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## CASE STUDY: NARROWCAST SERIES #1

The client is a multi-year, part-time program which also runs a series of workshops at a small college in California for a nationally-based, brand of, independent, private, K-12 schools. This case study documents six narrowcasts over one-year and demonstrates success both in terms of “hard” revenue and “soft” measurements.

| Date     | Topic   | Based on...                               | Original List   | Registrants |
|----------|---|---|---|-------------|
| May 2010 | “The Confluence of Money and Spirit”            | Chapter from book “The Genius of Money”   | 1) 650 list<br>“please pass along”<br>2. sponsor list (cold) of 2,000 | 68          |
| Jan 2010 | Trustee Education                               | Whitepaper analysis of nationwide survey. | 1) 650 list<br>More targeted because of previous survey.              | 98          |
| Dec 2009 | “About Waldorf School Boards”                   | Nationwide, online survey                 | 1) 650 list<br>“please pass along”                                    | 120         |
| Mar 2009 | Enrollment Basics                               | Essay from author.                        | 1) 650 list<br>“please pass along”                                    | 75          |
| Jan 2009 | “Freeing Your School from Fear”                 | Essay from author.                        | 1) 650 list<br>“please pass along”                                    | 34          |
| Oct 2008 | “Avoiding Financial Choking in Waldorf Schools” | Essay from economists.                    | 1) 650 list<br>“please pass along”                                    | 51          |

In this narrowcast series, we have built-up a 10 – 20% response rate.

Determining factors for greater participation seem to be:

- Targeting of list – are the materials going to specific individuals? Or, is this a general distribution with a request to “pass along” to someone else?
- Relevance of topic to the individual
- Time of Day for East Coast / West Coast.
- Size of initial list

**“Hard” revenue measurements:** these six narrowcasts have generated

- Two enrollments in a multi-year part-time training costing \$2,500 per year \$5,000 total.

- Five enrollments in a summer conference @ \$200 each  
\$1,000
- Small, incremental revenue from sales of books by guests and transcripts.  
\$ to be determined
- A matching grant from a private foundation to support these educational narrowcasts.  
\$5,000

Total \$11,000.00

“Soft” measurements

- Partnership with a national non-profit willing to sponsor narrowcast series and use their newsletter email list to distribute announcements, offer sale of transcripts or other materials.
- Anecdotal survey responses that indicate that future attendance at educational events held by the Client are planned.

#### AN EXAMPLE OF CONTACT MANAGEMENT TRACKING:

**ACTION:** In January 2010, an announcement e-mail was created to promote a narrowcast event on the topic of Board of Trustee Education. Recipients were invited to read or download the survey data and the white paper, and then leave their questions and/or comments which would be incorporated into the narrowcast. The announcement was distributed at least two weeks before the event and contained several links which were tracked.

(1) Survey Data, which has been compiled into a pdf document, was posted on Google docs

(2) A White Paper analysis, authored by the Client was posted on Google docs.

(3) A registration site for the narrowcast was created which was designed to take “burning questions” from the attendees about the results of the survey and the analysis in the White Paper.

(4) A link to the Client’s web site with information about registering for upcoming classes.

#### RESPONSES:

*A. Saturday* – initial email “launch” - 652 emails distributed

*B. 24-hours later (Sunday)*

149 emails were opened (26%)

11 clicked through to the survey data

14 clicked through to the White Paper

2 registered for the narrowcast.

2 clicked through to the Client site.

*C. 48-hours later (Monday)*

214 emails were opened.

135 clicked through to the survey data

123 clicked through to the White Paper.

23 registered for the narrowcast.

By the time of the narrowcast, 98 individuals had registered.

Follow-up generated 45 individuals who requested the transcript of the narrowcast.  
Podcast of the recorded teleconference is being contemplated by the client.