td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td>TOTAL</td>
</tr>
<tr>
<td>PERCENTAGE</td>
</tr>
<tr>
<td>8</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>57</td>
</tr>
<tr>
<td>95</td>
</tr>
<tr>
<td>8</td>
</tr>
<tr>
<td>11</td>
</tr>
<tr>
<td>5%</td>
</tr>
<tr>
<td>6%</td>
</tr>
<tr>
<td>38%</td>
</tr>
<tr>
<td>63%</td>
</tr>
<tr>
<td>5%</td>
</tr>
<tr>
<td>7%</td>
</tr>
</tbody>
</table>

Question #3. How many hours of the Radiothon were you tuned in?

<table>
<thead>
<tr>
<th>HOW MANY HOURS OF THE RADIOTHON WERE YOU TUNED IN?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-4 Hours</td>
</tr>
<tr>
<td>4-8 Hours</td>
</tr>
<tr>
<td>8-12 Hours</td>
</tr>
<tr>
<td>12+ Hours</td>
</tr>
<tr>
<td>None</td>
</tr>
<tr>
<td>TOTAL</td>
</tr>
<tr>
<td>PERCENTAGE</td>
</tr>
<tr>
<td>73</td>
</tr>
<tr>
<td>38</td>
</tr>
<tr>
<td>19</td>
</tr>
<tr>
<td>16</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>46%</td>
</tr>
<tr>
<td>25%</td>
</tr>
<tr>
<td>13%</td>
</tr>
<tr>
<td>11%</td>
</tr>
<tr>
<td>3%</td>
</tr>
</tbody>
</table>
Results From Donor Phone Survey

Question #4. From the following list, please indicate the reason you chose to make a contribution. Indicate all that apply:

| REASON WHY YOU MADE A CONTRIBUTION | Specific Di Appeal | A Patient Story | A Cooper Caregiver | Challenge By A Donor | Support Paid Raising Goal | Support CRH | At Franklin Mills | Win Relay Go-away | TOTAL | PERCENTAGE |
|-----------------------------------|--------------------|----------------|--------------------|----------------------|--------------------------|------------|------------------|------------------|-------|*********|
| TOTAL                             | 14                 | 36             | 16                 | 15                   | 23                       | 147        | 2                | 8                | 71    | 9%         |
| PERCENTAGE                        | 9%                 | 24%            | 11%                | 19%                  | 15%                      | 98%        | 1%               | 5%               | 71    | 9%         |

Question #5. Did you accept the challenge to become a Children's Champion? ($15 monthly contribution)

<table>
<thead>
<tr>
<th>CHILDREN'S CHAMPION</th>
<th>Yes</th>
<th>No</th>
<th>Aware of Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>7</td>
<td>14</td>
<td>83</td>
</tr>
<tr>
<td>PERCENTAGE</td>
<td>5%</td>
<td>95%</td>
<td>55%</td>
</tr>
</tbody>
</table>

Question #6. Did you participate in the Talk To The Doctor Program?

<table>
<thead>
<tr>
<th>TALK TO THE DOCTOR</th>
<th>Yes</th>
<th>No</th>
<th>Aware of Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>3</td>
<td>48</td>
<td>84</td>
</tr>
<tr>
<td>PERCENTAGE</td>
<td>2%</td>
<td>98%</td>
<td>56%</td>
</tr>
</tbody>
</table>
Results From Donor Phone Survey

Question #7. Did you visit Franklin Mills mall during the radiothon? If yes, did you participate in any side events?

<table>
<thead>
<tr>
<th></th>
<th>VISIT THE MALL</th>
<th>PARTICIPATE IN SIDE EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td>PERCENTAGE</td>
<td>7%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Question #8. If the Radiothon is held in a South Jersey-based mall next year will you be...

<table>
<thead>
<tr>
<th>IF RADIOTHON IS IN SOUTH JERSEY</th>
<th>More Likely To Attend</th>
<th>Less Likely To Attend</th>
<th>Will Attend Wherever Held</th>
<th>Will Not Attend Regardless</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>42</td>
<td>31</td>
<td>10</td>
<td>65</td>
</tr>
<tr>
<td>PERCENTAGE</td>
<td>28%</td>
<td>21%</td>
<td>7%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Question #9. Were you familiar with The Children's Regional Hospital at Cooper before the Radiothon?

<table>
<thead>
<tr>
<th>FAMILIAR W/ CRH?</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>73</td>
<td>77</td>
</tr>
<tr>
<td>PERCENTAGE</td>
<td>49%</td>
<td>51%</td>
</tr>
</tbody>
</table>
Results From Donor Phone Survey

Question #9a. If yes to Question #9, how did you learn about The Children’s Regional Hospital?

<table>
<thead>
<tr>
<th>HOW DID YOU LEARN ABOUT THE CRH?</th>
<th>Through the Media</th>
<th>A Personal Experience</th>
<th>Word of Mouth</th>
<th>Currently A Children’s Employee</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>26</td>
<td>14</td>
<td>23</td>
<td>7</td>
</tr>
<tr>
<td>PERCENTAGE</td>
<td>17%</td>
<td>9%</td>
<td>15%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Question #10. Are you aware that money raised through the Radiothon will be used to create a treatment center for emergencies and traumatic injuries of children at The Children’s Regional Hospital?

| TOTAL # OF DONORS AWARE $ IS BEING USED FOR CREATION OF EMERGENCY TRAUMA CENTER | 123 |
| PERCENTAGE OF DONORS AWARE $ IS BEING USED FOR CREATION OF EMERGENCY TRAUMA CENTER | 82% |

Question #10 a. If yes, was that important to your decision to give?

| WAS THE CREATION OF THE EMERGENCY TRAUMA CENTER IMPORTANT TO YOUR DECISION TO GIVE? | 123 | SAID YES |
| WAS THE CREATION OF THE EMERGENCY TRAUMA CENTER IMPORTANT TO YOUR DECISION TO GIVE? | 82% | SAID YES |

Question #11. Would you like to receive information regarding The Children’s Regional Hospital at Cooper Hospital/ University Medical Center?

| TOTAL # OF DONORS WHO WANT TO RECEIVE MORE INFO ON CRH | 85 |
| PERCENTAGE OF DONORS WHO WANT TO RECEIVE MORE INFO ON CRH | 57% |
Results From Donor Phone Survey

Demographic Information

<table>
<thead>
<tr>
<th>DONORS SURVEYED</th>
<th>MALE</th>
<th>FEMALE</th>
<th>HAVE KIDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>43</td>
<td>107</td>
<td>55</td>
</tr>
<tr>
<td>PERCENTAGE</td>
<td>29%</td>
<td>71%</td>
<td>37%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AGE OF DONORS</th>
<th>Under 18</th>
<th>18-24</th>
<th>25-39</th>
<th>40-59</th>
<th>Over 60</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>10</td>
<td>7</td>
<td>59</td>
<td>64</td>
<td>19</td>
</tr>
<tr>
<td>PERCENTAGE</td>
<td>7%</td>
<td>5%</td>
<td>33%</td>
<td>43%</td>
<td>13%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WHERE DONORS LIVE</th>
<th>New Jersey</th>
<th>Pennsylvania</th>
<th>Delaware</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>70</td>
<td>77</td>
<td>3</td>
</tr>
<tr>
<td>PERCENTAGE</td>
<td>47%</td>
<td>51%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Question #1

How Would You Describe Yourself?

