

TALENT

Make Every Word Count

MESSAGES

Pre-planned breaks are concise, purposeful, and short

Great scripts use powerful words to tell stories and evoke images that keep your listeners tuned in

Scripts allow hosts to focus less on what to say, more on effective delivery

ON-AIR SKILLS

Prompts remind hosts to forward-promote, make transitions, and comment on programming

Case/close method creates a more even partnership between hosts

Scripts encourage collaboration between hosts for effective, entertaining breaks

DASHBOARD

Access Dashboard scripts from any internet-connected device – quickly locate scripts for any day and hour

Pre-scan, edit, and rehearse scripts

Chat feature gives 2-way real-time communication with Producer

“PledgeDriver helped us be clear, concise, and listener-focused with our on-air drive messaging. As a result, we raised as much as we ever have before in a lot fewer days.”

– Jeff Ramirez, Vice President for Radio, KERA, Dallas TX