

PLEDGE POSTCARD

March 2023, vol. 3

The information contained in this email is intended for use only by clients of The Programming Service.

IT IS GOING TO BE A PHOTO FINISH

Despite our rather compromised broadcast engine, this is the first drive since 2020 that we have a chance to pull ahead. We are close to the finish line and our **results are looking very, very close to last March**. Here is a comparison from the PBS Pulse Report.

	<u>REVENUE</u>	<u>PLEDGES</u>	<u>AVG PLEDGE</u>	<u>\$/TOTAL MIN</u>	<u>%SUSTAINERS</u>
2022	6,795,149	36,692	185.19	10.60	14
2023	6,754,879	35,759	188.90	11.97	15
%Dif	- .6%	-2.5	+2	+13	+7%

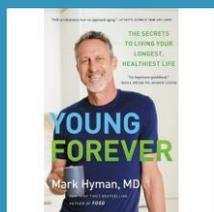
This is unbelievable after riding the brakes for so long. It is especially nice to see growth in the sustainer percentage – we are never sure when we are going to hit our limit. Lots of drama, *PBS NewsHour* and even a little *Suze* are the frontrunners in that race.

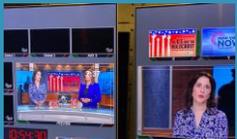
The biggest increase is total dollars per minute – which we think is being driven by ticket offers and all the new self-improvement packages.

ARE WE MISSING SOME HORSEPOWER?

We are not sure that this has ever happened before, but a number of you have reported **getting calls from people who want to pledge around the *Elvis '68 Comeback Special*, but they want the DVD** – which is not being offered – unless you go to Amazon and pay \$34. Do our older members still want DVDs instead of just having the show on Passport? It looks like we are still moving a large number of DVDs in the drama genre (as well as mugs), but more and more music distributors are not willing to take the financial risk. **Expect fewer DVD offers in the future, which may not be a good thing for our totals.**

We all had very high hopes for the new *Les Miserables: The Staged Concert*. The program is in the Top 10, but far from the 25th Anniversary results. Just a thought – we did offer a DVD for the 25th and not for the new show, but *The Staged Concert* DVD is on Amazon for \$5.25.





PIT CREWS MAKE THE DIFFERENCE

Cars racing around the track at high speeds are amazing, but we think the 22 people working together during the pit stops are awe-inspiring. We see the same thing with **going back to pre-taped breaks and live pledge – it takes a crew, but it certainly has paid off.** The excitement of “live” for ticket offers like *Joe Bonamassa*, Reno’s “Mystery Dinner Night” tickets, and local storytelling like Milwaukee’s regional success with *Jerry App’s Food & Memories* and *Things That Aren’t Here Anymore*, or Iowa’s continuing success with *Blenko* are helping you speed across the finish line, but it is taking the whole crew to pull off things like this.

Here is an idea for live or pre-taped for June; we have seen some really good numbers when stations go live or pre-tape with *Nature* content. We have seen some very strong results for “*Woodpeckers*” and “*American Horses.*” Additionally, take a look at your local vault and refresh an old favorite with new messaging. We have seen strong results for “rested” content like Detroit’s *City of Churches*, Arkansas’ *Fish, Fowl & Fixins* and others making up the #7 slot in our overall Top Ten for performance. Even if your local does not work as well as *Suze*, it is so important to get your local messaging to your potential members!

WAVING THE GREEN FLAG FOR JUNE

As we begin our final lap for March, we look forward to the next Grand Prix in June. June is the beginning of our “Summer of Mystery” with pledge content to match from *Endeavour*. **Looking at the Passport results for February with *Endeavour* coming in at #6 and *Inspector Lewis* at #11 (first time ever on Passport),** we think there is already a lot of interest in the Morse universe by our members – so membership potential for *Endeavour*’s final race – on all platforms. We will also see more core content like *Masterpiece* marathons for *Tom Jones* and *All Creatures S3*.

Do not forget that we are working towards a more holistic schedule, where we look for ways to engage our potential members on the entire circuit and not just the big races. As you have all heard in our April walkthroughs, we are very excited about *Nature* “*The Hummingbird Effect*” as a within the week repeat – thank you PBS! How impactful to have *The U.S and the Holocaust: Insight and Understanding* around Holocaust Day of Remembrance -- Ken, Lynn and Sarah thought the show was in their words, “Terrific!” We also have the ongoing good work of reminding people how they are in telling great stories in the finale of *Sanditon on Masterpiece!* We love these efforts to experiment – thanks for your support.