Grateful Cooper Patient
19%

Copper Supporter
8%

Cooper Employee
1%

WXTU Listener
91%

WXTU Employee
Question #2

How Did You Hear About the Radiothon?

![Figure 2](image-url)
Question #3

How Many Hours of the Radiothon Were You Tuned in?

Figure 3
Question #4

From the Following List, Please Indicate the Reason You Chose to Make a Contribution.

- Win Reba Getaway
- At Franklin Mills
- Support CRH
- Support Fund Raising Goal
- Challenger By A Donor
- A Cooper Caregiver
- A Patient Story
- Specific DJ Appeal

Figure 4
Question #8

If the Radiothon is Held in a South Jersey-Based Mall Next Year Will You Be...

- Will Not Attend Regardless of Location: 44%
- Will Attend Wherever It Is Held: 7%
- Less Likely To Attend: 21%
- More Likely To Attend: 26%

Figure 5
Results From Volunteer Direct Mail Survey

Question #1. How would you describe yourself?

<table>
<thead>
<tr>
<th>HOW WOULD YOU DESCRIBE YOURSELF?</th>
<th>WXTU Employee</th>
<th>WXTU Listener</th>
<th>Cooper Employee</th>
<th>Cooper Supporter</th>
<th>Grateful Cooper Patient</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>1</td>
<td>15</td>
<td>42</td>
<td>14</td>
<td>6</td>
</tr>
<tr>
<td>PERCENTAGE</td>
<td>2%</td>
<td>29%</td>
<td>76%</td>
<td>25%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Question #2. How did you hear about the Radiothon?

<table>
<thead>
<tr>
<th>HOW DID YOU HEAR ABOUT THE RADIOTHON?</th>
<th>Letter From</th>
<th>Letter From</th>
<th>WXTU Tuned In</th>
<th>During Event</th>
<th>Promotion</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letter From</td>
<td>K. Halper</td>
<td>R. Marston</td>
<td>Promotion</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>24</td>
<td>2</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PERCENTAGE</td>
<td>44%</td>
<td>4%</td>
<td>18%</td>
<td></td>
<td>0%</td>
<td>35%</td>
</tr>
</tbody>
</table>

Questions #3 + #3a. Did you attend an Orientation Session before the Radiothon?

a. If yes, did you feel better prepared as a result of the Orientation?

<table>
<thead>
<tr>
<th>ATTENDED ORIENTATION SESSION BEFORE THE RADIOTHON</th>
<th>TOTAL</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>26</td>
<td>47%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FELT BETTER PREPARED AS A RESULT OF THE ORIENTATION</th>
<th>TOTAL</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>26</td>
<td>47%</td>
</tr>
</tbody>
</table>
Results From Volunteer Direct Mail Survey

Question #4. If no, why did you not attend an Orientation?

<table>
<thead>
<tr>
<th>WHY DID YOU NOT ATTEND AN ORIENTATION SESSION?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comfortable</td>
</tr>
<tr>
<td>in Resp.</td>
</tr>
<tr>
<td>TOTAL</td>
</tr>
<tr>
<td>PERCENTAGE</td>
</tr>
</tbody>
</table>

Question #5. Did you receive a Volunteer Handbook at the Radiothon?

Question #6. Did you have a chance to review the Handbook at the Radiothon?

Question #6a. If yes, did you find the Handbook helpful in providing you an understanding of the Radiothon and the relationship between Cooper and WXTU?

Question #6b. If yes, did you find the Handbook helpful in responding to caller questions?

Question #7. Would the Handbook have been more helpful if you received it before the Radiothon?
Results From Volunteer Direct Mail Survey

Question #8. While performing your responsibilities as a volunteer, were staff people easy to find and helpful in addressing your question and concerns?

Question #9. In your decision to volunteer, was it important that the Radiothon was raising funds for The Children's Regional Hospital?

Question #10. Did you serve as a volunteer at one of the radiothons WXTU held in support of St. Jude Children's Research Hospital?

Question #12. Are you interested in volunteering for the 1998 WXTU Cooper Kids Radiothon?

<table>
<thead>
<tr>
<th>VOLUNTEERS THAT FELT STAFF PEOPLE WERE EASY TO FIND AND HELPFUL</th>
<th>TOTAL</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>VOLUNTEERS DECIDED TO VOLUNTEER BECAUSE $ BENEFITS CRH</td>
<td>54</td>
<td>98%</td>
</tr>
<tr>
<td>VOLUNTEERS THAT ATTENDED RADIOTHON FOR ST. JUDE</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>VOLUNTEERS INTERESTED IN VOLUNTEERING FOR 1998 RADIOTHON</td>
<td>52</td>
<td>95%</td>
</tr>
</tbody>
</table>

Question #12. Do you have any suggestions that might improve the experience of volunteers at next year's Radiothon?

<table>
<thead>
<tr>
<th>SUGGESTIONS TO IMPROVE 1998 VOLUNTEER EXPERIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Move Location</td>
</tr>
<tr>
<td>TOTAL</td>
</tr>
<tr>
<td>PERCENTAGE</td>
</tr>
</tbody>
</table>
Question #1

How Would You Describe Yourself?

Figure 6
Question #2

How Did You Hear About the Radiothon?

- Cooper Promotion: 35%
- WXTU Promotion: 10%
- Letter From R. Norton: 4%
- Letter From K. Halpern: 44%
- Other: 27%

Figure 7
Question #4

Why Did You not Attend an Orientation?

- Unaware Orientations Were Offered: 11%
- Not Given Enough Notice To Attend: 2%
- Became A Volunteer After Sessions Held: 7%
- Location Of Session Not Convenient: 2%
- Unavailable at The Time Of Session: 27%
- Comfortable With Repeatability: 18%
Questions 85-87

Think Handbook Should Be Distributed Before Radiothon
Found Info Helpful In Responding To Callers
Found Info In Handbook Helpful
Reviewed Handbook At Radiothon
Received Handbook At Radiothon

0% 10% 20% 30% 40% 50% 60% 70%

Figure 9
Question #11

Do You Have any Suggestions That Might Improve the Experience of Volunteers at Next Year's Radiothon?

