

# PRODUCERS

Plan in Advance • Revise on the Fly

## MANAGE

Plan messages in advance, edit or change in moments

Control urgency with strategic use of premiums, matches, and sweepstakes in each break

Chat feature enables real-time communication with hosts for match status, contributor names

## EDIT

Equip hosts with the right words – right now

Implement suggestions for breaks from management and talent

Quickly insert information for upcoming stories, music, guests, and program rundowns

## COACH

Spend less time coaching talent on what to say, more time on how to say it effectively

Digital delivery of scripts eliminates waste and the confusion of paper and cards

Easier, more effective post-drive air-checks and analysis

*“PledgeDriver has enabled us to produce drives with less staff and not get burned out. Our staff is so comfortable with the scripts and trust the scripts will deliver the message consistently – more consistently than they can after 60 hours behind the mic.”*

– Jill McGuire, Assistant General Manager, Public Radio East