

# Audience Research Analysis

---

7108 Horizon Terrace Derwood, Maryland 20855 USA 301-987-2514

July 29, 2004

To Our Clients and Friends:

Thank you for attending ARA's Power Hour session at PRDMC 2004. We're pleased to provide you with these Power Hour planning, support, and implementation materials to supplement that presentation.

Time and again, Strategic Pledge AudiGraphics shows us that Power Hours are a highly efficient way to shorten or add revenue to pledge drives. They can work for any format, and can be successful and sustainable drive after drive if executed appropriately. That starts with a clear understanding of your own audience and your own pledge drive dynamics – an understanding that comes with consistent use of the suite of analyses and tools on your station's AudiGraphics website.

The materials on this CD will help you create your own Power Hour:

- Sample direct mail letters and inserts are in the folder named "Mail materials."
- On-air promos, setups, and break outlines are in the "On-air materials" folder.
- Sample planning grids for your Power Hour are in the "Planning materials" folder.
- A Windows Media File sample of a telescoped Power Hour from KJZZ.

We've also included many of the slides from the PRDMC presentation. They are in the PDF file named PowerHourNotesfromPRDMC.

Our thanks to John Sutton & Associates and his client stations for making these materials possible. If you have any questions about implementing a Power Hour, please contact John Sutton at 240-432-1885 or [suttonbiz@aol.com](mailto:suttonbiz@aol.com).

For questions regarding Strategic Pledge AudiGraphics please call ARA at 877-382-9826.

Best regards,

Leslie Peters  
Knowledge Manager  
Audience Research Analysis