![Bar Chart]

- The Event Needs To Be Better Organized: 7%
- Volunteers Need More Space: 4%
- Needs Better Phone Line Connections: 11%
- Move Radiothon Broadcast Location: 13%

Figure 10
CHAPTER 4

Conclusions

This chapter presents an overview of the findings detailed in Chapter 3. The author will use the findings to show how the calculated results correspond to answering the goals of the objectives stated in Chapter 1 of this study. The information obtained through the 150 telephone surveys to the 1997 Radiothon donors, the 55 questionnaires received from the volunteers who attended the event and the interviews with WXTU and Cooper employees provided valuable information that can help position the WXTU Cooper Kids Radiothon to achieve greater success in 1998.

Objective 1

As stated in Objective 1, the first purpose of this study is to determine which strategies and techniques were successful in reaching the WXTU radio audience. In order to do this it is helpful to know how the donors describe themselves. The following list indicates who the 1997 Radiothon donors are based on their perception of their primary association with the event:

- 91% of the donors were WXTU listeners.
- 19% of the donors considered themselves Cooper supporters.
- 9% of the donors were grateful Cooper patients.
- 6% of the donors were Cooper employees.
- And, only 1% of the donors were WXTU employees.

From feedback obtained through the telephone survey of the 1997 Radiothon donors, the following information clearly shows which strategies and techniques were effective in reaching the WXTU audience:
1. Only 49% of the donors were familiar with The Children's Regional Hospital at Cooper before the Radiothon.

2. After the Radiothon, the remaining 51% of the donors are now familiar with The Children's Regional Hospital at Cooper.

**What worked:** The Radiothon as a whole. The two-day event provided The Children's Regional Hospital at Cooper and The Cooper Health System with 37 hours of promotional coverage.

3. 57% of the donors want to receive more information about The Children's Regional Hospital

**What worked:** The information about the hospital and its services were effectively communicated and received by the audience, making a big enough impact in the minds of the donors that they are requesting to receive more information about CRH.

4. 82% of the donors said that the creation of the treatment center for emergencies and traumatic injuries of children at The Children's Hospital was an important factor in the reason why they gave.

**What worked:** The constant reinforcement by the DJs indicating what the money would be used for helped to validate the cause of the promotion in the minds of the listeners.

5. 98% of the donors said the main reason why they gave was to support The Children's Regional Hospital at Cooper.

**What worked:** The focus of the event presented by the DJs. The DJs were successful in stating who the event was for and the purpose of the event.

*It is important to note that even though the results show the Radiothon was successful in creating tremendous support for the CRH, most donors surveyed indicated that the main reason why they chose to give to the Radiothon is simple—they wanted to help children. Many donors made the comment to the effect that:
“We have to help the children in anyway we can because they cannot help themselves. Unlike adults, they [children] do not have the means or the power to make changes that will effect their lives in a positive manner. The children are our future and we as adults have to do what we can to protect that future.”

6. 82% of the donors were aware that the money being raised over the next four years would be used for the creation of a treatment center for emergencies and traumatic injuries of children at The Children’s Regional Hospital at Cooper.

What worked: The communication techniques used by the DJs. They were obviously effective in reaching the audience and getting the correct information to the public.

Based on the telephone survey, overall, the external [donor] response to the event was positive. Though, according to John Mangini, there were some listeners who would have liked WXTU to continue to support St. Jude, Mangini states: “The majority of responses were positive because the audience is always positive when we [WXTU] are raising money for children. The audience also responded positively because the cause was a local one.”

The Children’s Regional Hospital at Cooper is located in Camden, NJ which is within the WXTU frequency. WXTU’s frequency also includes Delaware Valley residents in Philadelphia, the Northeast, the Western suburbs of Philly, all of southern New Jersey, parts of Central Jersey and Northern Delaware.

But, The Cooper Health System is based in South Jersey; it is not considered “a local” health system to people residing in Delaware, Philadelphia or the western suburbs of Philly where Franklin Mills is situated and from where the Radiothon is broadcast.

This was of some concern to Foundation staff members. But, what the telephone survey revealed and Mangini explained is the following:

1. Only 7% of the donors visited Franklin Mills during the Radiothon.

2. When asked if the donors would attend the Radiothon if it was held in a South Jersey based mall next year, 44% of the donors—almost half of the donors surveyed—said they
would not attend the broadcast regardless of where it was held. The responses as to why they wouldn't attend the event included anything from, "Who has the time?" to "I'm in work during those hours."

3. Mangini explained: “Most listeners are just that, listeners. They don't always attend the events we are sponsoring...”

4. Also during the phone interview, Mangini stated: "...this type of event is different than an actual event you plan to attend, like a sports event that is held on a specific day and you have tickets to be there. It is an event most listeners will find out about when they tune in that day."

**Objective 2**

Objective 2 presents the flip side of the primary purpose of this study, which is to evaluate the strategies and tactics that were not effective in reaching the audience and to make recommendations or potential revisions that might help increase the effectiveness of the 1998 Radiothon.

According to Mangini: "Radio advertising is a passive medium. In order for the average listener to "hear" a promotion once, you have to play it seven times a day for seven days in a row, so in most cases you only reach our die-hard listeners. You have to double that scenario for the occasional listener."

The findings from the phone survey support Mangini's information.

* 63% of the donors learned about the Radiothon when they tuned in during the event.
* 38% of the donors learned about the event through WXTU pre-promotions.
* And, only 5% of the donors learned about the event from Cooper promotions.
The tactics used to generate interest for the audience to tune into the Radiothon included advertising promotions created by WXTU, DJs promoting the event within their shows and paid-advertisements created by Cooper, all of which were aired on the station in the months of December and January prior to the event. In addition, Cooper generated in-house promotions including the distribution of flyers to the hospital and staff and mention of the Radiothon on employee paystubs.

**Solution #1**

Hold a country music concert at the Sony Amphitheater the night before the Radiothon starts, sponsored by WXTU and Sony with proceeds going toward the Together for Kids partnership. The concert could be used as a kick-off event.

**Purpose**

This might generate more awareness about the Radiothon from WXTU listeners and the public. This is a great way to generate publicity.

**Solution #2**

Using the same thought, have a country music dance at the hospital or a dance at a local country music bar, sponsored by the hospital. This could be a Christmas dance or a dance the night before the Radiothon, again used as a kick-off activity.

**Purpose**

This might also generate more awareness about the Radiothon from WXTU listeners and the public. This can also be a great way to generate publicity.

As an additional element to the Radiothon, WXTU suggested that side activities be set up at the mall to generate a sense of excitement for the listening audience and introduce the event and its purpose to the public visiting the mall. According to WXTU, they had achieved substantial financial success by staging these activities for the St. Jude Radiothon. They [WXTU] informed the Foundation that the Silent Auction side-event was an activity
they found to be well received by the public and had generated a substantial amount of extra income towards the St. Jude Radiothon events.

