

PLEDGE POSTCARD

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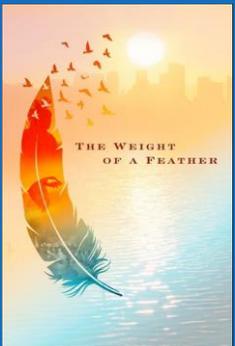
TODAY'S TOP 10 LIST...

Early returns show dollars pretty close to on-par with 2022. The new titles are faring better than those of recent drives where encores ruled the top 10 lists. 5 of the current top 10 are new, including some of the new self-help titles, which we will dive into more deeply later. **We have also noticed that this drive may have the most program performance volatility of any we can remember. Titles that work well in some markets are not working in others and we are also seeing some reporting complications, so expect some movement in the top 10 over the coming weeks.**

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| 1. Memory Makeover with Daniel Amen, MD | 6. Elvis Presley: '68 Comeback Special |
| 2. Suze Orman's Ultimate Retirement Guide | 7. 70's Soul Superstars (My Music) |
| 3. On-Air Pledges Not Tied to Any Program | 8. Les Miserables: The Staged Concert |
| 4. Aging Backwards 4: The Miracle of Flexibility | 9. PBS NewsHour |
| 5. Young Forever with Mark Hyman, MD | 10. Locally Produced Programming |

This data is pulled from the PBS Pulse Dashboard, which is constantly being updated. Of the new offers, *John Denver: Rocky Mountain High* and *Gut Check with Brenda Watson* are showing some life, as well. *All Creatures Great and Small* was not included because it fell outside of the official drive footprint, but would have been high on the list. It is also notable that if the numbers are run for the entire calendar year, *On-Air Pledges Not Tied to Any Program* rockets to the #1 slot easily eclipsing everything else – hopefully a reflection of the tremendous performance of the winter drama titles reflected in the unprecedented increase in Passport activity we have seen this year.





FROM THE HOME OFFICE IN SIOUX CITY, IOWA

One trend we are watching this drive is the tremendous success stations are having localizing pledge. This can be a local production like WVIZ's nostalgic *Akron Memories*, or Arizona PBS's environmentally-themed *Weight of a Feather*, or using a national show with a local twist. WEDU had an incredible week localizing self-help with studio visits from Dr. Gundry and Brenda Watson pitched live. Arkansas brought an Elvis expert in for the '68 *Comeback Special* and *Seven Ages* duo, and we can't help falling in love with their results. They were also rewarded for showing their audience they know them with local messaging for *Nature: American Horses* and a blockbuster ticket night for Joe Bonamassa. Rocky Mountain continues to set the pace for *NewsHour* with their excellent local messaging around this public affairs mainstay. Local success can also include plays of long-legged pledge event performers with local ties like the great plays for *African Americans: Many Rivers to Cross* in Alabama or a stellar night with *Country Music* in Nashville.

There is a lot more live and local pledging scheduled for next week so we will keep a close eye on those results. Summer and fall tours are being finalized and now is the time to reach out to friendly venues and promoters to lock down opportunities. There is a huge inventory of performance content available to choose from, so cast a wide net. 2022 was a huge year for live performance after the extended event closures, so we expect 2023 to be big, as well.

TONIGHT'S GUESTS ARE DR. AMEN, DR. GUNDRY, AND DR. HYMAN!

We have seen quite a few new shows from familiar faces in the last year and some have performed better than others. In this drive our self-help gurus have made the difference and helped us keep pace with last year. ***Memory Makeover with Daniel Amen, MD* tops the list for dollars and pledges so far. *Aging Backwards 4* has also done quite well in numerous plays and sports a healthy \$17.60 DPFM. *Young Forever with Mark Hyman, MD* and *Gut Check with Brenda Watson* also have good totals, but appear to be more market-specific than the others. *Just One Thing with Steven Gundry* had limited plays in the first week, but will get more airtime over the weekend, so we will have a better opportunity to gauge his performance. Unfortunately, *Eat to Sleep* appears to be a snoozer everywhere it plays, so look for that one on the pull list.**

It's always good to see returning titles from our old favorites performing well, so expect to see these maximized in your locally prescribed schedules. Speaking of local prescriptions, just a reminder that we do watch every health-related program and pledge break with a close eye so you can feel confident about what goes on your air. And speaking of maximizing our dollars, expect a healthy dose of Suze as we come to the end of our successful run with the *Ultimate Retirement Guide*. Onward!