



Station Call Letters: WSET

Campaign Name: Heroes from the Heart of Virginia

1. **Challenge.** What was the challenge that motivated the sale to this advertiser?

We had two particular advertisers that wanted to help recognize those people that had served our country and to support current active duty military personnel.

2. **Objective.** Describe the objective(s) of the campaign.

"Heroes from the Heart of Virginia," is a multi-media campaign airing throughout the month of December with the objective of recognizing and honoring the members of the United States Military who have made so many personal sacrifices to ensure our freedom and protect our country. WSET will present the great stories that our military has to tell - from the men and women who paved the way (our veterans), to the men and women on the front lines today, and even those who are preparing to serve our country for the very first time. By presenting these compelling stories, WSET and the sponsors of this campaign will raise awareness of how much their service means and communicate the grateful support of the people in the Heart of Virginia.

3. **Multiple Platforms.** How did the campaign use each of the following platforms?

- On-air:

Beginning in late November, WSET began airing a spot soliciting viewers to send in photographs and stories of their experiences in service to our country. These were not limited to current active-duty personnel but also included veterans from World War One, World War Two, the Korean War, Vietnam War, Desert Storm as well as service in Iraq and Afghanistan.

Some of these "stories" were selected to be packaged and aired as news stories throughout all our news programming during the beginning weeks of December.

We tagged holiday greetings that were supplied by the armed forces with the logos of our sponsors and aired them during the entire month of December. WSET produced and aired station IDs that carried the sponsors' logos which aired in every ID position throughout the day during the month of December.

Generic Heroes from the Heart of Virginia promos of various lengths were created which carried the sponsors' logos. These promos aired throughout the month of December on WSET 13.1 and 13.2.

WSET News produced a special thirty-minute show which featured stories selected from those sent in by viewers. This show aired in prime access on WSET 13.1 and in prime time on 13.2. Each sponsor received open and close billboards naming them as sponsors of the show and they received commercial time within the show.

- Online:

A special Heroes from the Heart of Virginia web page was created which featured all of the news stories that WSET News produced and aired. In addition to the stories broadcast as part of our news programming and the half hour special, we also posted all of the photographs and viewer supplied stories that had come into the station in response to our solicitation spots. Sponsors also received display advertisements on the special Heroes Web page.

- **Mobile:**
In order to touch a younger demographic and make these moving stories available to them we made all of the online and all of the broadcast material available through our news apps to all mobile devices.

4. **Revenue.** Did this campaign bring new or incremental dollars to the station?

This project generated over \$40,000 in revenue and delivered much needed support to those who serve in the armed forces.

5. **Results.** Describe the quantifiable or measurable results of the campaign. Can this campaign be scaled to other markets?

The station received numerous emails thanking us for honoring the Heroes from the Heart of Virginia as well as favorable mention on local talk radio. The sponsors relayed to their account reps that they had received many positive comments from their customers expressing their appreciation for the sponsors participation in the Heroes from the Heart of Virginia campaign.

6. **Tell Us More.** What else is there to know?

In addition to On-air spot inventory, Online and Mobile exposure, Heroes from the Heart of Virginia provides the following elements.

Local Community Outreach

- WSET and Gleaning for the World are partnering up for great local causes! Representatives from Gleaning and WSET will be at three local area retailers, both collecting money for a veterans trip to Washington, D.C. and collecting needed items for active soldiers in Afghanistan.
- WSET aired spots promoting the dates to donate from 11/28/12 - 12/17/12. Donation Dates: 12/1/12, 12/8/12, and 12/15/12.
- Sponsors Received: Logo placement on all 40 commercials that aired in this three-week period.

News Segments

- WSET aired news packages and feature stories highlighting the military personnel and patriotic acts from the Heart of Virginia in each of the following newscasts from 12/3/12 - 12/7/12:
 - 6:00am (Good Morning Virginia)
 - 6:00pm (ABC 13 News @ 6)
 - 7:00pm (ABC 13 News @ 7)
 - 11:00pm (ABC 13 Night Team)
- Sponsors Received: Shared Billboards containing audio and video recognition in each Heroes from the Heart of Virginia segment.

News Special Show

- WSET aired a special half-hour show on Saturday, December 8th from 7:30pm-8:00pm. This show was a tribute to active-duty military and veterans throughout the Heart of Virginia.

- Sponsors Received: Open and close Billboards and two commercials within the show.
- This special show was re-aired on WSET Digital Channel 13.2 on December 11th from 8:00pm - 8:30pm.

Military Greetings

- WSET aired military greetings that were provided by the armed services featuring active-duty men and women wishing their families and friends a "Happy Holiday" from their duty station. These aired from 11/28/12 - 12/31/12.
- Sponsors Received: video identification on each greeting.

:04 ID's

- WSET aired :04 Heroes from the Heart of Virginia ID's in all non-network programming each day for the entire month of December.
- Sponsors Received: Shared Logo placement on all IDs. (minimum of 200)