WXTU volunteered to secure the Silent Auction items for the WXTU Cooper Kids Radiothon. At the event, the items were displayed on a table at the mall next to other side activities coordinated by both WXTU and the Foundation.

The way the Silent Auction works is as follows: first, each item is tagged with a minimum price it is to be auctioned off for. That price is determined by the WXTU staff.

Then, people visiting the mall who pass the table could view the items, and if they are interested in making a bid they fill out a slip of paper with their name, telephone number and amount they are bidding for that particular item. The slip is then stuffed into a can that is located next to each item.

Items up for bid included: autographed CDs and CD libraries of famous country music performers; autographed sports memorabilia including Phillies' hats and shirts and Flyers' hockey sticks and pucks; gift certificates to stores in the mall; and household appliances.

The Silent Auction for the WXTU Cooper Kids Radiothon brought in a total of $1,236.00, but several of the items up for auction were not bid on and were sent back to WXTU. Essentially that is considered lost revenue because the items were donated to the radio-station, free-of-charge, and were supposed to be used to raise money. It is important to note that this event was only offered to people at the mall and who decided to participate in the side-event.

**Solution #1**

An event like the silent auction might bring in more money next year if it is turned into an actual auction with an auctioneer.
An auction with an auctioneer generates excitement. The auctioneer's voice and the momentum created by the process of bidding is exciting and could very well draw a large crowd from the shoppers in the mall.

Solution #2

To make the event more interesting, more interactive and hopefully more successful in 1998, the auction should be presented on-the-air during the Radiothon broadcast and should recognize radio call-in bids in conjunction with bids from the people in the mall.

Also, to increase audience participation and maybe even attendance, items should be auctioned off at intervals instead of at an activity held only once during the duration of the event. This approach can create an opportunity for the DJs to encourage radio listeners to come down to the mall to see the next items up for bid.

Purpose

The main purpose in redirecting how the auction is held is to get the most money from the items available and try to increase audience participation.

As another exciting side-event, WXTU scheduled the appearance of four Phillies' players to attend the Radiothon on Saturday, January 25, 1997. They [the players] seemed to draw a large crowd while they were signing posters and giving batting lessons. But, the Phillies' side-event only donated $182.00 to Cooper's cause.

Other side activities on display during the two-day event included clowns and face painting (raised $689.01); country dance lessons (raised $889.00); WXTU T-shirt sales (raised $443.25) and a drop-in entry to win a Reba Getaway trip. After the two-day event, the money raised from side activities amounted to $3,867.00.

The side event that brought in the largest amount of money during the Radiothon was the Reba Getaway with a two-day total of $1,215.00 raised at the mall.
The Reba Getaway was a pre-promotional contest used by WXTU to help generate interest in the Radiothon before the event. WXTU’s DJs continually promoted the contest during the radiothon and announced that they would choose the Reba Getaway winner on-the-air during the final hours of the Radiothon. The Reba Getaway promotion, in total, raised $4,910.00 towards the 1997 Radiothon.

Solution #1

Tracking sheets, detailing the cost to conduct each side-event, should be developed for each side activity.

Purpose

This will help to evaluate the impact each event has on the overall Radiothon. It will help determine if an event is worth repeating or another avenue should be looked into to replace it.

It may be concluded from the results of Objective 2 that not all country music fans like baseball but, they do seem to like Reba McEntire, and it's obvious, WXTU listeners love country music.

Solution #1

During the Radiothon, schedule a concert in the mall that features a country music performer who is willing to donate his or her time and talent, and only charge $1 or $5 for a ticket to attend the performance.

Purpose

This type of promotion would hopefully draw the dedicated followers of the performer and lovers of country music (WXTU listeners) to a low-cost concert event, something most people appreciate and enjoy.

It would also give the listener a more personal reason to visit the mall broadcast during the Radiothon and hopefully generate a donation.
This idea, if done properly, could also increase listenership to the radiothon.

The telephone survey results indicate that—

• 49% of the donors only tuned in between 1-4 hours during the total 37-hour event.
• 25% of the donors tuned in 4-8 hours and
• Only, 13% tuned in between 8-12 hours.

An on-site concert that is broadcast to the listeners could solve the problem of the date of the event being unimportant to the listener. They [the listener] might tune in just to hear the concert, which means they will be listening for a set amount of time, during which the purpose of the Radiothon can be promoted.

**Objective 3**

The purpose of Objective 3 is to evaluate the role and responsibilities carried out by WXTU, The Cooper Foundation and Cooper’s PR/Marketing Department and the effect each organization had in coordinating and conducting the event.

The majority of Objective 3’s strategy was to determine the responsibilities each organization needed to accomplish and how well they accomplished them.

The author created a list for each organization that included the responsibilities assigned to each party. During the interviews, the subjects [Mangini, Geller and Ahearn] were given the lists and asked to evaluate how each organization fared in regard to the job listed.

After reviewing the lists, Mangini stated: “This is basically cut and dry, everyone did what they needed to do except in regard to the vignettes.”
Mangini explained that Cooper did very well for their first attempt at a radiothon fundraiser but in 1998 they [Cooper] need to focus on increasing the quantity and quality of vignettes, as well as the number of grateful patients available to tell their stories on-air.

He then added: “The Radiothon, as a whole, lacked a strong emotional appeal which is generated by the use of vignettes and on-air patient stories. Without the strong emotional appeal, the Radiothon lacked a face for the audience to build an idea of the children going through emotional struggles.”

Geller and Ahearn agreed with Mangini. To rectify this situation the Foundation has already decided to personally assume responsibility for securing the on-air patients needed for vignettes and interviews for the 1998 event. Geller confirmed: “The Foundation will handle the creation of vignettes for 1998 with the help of WXTU and the Foundation will be responsible for securing the availability of on-air grateful patients attending the 1998 Radiothon.”

**Solution #1**

Select a grateful Cooper patient from the children’s emergency and trauma unit’s records who is willing to be the spokesperson for the 1998 Radiothon.

**Purpose**

This approach is successfully used by many organizations including the Jerry Lewis Muscular Dystrophy Telethon. The Radiothon spokesperson can be featured on all printed materials which would help put a face on the campaign and the child’s appeal can have a huge impact on public response.

**Solution #2**

In addition to selecting a spokesperson, use the billboard on Route 676 to promote the Radiothon. The billboard can feature the faces of children in the CRH and include the date and purpose of the Radiothon. Or, the billboard can feature the selected “grateful patient spokesperson” with the addition of the date, place and purpose of the event.
**Purpose**

The billboard has the potential to reach a large range of people traveling from South Jersey into Philadelphia, PA. These people might not listen to WXTU, but they might be interested in Cooper or shopping at Franklin Mills and decide to attend the event for those reasons.

The billboard is also a great way to inform a large audience, in the hospital’s target market, about what is going on at Cooper, while also creating awareness about the development of The Children’s Regional Hospital.

