



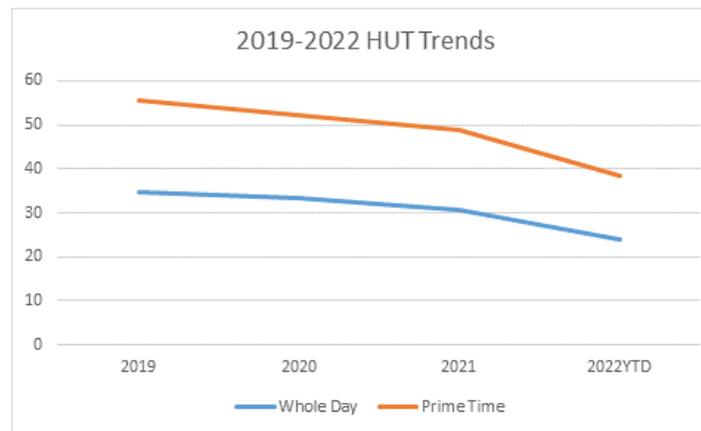
# PLEDGE POSTCARD

December 2022, vol. 2

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## A CHILLY RECEPTION

When we look at dollars down, we also need to look at why. One of the main culprits is what is happening with our audiences. Besides ratings, HUTs (Households Using Televisions) are another important marker of shifting viewing trends and calendar year 2022 has seen a massive decrease in this measurement compared to previous years. Year-to-date HUTs are down 21.41% in whole day and 21.63% in prime time. That trend has accelerated as the year has worn on with November HUTs down 22.77% in whole day and 23.41% in prime time vs. last year. Compare that to 2021 which was down 8.1% in whole day and 6.35% in prime time and 2020 which was down 4.54% in whole day and 5.77% in prime. **The available sweeps data confirms what you might already suspect – that this decline is greater for younger audiences and less pronounced in the 65+ viewing cohort – critical for linear pledge success.**



For many years, pledge has been our #1 tool for reaching new supporters, but as the number of viewers watching us in the linear world gets smaller, the likelihood that those who remain are already supporters increases. As alternate delivery platforms like streaming and YouTube become increasingly influential, we will need to persist in making sure that our fundraising messaging finds receptive audiences where they are consuming our content.



## GIVING TUESDAY HEATS THINGS UP

Kudos all around for Giving Tuesday success! On-air and online, we saw strong messaging for support. We loved watching Arkansas PBS update their goals on Facebook throughout the day. **The synergy worked, your Tuesday numbers were the best we have seen through the drive.** *PBS NewsHour* was the national program with the biggest boost and landed at #1 for dollars, but local programs, especially premieres were fantastic with the 2<sup>nd</sup> highest DPM of the drive at just over \$20! The average DPM is \$11.21, so very significant.

### Top Giving Tuesday Programs

1. On-air pledges not tied to a program (Almost \$100K over *NewsHour* – we need to get a handle on these!)
2. Locally produced programming
3. PBS NewsHour
4. Frontline: From Jesus to Christ (WORLD)
5. Suze
6. Frederick Douglass
7. Harriet Tubman

Kudos to Fred Nahhat and Detroit Public Television for the perfect trifecta – local premiere, holiday nostalgia and Giving Tuesday with *Detroit Remember When: Holidays at Hudson's*. Fred worked with an independent producer to get just the right emotional arc for a special about a Detroit tradition that touched people's hearts and pocketbooks. More than \$24K and counting – it is the best local success we have seen!

## CORE CREATES THE PERFECT TEMPERATURE FOR GIVING

Nothing says core like *PBS NewsHour*. The fact that it is the #2 program title for the drive thus far (and almost always in the top five in every drive) says a lot about how our members depend on the reputation for quality journalism. The most successful new PBS program for the drive is also core, *Great Performances* “*Josh Groban's Great Big Radio City Show*” lands just inside the top ten list and certainly received a boost thanks to national carriage in the Friday night arts slot, where the audience was primed to watch.

When scheduling all programming, but especially core, we will have more success with placement where the content is expected. Tuesday night history audiences were primed for *Frederick Douglass* and *Harriet Tubman*. We love that filmmaker, Stanley Nelson, was so passionate in the breaks. Ken Burns titles work well on Tuesday nights, too. Even though not a core title, we saw good results with *Your DNA Secrets* strategically placed in the FYR slot, where DNA rules.

