

# PLEDGE POSTCARD

June 2023, vol. 3

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## AND NOW THE END IS HERE, AND SO I FACE THE FINAL CURTAIN

We have reached the end of the drive with just a few odds and ends getting us through the final days of the fiscal year. With just a little cleanup left we stand 23% down from last year in pledge dollars, 26% off in pledges, and down 14% in DPM - none of which is surprising given the trends we are seeing in viewership and fundraising models. We did see increases in a few categories as sustainers were up, and so were average pledges.

### FINAL TOP 10 OF 2023

SUZE ORMAN  
NO PROGRAM  
MEMORY MAKEOVER  
70S SOUL SUPERSTARS  
LOCAL  
AGING BACKWARDS 4  
GREAT PERFORMANCES: ANDREA BOCELLI  
YOUNG FOREVER WITH MARK HYMAN, MD  
ROY ORBISON: BLACK AND WHITE NIGHT  
60S POP, ROCK, AND SOUL

*Bocelli* tumbled to a merely astonishing \$94 DPM when all was said and done. *NewsHour* settled in at the #11 spot. Not bad considering it only had one week of broadcasts with breaks! Other programs that showed promise in more limited plays were *Great Scenic Railway Journeys 30th Anniversary Special* (with and without tickets), *All Creatures*, *Gregorian Chants* (with tickets) and *Morse & the Last Endeavour*. Good options to keep in mind going forward.



## I'LL STATE MY CASE, OF WHICH I'M CERTAIN

In recent monthly audience reports we have talked about the interplay of pledge and Passport and the numbers for June bear out the trends we have observed. Passport streams are up 25% over a year ago, but users are only up 5% and Total Become a Member Clicks are down almost 19%. Not surprisingly, *Endeavour* was the top title, but *Marriage* came in at #2 and *Seaside Hotel* came in at #3. 5 of the top 11 Passport programs during the drive footprint were non-NPS titles!

There are several lessons to be learned here. We are good at preaching to the converted, but need to be more aggressive in identifying and reaching new prospects. There is clearly a hunger for new content as members turned to the new titles on Passport as the drive wore on. There is further evidence of this if you expand past Passport and look at the performance of *Once Upon a Time in Northern Ireland* – the 10th most streamed title overall since it became available on May 22nd in advance of the upcoming August broadcast. This is all further evidence for the need to shorten drives and push messages that focus on new members and additional gifts.



## I PLANNED EACH CHARTED COURSE, EACH CAREFUL STEP ALONG THE BYWAY

August schedules are already in process, but there are a few notes worth keeping in mind. A new *All Creatures* special will take us back to the Dales for a behind-the-scenes look at our most popular drama. *Billy Strings at the Ryman* could work quite well with tickets and Billy is a very prolific live performer, so keep an eye out for that opportunity. *Broadway's Brightest Lights* will offer a good promotional opportunity as all the performers will be engaging on their social media for the common broadcast slot. *Ireland Made with Love* should get some attention in the *Roadshow* timeslot. We know what to expect from *Johnny Cash: Man in Black – Live in Denmark 1971*, but always good to have a new show from one of the greats. Hopefully we will do better than break even with *Kenny Rogers Live in Concert* as the gambler was in top form here. *Lynyrd Skynyrd Celebrating 50 Years* takes on a special significance as it was one of the final performances with the last remaining founding member, Gary Rossington. Her hips may not lie, but neither do we – we do not expect much moolah from *Shakira: Live from Paris*. It's sun's out, guns out for *Sting: Live at The Olympia Paris* as Gordon's yoga work is on full display in this one. It fits our target demo, so fingers crossed for some decent results here. NETA is offering *I Go to the Rock: The Gospel Music of Whitney Houston* from the same producers as *He Touched Me: The Gospel Music of Elvis Presley*, so hoping a little of the same magic lives in this one. APT Premium Service brings us one new offer with *John Farnham and Olivia Newton-John – Two Strong Hearts*. John who? The better opportunity lives with their re-ups of *The Bee Gee: One Night Only* and *The Everly Brothers: Harmonies from Heaven*.

In the words of *The Gambler*, "Every gambler knows that the secret to survivin' is knowin' what to throw away and knowin' what to keep, 'cause every hand's a winner and every hand's a loser," and that's why TPS is here for you!