**Objective 4**

The purpose of Objective 4 is to evaluate the information the Foundation supplied to the volunteers to determine if the information and materials were informative and helpful.

The author sent direct-mail surveys to the 125 volunteers who attended the 1997 radiothon. From the 55 surveys received, the following information was obtained:

- 76% of the volunteers who responded were Cooper employees.
- 29% of the volunteers were WXTU listeners.
- 25% were Cooper supporters.
- 44% of the respondents found there was a need for volunteers from a letter received from Kevin G. Halpern, president and CEO at The Cooper Health System.
- 35% of the respondents found out there was a need for volunteers from a Cooper promotion.
- 18% of the respondents found out there was a need for volunteers from a WXTU promotion.
According to the survey results, 47% of the volunteer respondents attended an orientation session before the Radiothon and all the respondents who attended the orientation felt that they were better prepared as a result of attending the session.

The main reason why the volunteers who responded to the survey did not attend an orientation session was their unavailability at the time the sessions were being held.

- 65% of the volunteers responding to the direct-mail survey indicated that they did receive a Volunteer Handbook at the Radiothon.
- 64% of the respondents reviewed the Handbook.
- 62% of the responding volunteers felt the Handbook was helpful to provide an understanding of the Radiothon and the relationship between Cooper and WXTU.
- And, 60% of the respondents indicated that the Handbook was helpful to them when responding to caller questions.
- 53% of the respondents believe the handbook would be more helpful if it is distributed before the Radiothon.
- 96% of the volunteers responding to the survey felt staff people were easy to find and were helpful to address questions and concerns.
- 98% of the respondents decided to volunteer because the Radiothon was raising funds for The Children's Regional Hospital at Cooper.

As for suggestions made by the volunteers who responded to the survey, 13% would like the Radiothon event moved to a South Jersey-based mall; 11% felt the phone system needed to be improved so they could hear the callers better; 7% felt the volunteer program needs to be more organized; and 4% requested that the volunteers be given a larger area to answer pledge calls.
Based on the results of the direct-mail survey, the volunteer program seemed to be a success. This conclusion is supported by the fact that 95% of the volunteers who responded to the survey are interested in volunteering for the 1998 Radiothon.

The only change the author can suggest for the volunteer program in planning for the 1998 Radiothon, is to announce the orientation session dates to the volunteers earlier so they can make arrangements to be available to attend the sessions. It might also be a good idea to offer more times for the volunteers to attend the sessions.
CHAPTER 5
Suggestions for Further Study

The author suggests that the current telephone survey to donors and the direct mailer to the volunteers be repeated each year the Radiothon is held. The surveys can be modified to accommodate the changes made to the Radiothon over the next three years.

It is also important to continue to collect feedback from employees at WXTU and Cooper. This will help to monitor how each organization views how each party is handling their respective responsibilities and to keep a line of communication open between the partners in between each year's event.

If tracking sheets are created for the establishment of side-events as suggested in Chapter 4, a study can be produced based on the monetary value each event adds or eliminates from the overall Radiothon each year. This study would help determine what types of entertainment reach the target audience and help in planning other events that include side-line activities.

Other suggestions for further study include:

1. An overall study performed after the four year-contract between WXTU and Cooper has expired. This can be a comparison study based on the success of the WXTU Cooper Kids Radiothon compared to the success of the Country Cares for Kids Radiothon between WXTU and St. Jude.

2. An overall study based on the experience of volunteers who attend all four Radiothons. This study could examine why each volunteer is so dedicated and what they suggest to get people more involved in volunteering.

3. A study evaluating the relationship created between WXTU and The Cooper Health System.

4. A study tracing the progress of the creation of the treatment center for emergencies and traumatic injuries of children at The Children's Regional Hospital at Cooper.
5. A study comparing other multi-year fund-raising campaigns The Cooper Foundation organized over the past 20 years.
BIBLIOGRAPHY

Books, Articles & Marketing Materials


5. WXTU Media Kit

6. WXTU Country Cares for Kids How-To Manual, Developed by St. Jude Children’s Research Hospital and WXTU. Provided to The Cooper Foundation.

Interviews

1. Personal Interview: Michaela Ahearn, Director of Development/Communications, The Cooper Foundation, November 4, 1996. Provided information on The Foundation’s plans of producing their first radiothon with WXTU.

2. Telephone Interview: David Voy, Director of Radio Relations at St. Jude Children's Hospital, December 4, 1996. Provided background on Country Cares for Kids Program.


4. Personal Interview: Michaela Ahearn, Director of Development/Communications, The Cooper Foundation, December 9, 1996. Provided background information on The Foundation’s plans of producing their first radiothon with WXTU.
Appendices
Appendix A

Budgets To Complete Objectives 1-4
Appendix A

Objectives 1 & 2 Budget

To determine telephone rates, I reviewed my previous phone bills and found that calls made throughout the Delaware Valley on weekends and evenings average out to 17.5¢ per minute.

- Each survey should take no more than 10 minutes and cost approximately $1.75 per call.
- It will take approximately 2.5 hours to complete the telephone survey.

150 telephone calls @ approximately $1.75 per 10 minute call ........ $262.50
450 single sided collated copies @ 2.5¢ per copy (Kinko’s) .......... $11.25
150 staples to bind 3-page questionnaire @ 2.5¢ per staple (Kinko’s)....... $3.75

Total cost of telephone calls and Kinko’s ........................................ $277.50

Actual Figures

- Each survey took between 4 - 6 minutes.
- It took 16.75 hours to complete 150 surveys.
- Total cost of phone calls ............ $200.85
Objective 4 Budget

There were 125 volunteers involved in the 1997 WXTU Cooper Kids Radiothon. I will be mailing each volunteer a survey with a pre-paid return envelope. The direct mail piece and pre-paid return envelope will be mailed at the first class rates. The mail piece will include a 3-page questionnaire, a cover letter and return envelope. The return piece will include the 3-page questionnaire.

Mailing Cost of Survey @ .55¢ .................................................... $68.75
125 Pre-paid envelopes @ .36¢ ................................................... $45.00
125/#10 Cooper Foundation envelopes ...................................... in stock
125/#10 BReS ........................................................................ in stock

500 single sided collated copies @ 2.5¢ per copy (Kinko’s) ........ $12.50
125 staples to bind 3-page questionnaire @ 2.5¢ per staple (Kinko’s) .... $3.13

Supply costs and Kinko’s .......................................................... $179.62
Appendix B

Donor Phone Survey
Appendix B

SCRIPT FOR DONOR PHONE SURVEY

Hi, I am a graduate student at Rowan University and I’m working with The Cooper Foundation doing a case study based on the 1997 WXTU Cooper Kids Radiothon. Can I have a few minutes of your time to ask you some questions about the radiothon and your pledge? Thank you.

