

PLEDGE POSTCARD

December 2022, vol. 1

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NAUGHTY OR NICE?

It depends on how you look at it. Our Thanksgiving experiment for the *Miss Scarlet* marathon was **extremely successful for Passport, but it looks like it cost us on the broadcast side**, so now we need to take a serious look at your member activations to see if the dollars raised online made up for the losses on linear. Here are some things to keep in mind for Thanksgiving weekend as we look at results and try to figure out the best path forward for linear to non-linear and more importantly, how to pay for it.

2021

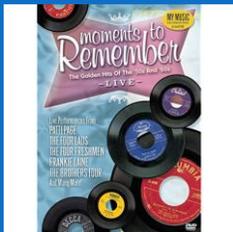
1. *All Creatures* had 2955 AQH (average quarter hour)
2. Dollars raised \$113, 912 (667 pledges) PBS Pulse Added *Next Page*
3. Most-streamed program was *Grantchester* with 64.9K
4. Total holiday Passport streams 624K
5. Overall streaming 1.9 million
Passport was 36% of overall streaming
6. Become a member clicks for all programs 39K

2022

1. *Miss Scarlet* was at 1864 AQH (-37%)
2. Dollars raised \$53,575 (307 pledges) PBS Pulse Added *Secrets Revealed* (\$-52%/ pledges -54%)
3. Most-streamed *Miss Scarlet* with 398K (+500%)
4. Total holiday Passport streams 1.2 million (+92%)
5. Overall streaming 2.5 million (+34%)
Passport was 49% of overall streaming
6. Become a member clicks for all programs 57K (+44%)

The PBS Pulse report is fairly limited in scope, so we checked our station totals and did see similar results. If you have not signed up for PBS Pulse, please consider it – the better the data, the better the decisions. When we combine all the *Masterpiece* dollars for this drive, it is actually up a bit over last year, so more to come when we can factor in your actual dollars raised from Passport activations. Currently, the verdict is looking more “nice” than “naughty.”





PERFORMANCE LANDS ON THE NAUGHTY LIST

There is a turntable stand's worth of new music for this drive. **For the first time in a very long time (think the time between Fleetwood Mac reunions), we have a stage full of famous performers.** We have those who boast big fan bases like Willie Nelson and Mariah Carey; 50th anniversaries like The Who and The Doobie Brothers; new talent with network profiles from *America's Got Talent* and *American Idol* in Daniel Emmet and Pia Toscano and new shows from people with a built in PBS fan club like Celtic Woman and Josh Groban (only new program in the current Top 10), but everyone seems to have turned the volume down. We have heard from PBS that many performers do not want the expense of DVDs. Perhaps people don't collect music as they used to? We certainly see significant CD acquisition from all the TJ nostalgia programs. (Two re-ups are in the Top10, *Moments to Remember* and *John Sebastian: Folk Rewind*)

Just like in August, we are seeing shows go from zero to hit with the addition of tickets. Remember the difference for *Frankie Valli* and *Clint Black*? Thanks to tickets in Phoenix, we saw the same phenomenon with *Daniel Emmet & Pia Toscano: Simply the Best*. Let's hope they get their tour together! Speaking of tours, we know the weekend would have looked much brighter if Celtic Woman had not cancelled their tour, again. We feel the need to add a THANK YOU to Andrea Bocelli for continued support of stations and his extensive touring!

ENCORES TOP THE NICE LIST

Suze is the longest-lived name on the "nice list." Frankly, the nice list is pretty easy to get on. **Suze was #1 at this point last two December Drives – making \$388,579 the first weekend in 2020 and \$302,905 last year. We are at \$226,175 and counting.** # 2 drops to just over \$100K for Dr. Hyman – very happy to get a new show from him in March 2023. #3 is *Bocelli* with tickets for 5 lucky stations. *Memory Rescue* is #4 and Dr. Amen will also have a new show for spring and # 5 is *Moments to Remember*, with a solid \$66,484—which would have been a lump of coal in the past.

There are some new shows we think have potential like *Your DNA Secrets Revealed*, which has worked very well when scheduled in *Finding Your Roots* slots. We also have our fingers crossed for *Harriet Tubman* and *Frederick Douglass*, which should work in our DEI slots. Speaking of naughty lists – have you sent us your results?