

PLEDGE POSTCARD

March 2023, vol. 4

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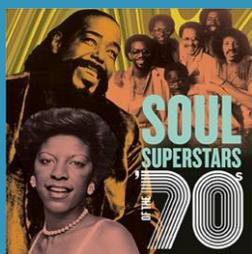
SOME ARE BORN GREAT, SOME ACHIEVE GREATNESS

This drive has been a rollercoaster involving some comedy and some tragedy, but after all the drama we have come to the end of the national drive with numbers softening a little over the last few days. **Overall dollars are settling around 7% down from last year, but average pledges are up almost 5% and DPFM is up over 3%.** The sustainer percentages looked a little off on the dashboard, but calculating them manually sets us at 36% for this year, just a slight drop from last year's 37%.

One notable trend in this year's top ten is that the top three absolutely ran away with the money constituting over 55% of the overall take! Suze and Amen alone made up over 39%.

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

Tickets continue to be a major driver of success – Andrea Bocelli in particular. All of his titles combined would come in at #9 in relatively limited plays. Likewise, core continues to be strong as the combined titles for *Masterpiece* and Henry Louis Gates, Jr. would have also made the top 10.





BE GREAT IN ACT, AS YOU HAVE BEEN IN THOUGHT

As the bard said, “Our doubts are traitors and make us lose the good we oft might win by fearing to attempt.” In our last postcard we looked at programs that may have suffered because they did not offer a DVD premium option. We did chart a new course this drive by offering Passport-exclusive, additional content for *Billy Joel: Live at Yankee Stadium* and *Celine Dion: Taking Chances World Tour – The Concert*. **At the time this postcard went to print, *Billy Joel – Live at Shea Stadium: The Concert* has registered 0 views and *Celine Dion: Through the Eyes of the World* has registered 471.** We are a little suspicious about those Billy Joel numbers, but to date, it is hard to say that this bonus content has moved the needle.

Pledge programs that hit the air did fare better on Passport with the Billy Joel and Celine Dion programs seeing some streams along with both Elvis programs and *Peter Frampton at Royal Albert Hall*. During the drive *Call the Midwife* and *All Creatures* have been the runaway winners in generating Become a Member Clicks and among the new titles *Frampton* has performed the best coming in at #11.

ONCE MORE UNTO THE BREACH, DEAR FRIENDS, ONCE MORE

In addition to the TOOPs around *Nature*, *Masterpiece*, and *U.S. and the Holocaust* we already discussed, the small number of June programs are starting to take shape. Offers are still being firmed up at this point, but it looks like concert performances from Mavis Staples, Carole King, and Bob Dylan are in the mix as well as a new Broadway performance special. Premium Service members will have three new programs including a return visit from our old friend Rob Van Camp with *Great Scenic Railway Journeys 30th Anniversary Special*. If this one has worked for you before, make plans to turn on the lights in the studio and get folks back out riding the rails. Premium Service will have two concerts including *Creedence Clearwater Revival at the Royal Albert Hall* all the way from 1970 and at the height of their powers, and *Marvin Gaye: Greatest Hits Live* – his classic concert from Amsterdam in 1976. Hopefully there won't be too many of us crying when it airs!

Thank you for all of your hard work throughout March! To help promote support throughout the year PBS has rolled out a new set of four new localizable member cultivation spots for *Nature* and *Antiques Roadshow* that are available on The Source. Check out one of them [here](#). More programs are in process, so expect to hear from us soon about how we can work together to make June a great drive!