You can feel free to ask me questions at any time during the survey.

In conclusion:

- The Cooper Foundation would like to thank you for your donation in support of the Children’s Regional Hospital at Cooper.
- The radiothon raised $105,000 which will support the development of a center for emergencies and traumatic injuries of children.

Thank you for your time and have a good evening.
WXTU Cooper Kids Radiothon
Donor Phone Survey QUESTIONNAIRE

1. How would you describe yourself? (Check all that apply)
   _____ A. WXTU employee
   _____ B. WXTU listener
   _____ C. Cooper Employee
   _____ D. Cooper Supporter
   _____ E. Grateful Cooper Patient/Family Member of Patient

2. How did you hear about the radiothon?
   _____ A. Letter from Cooper's President and CEO Kevin G. Halpern
   _____ B. Letter from WXTU's General Manager Richard Marston
   _____ C. WXTU Promotion
   _____ D. Tuned in during the event
   _____ E. Cooper Promotion
   _____ F. Other

3. How many hours of the radiothon were you tuned in?
   _____ A. 1 - 4 hours
   _____ B. 4 - 8 hours
   _____ C. 8 - 12 hours
   _____ D. 12+
   _____ E. None
4. From the following list, please indicate the reason you chose to make a contribution.
   Indicate all that apply:
   ______ A. An appeal by a specific DJ.
   ______ B. A patient story. Which one?
   ______ C. A story shared by a Cooper caregiver. Which one?
   ______ D. A challenge by a donor to match the contribution.
   ______ E. To support a fund-raising goal promoted during the Radiothon.
   ______ F. Desire to support The Children's Regional Hospital at Cooper.
   ______ G. At Franklin Mills was inspired to give.
   ______ H. Chance to win the Reba Getaway.

5. Did you accept the challenge to become a Children's Champion? ($15 monthly contribution)
   ______ Yes
   ______ No
   ______ Was not aware of the program

6. Did you participate in the Talk to the Doctor Program?
   ______ Yes
   ______ No
   ______ Was not aware of the program
7. Did you visit Franklin Mills mall during the radiothon?
   If yes, did you participate in any side event? Which one?

8. If the radiothon is held in a South Jersey-based mall next year will you be
   ______ more likely to attend.
   ______ less likely to attend.
   ______ will attend wherever it is held.
   ______ will not attend regardless of location.

9. Were you familiar with The Children's Regional Hospital at Cooper before the Radiothon?
   ______ Yes
   ______ No

   a. If so, how did you learn about The Children's Regional Hospital?

10. Are you aware that money raised through the Radiothon will be used to create a
treatment center for emergencies and traumatic injuries of children at The Children's Regional Hospital?
   ______ Yes
   ______ No

   a. If yes, was that important to your decision to give?
11. Would you like to receive information regarding The Children’s Regional Hospital at Cooper Hospital/University Medical Center?

______ Yes
______ No

*just a few demographic questions --- Donor Information*

______ Male
______ Female

Age:

______ Under 18
______ 18 - 24
______ 25 - 39
______ 40 - 39
______ Over 60

Have children 18 or under?

______ Yes
______ No
______ How many?

Where do you live

__________________________________________ County: _________ State
Appendix C

Volunteer Survey Mailer
To: WXTU Cooper Kids Radiothon Volunteers  
From: Randi Woerner  
Date: April 14, 1997  
RE: Volunteer Experience.

As a graduate student at Rowan University, NJ, I am required to complete a thesis. I am working with the Cooper Foundation to produce a case study thesis based on the WXTU Cooper Kids Radiothon which was held January 24 and 25, 1997.

As a volunteer you were an integral part of the success of this event, and your input is essential to my project. Can you take a few minutes to complete the attached survey and return it to the Foundation in the enclosed, business reply envelope before April 30, 1997?

The 1997 WXTU Cooper Kids Radiothon raised $105,000 through the participation of people like you. By completing the enclosed survey you will continue to help WXTU's efforts to raise $1 million to support the development of a treatment center for emergencies and traumatic injuries of children at The Children's Regional Hospital at Cooper.

If you have any questions or concerns please call me at (609) 881-0846. Thank you for taking the time to complete the survey. I appreciate all your help.

Sincerely;

Randi Woerner.
WXTU Cooper Kids Radiothon
Volunteer Survey

1. How would you describe yourself? (Check all that apply)
   ______ A. WXTU employee
   ______ B. WXTU listener
   ______ C. Cooper Employee
   ______ D. Cooper Supporter
   ______ E. Grateful Cooper Patient/Family Member of Patient

2. How did you hear about the Radiothon?
   ______ A. Letter from Cooper's President and CEO Kevin G. Halpert
   ______ B. Letter from WXTU’s General Manager Richard Marston
   ______ C. WXTU Promotion
   ______ D. Tuned in during the event
   ______ E. Cooper Promotion
   ______ F. Other
3. Did you attend an Orientation session before the Radiothon?  
   a. If yes, did you feel better prepared as a result of the Orientation?  
      Please explain.

   Please circle answer.  
   Yes  No  

4. If no, why did you not attend an Orientation? Check all that apply.
   ____ A. Comfortable with responsibilities without an Orientation.
   ____ B. Unavailable at the times the Orientations were offered.
   ____ C. Locations of Orientations were not convenient.
   ____ D. Agreed to volunteer after the Orientations were offered.
   ____ E. Not given enough notice.
   ____ F. Unaware Orientations were offered.

5. Did you receive a Volunteer Handbook at the Radiothon?  
   Yes  No  
   (If no, skip to Question #8.)

6. Did you have a chance to review the Handbook at the Radiothon?  
   Yes  No  
   a. If yes, did you find the Handbook helpful in providing you  
      an understanding of the Radiothon and the relationship  
      between Cooper and WXTU?  
      Yes  No
   b. If yes, did you find the Handbook helpful in responding  
      to caller questions?  
      Yes  No

7. Would the Handbook have been more helpful if you received  
   it before the Radiothon?  
   Yes  No

8. While performing your responsibilities as a volunteer, were staff  
   people easy to find and helpful in addressing your questions or concerns?  
   a. If no, can you briefly explain.
9. In your decision to volunteer, was it important that the Radiothon was raising funds for The Children's Regional Hospital at Cooper?  
   Yes  No

10. Did you serve as a volunteer at one of the radiothons WXTU held in support of St. Jude Children's Research Hospital?  
   Yes  No  
   a. If yes, can you compare your experience this year with that of previous years.

11. Do you have any suggestions that might improve the experience of volunteers at next year's Radiothon?  

12. Are you interested in volunteering for the 1998 WXTU Cooper Kids Radiothon?  
   Yes  No

Please mail this survey back in the envelope provided before April 30, 1997.

