

Public Interactive Group Buy Offer for NFCB

Public Interactive, a Division of NPR is happy to offer special **20% subscription** discount to all NFCB stations. This offering will include the following Public Interactive Products and Services;

Public Interactive Composer Pro-The online program guide, playlist, and SoundExchange report generator for public broadcasting.

Public Interactive Live Streaming- Multiple format, "best of breed" solution provides unlimited simultaneous access to your live stream. (hardware included)

Public Interactive Quick Pledge-Fast, simple and secure industry-specific online system to manage online pledging.

Public Interactive Pulse- Feature-rich integrated email marketing system designed specifically for public broadcasting.

In addition, NFCB stations choosing to bundle any two services will see an additional 50% discount on set-up fees. Suggested Bundles:

Marketing Bundle – Pulse & Quick Pledge

In addition to the prebuilt integration which already exists between Pulse and Quick Pledge, the combinations of these two products will provide stations with the ability measure test and improve marketing activities to maximize donations and fundraising.

Stations utilizing both of these powerful tools will have a 360 degree view of how their online marketing activities directly affect the number and amount of donations they receive.

SoundExchange Bundle-Composer Pro & Streaming

These two services in combination are the most hands-off approach for SoundExchange reporting.

This combination takes much of the pain out of your SoundExchange reporting process. Clients who use both Composer Pro and our Live Streaming don't need to submit any additional data for SoundExchange reporting.

Get more information from Joe Orlando-- jorlando@npr.org