Thank you!
Appendix D

Phone Interview With John Mangini
Letter Faxed to John Mangini with Survey

April 14, 1997

John Mangini
Station Manager
WXTU
655 City Line Avenue
Suite 330
Bala Cynwyd, PA 19004

Dear John,

As a graduate student at Rowan University, NJ, I am required to complete a thesis. I am working with the Cooper Foundation to produce a case study thesis based on the WXTU Cooper Kids Radiothon January 24 and 25, 1997 broadcast.

WXTU was an integral part of the success of this event, and your input is essential to my project. Can you take a few minutes to review the attached survey and call me next Tuesday night at 8:30 p.m. at (609) 881-0846 to discuss your answers?

Thank you for taking the time to complete the survey. I appreciate all your help.

Sincerely;

Randi Woerner.
I. Have you received feedback about the Radiothon from your listening audience? (Please circle one.)

Yes  No

2. If Yes to Question #1:

A. Were they positive responses for the station's support of the Children's Regional Hospital at Cooper? If so, can you state some of the responses.

"The majority of responses were positive because the audience is always positive when we are raising money for children. The audience also responded positively because the cause was a local one."

B. Were there any negative responses for the station's support of the Children's Regional Hospital at Cooper? If so, can you state some of the responses.

"The responses were not exactly negative but there were some callers that were disappointed because we stopped supporting St. Jude Children's Research Hospital. Other callers questioned why the radio station decided to support The Children's Regional Hospital at Cooper instead of the other children's hospitals in the Delaware Valley."

C. Did you receive feedback about the Radiothon format that might help to improve the event next year? If so, can you state some of the responses.

"The listeners did not provide information that would help to improve the format of the radiothon probably because most listeners don't understand the process involved in radio. The majority of feedback for improvements came internally from the staff and DJs."

3. If No to Question #1:
   A. How does WXTU determine if an event or contest is successful in terms of
       listenership?

   B. Do you feel the radiothon was successful in terms of listenership? Can you
       elaborate?

Advertising
1. Did WXTU do any pre-advertising for the WXTU Cooper Kids Radiothon?
   When did it start? (Month or date.)
   "Pre-advertising started in December and we even featured Kevin Halpern in a morning
   show interview. The station started to promote the Radiothon heavily in January.
   Advertising for this type of event is different than an actual event you plan to attend like
   a sports event that is held on a specific day and you have tickets to be there. It is an
   event that most listeners will find out about when they tune in that day."

   "Radio advertising is a passive medium. In order for the average listener to hear a
   promotion once, you have to play it seven times a day for seven days in a row so in
   most cases you only reach our die-hard listener. You have to double that scenario for
   the occasional listener."

2. Was there a specific schedule created for airing radiothon ads? (Please circle one.)
   Yes       No

3. How many times a day were radiothon ads scheduled to air?
   "Radiothon pre-recorded ads were scheduled run at least a minimum of five times a day
   in January. The DJs were not told how many times they needed to mention the event
   but they were told to mention the event during their show, which they did without a
   problem."
4. Prior to the Radiothon, when and how were DJs directed to interject information about the radiothon into their shows?

"Our DJs were given all the necessary information concerning the Radiothon and they developed the promo they would use during their shows to fit the format of their show and their personality."

5. Did the DJs receive any training before the Radiothon event?

"Yes, they all visited The Children's Regional Hospital at Cooper. They met with The Chief of Pediatrics, Frank A. Briglia and President and CEO of Cooper, Kevin G. Halpern. They received fact sheets about the hospital, its history and its goals. The day before the Radiothon, all the DJs were required to go through a dry run of the Radiothon hour by hour and develop the music format for the event."

The Radio Station

1. Have you received feedback about the Radiothon from the WXTU staff and DJs? (Please circle one.)

   Yes      No

2. If Yes to Question #1:

   A. Based on the responses received, can you rate the following on a scale of 1-5:

   (1 = poor, 5 = excellent).

   2-3 Radiothon's audience appeal "Lacked strong emotional appeal."

   4-5 Coordination of efforts between WXTU and Cooper to produce the Radiothon

   "There needs to be more patient vignettes. Cooper really fell short here. Once we played the few vignettes we were able to create with Cooper's Marketing Department we decided which ones were the heart stoppers and we ended up using them over and over again."

   "Also there seemed to be more doctors present to talk on the air when there really should have been at least 10 grateful patients with stories for every one doctor present. For this reason we had a problem in creating a strong emotional appeal that could tug at the audience's heart and bring in more pledges."

   "Without the strong emotional appeal the Radiothon lacked a face for the audience to build an idea of the children going through these emotional struggles."
3. Attached to this survey is a list of jobs that each organization involved in producing the Radiothon was responsible to complete. Can you review the lists and determine how each organization handled their responsibility and indicate what if any changes need to be made.

"Each organization seemed to do fine in reference to the responsibilities listed it was pretty cut and dry. Again, the Marketing Department need to create better vignettes and secure more on-air grateful patients for the day of the event."

4. Using a scale of 1-5, (1 = poor, 5 = excellent), can you rate the patient vignettes in terms of:

   1. audience appeal
   2. ability to inspire giving

"Overall, they were all rated low but the ones that were excellent we used over and over again."

5. Do you think changing the location of the event to a South Jersey-based mall would increase public attendance? Why?

   Yes    No

"I don't know. Franklin Mills seemed to be a convenient location for South Jersey and Pennsylvania listeners. We had a contract with the mall and we honored that contract. The mall was easy to work with because they actually get involved in the event. We don't usually get that type of response from other area malls. It would seem likely that a South-Jersey based-mall might have a better attendance but it is hard to say. Most listeners are just that listeners, they don't always attend the events we are sponsoring there are too many variables to say yes or no to this question."

6. Looking ahead to next year's radiothon, how can Cooper be of greater assistance to WXTU in the overall coordination and production of the event?

"For their first attempt at a Radiothon, Cooper and its staff did a great job. They just need to understand more of what is needed to make the next three years even more successful than 1997. Cooper needs to know that all the work in the world will not increase the pledges, only the patients will. Cooper has to work on the vignettes and securing on-air grateful patients willing to tell their story."
## The Radio Station: Question #3-Job Lists

<table>
<thead>
<tr>
<th>The Cooper Foundation</th>
<th>WXTU</th>
<th>Cooper's Marketing &amp; PR Depts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Obtain phones and headsets</td>
<td>1. Display and coordinate tables, electronic support, draperies, silent auction and wheel of fortune</td>
<td>1. In house publicity</td>
</tr>
<tr>
<td>2. Coordinate volunteers and volunteer schedules</td>
<td>2. Provide on-air talent</td>
<td>2. Identify past and present Cooper patients and families for vignettes</td>
</tr>
<tr>
<td>3. Coordinate volunteer training</td>
<td>3. Coordinate all on-air promotions and events taking place on and before radiothon event</td>
<td>3. Produce signs for mall</td>
</tr>
<tr>
<td>5. Developed pledge form and coordinated printing</td>
<td>5. Create vignettes</td>
<td>5. Write press releases and take photos</td>
</tr>
<tr>
<td>6. Responsible for accounts payable and receivable with donors</td>
<td>6. Responsible for all food</td>
<td>6. Create PSAs</td>
</tr>
<tr>
<td>7. Prepare mail solicitation piece</td>
<td>7. Coordinate the silent auction</td>
<td>7. Develop letterhead and envelope</td>
</tr>
<tr>
<td>8. Control incoming money</td>
<td>8. Help to collect silent auction items.</td>
<td>8. Graphic support for pledge form</td>
</tr>
<tr>
<td>10. Secure insurance for event</td>
<td>10. Supply list of Country Club Members to Foundation</td>
<td></td>
</tr>
<tr>
<td>11. Help to collect silent auction items</td>
<td>11. Make song schedule for event</td>
<td></td>
</tr>
<tr>
<td>12. Design and order T-shirts</td>
<td>12. Create handbook for WXTU employees</td>
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<tr>
<td>13. Collect T-shirts revenues</td>
<td>13. Set radio format for event</td>
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<td>14. Assist with side events</td>
<td>14. Coordinate pre-event meetings</td>
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<td>15. Maintain an hr. by hr. pledge list</td>
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<td>16. Open bank account</td>
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<td>17. Secure mall safe</td>
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<td>18. <strong>Provide transportation for Cooper employee volunteers</strong></td>
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<td>19. <strong>Insure availability of pre-committed funds</strong></td>
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<td>20. <strong>Make credit card arrangements</strong></td>
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<tr>
<td>21. <strong>Create letter to physicians for Talk to The Doctor</strong></td>
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Appendix E

Interview With Barbara Geller
And Michaela Ahearn
Appendix E

WXTU Cooper Kids Radiothon
Interview script/Questionnaire for Barbara and Michaela

1. When was the WXTU/Cooper partnership formed?
Barbara- "Between May and June, 1996."

2. How soon after the partnership was formed did the planning for the first annual event begin?
Barbara- "After the commitment was formed between the two organizations, WXTU’s General Manager, Richard Marston, Station Manager, John Mangini and staff members, K. O’Neil and J. Donovan visited the hospital for a tour of the facility. The tour included a meeting between the visitors from WXTU and the President and CEO, Kevin G. Halpern; Chairman of The Cooper Foundation, George Weinroth; AVP of Marketing, Joan Biddle; the Foundation’s Director of Community Activities, Barbara Geller; and the Executive Vice President of Strategic Planning and Marketing, Dr. Michael Dolfman."

"In September monthly meetings were set between The Cooper Foundation and WXTU"

3. What mechanisms are in place to insure that each task required to produce the radiothon gets completed?
Barbara- "At the first meeting in September we were given a list of what was expected from the parties involved. In November more information was given out and specific responsibilities were assigned to individuals. Then the meetings started to run weekly to discuss progress and keep the lines of communications open between the Cooper and WXTU."

4. Has a check list of tasks to coordinate and produce the 1998 radiothon been developed?
Barbara- “At this point we have not started to coordinate tasks for 1998 but we did have a post mortum meeting in January, a week after the Radiothon, to obtain feedback from our staff and to establish a list of areas that need attention when we start to plan for the 1998 Radiothon."
"We did revise our pledge forms and we decided that vignettes and on-air patients will be handled by the Foundation."

5. WXTU organized side events to add to the festivities at The Franklin Mills Mall. From the following list of side events, promotions and total dollars raised for each—indicate if you think they added to the festivities of the event from your recollection of attendance and if you think they are profitable enough to repeat in 1998 or should they be changed, revised, or eliminated from the event.
   A. WXTU T-shirt sales ($443.25)
   B. Reba Trip ($4,910.00)
   C. Fishbowl/Clowns-face painting ($689.31) B- "Has to be done better"
   D. Country Dance Lessons ($889.00)
   E. Artist ($100.00)
   F. Silent Auction ($1,236.00)
   G. Nascar Buttons ($143.00) B- "Need to determine the expense involved to see if it's worth doing again."
   H. Phillies ($182.00)
   I. Children's Champions ($27,208.00 was pledged over the phone during the event)
   J. Talk to the Doctor (Less than $100.00) B- "Will not do again next year"
   “If possible we need to find out the number of pledges taken in at the mall.”

6. Do you have any suggestions for WXTU's staff or DJs that might help to improve next year's radiothon?
   Michaela- "The WXTU staff needs to include the Cooper staff in the process of staging the event. They were the experts and it seemed that the knowledge they possessed about radiothons was too exclusive to share. All in all, we worked together well but I think if the process was better explained to our staff it could have been more successful."

8. Do you think changing the location of the event to a South Jersey-based mall would increase public attendance? Why?
   Yes No
   Barbara- "Not necessarily. People go to the mall to shop. WXTU's audience is based throughout the Delaware Valley. I think it is more about what is used as the draw and not so much of the location. I think the Phillies were a great attraction and brought a lot of people to the event."
"We did revise our pledge forms and we decided that vignettes and on-air patients will be handled by the Foundation."

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Michaela: "I'm not sure but I do know that more people shop at Franklin Mills than at Cherry Hill. It also gives us another angle and a broader audience. If the Radiothon was held in South Jersey it would give us something else to work with."

9. Why do you think public attendance is important to the radiothon?
   Barbara: "It generates energy and could generate funds."
   Michaela: "It lends itself to the potential to include community involvement."

10. What methods of advertising did Cooper use to promote the radiothon to the hospital staff and the public?
    Barbara and Michaela:
    - Information featured in Pulse, the in-house hospital newsletter.
    - Developed a flyer for Management Council
    - Information about the Radiothon was included on employee paystubs.

11. Would you change the method of advertising to the hospital staff and public for next year? If so, how?
    Barbara and Michaela: "We would use the same mediums and investigate others but we will definitely start promoting the event earlier to generate greater interest in the event."

12. Are there any changes you plan on making in coordinating and producing next year's radiothon?
    Barbara and Michaela: "The change has already been made. The Foundation will be in-charge of creating vignettes with WXTU's help and securing on-air grateful patient stories. Also we will send out our pre-event solicitation earlier."

13. Have you started to plan for the 1998 radiothon?
    Barbara: "Not yet. We will start planning this summer. We think the second year will be a little easier because we know a lot more. We hope that WXTU will allow us to be more involved in the process of coordinating the event. We plan on generating a list of concerns to be presented to WXTU at our first meeting for 1998. One concern that has not been addressed at this point is the request of the on-air patient that attended the 1997
wanted copies of their aired section and that has not occurred. If this will help us secure on-air partners for 1998 we need to address this."