

PLEDGE POSTCARD

June 2023, vol. 2

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

TIME WARP

Are you spending a lot of time trying to pick pledge winners? Well, we see a distinct pattern in the Top 10 from the last three years that should help.

2021

Suze
Hyman
Bocelli/TIX
Rick Steves
My Music/CPL
My Music/This Land
Gundry
Build a Better Memory
LOCAL
Amen

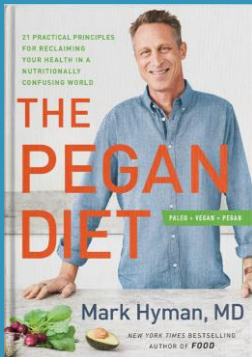
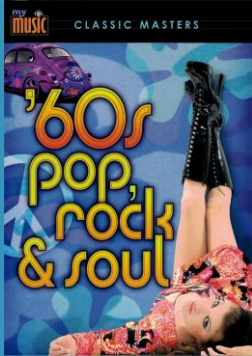
2022

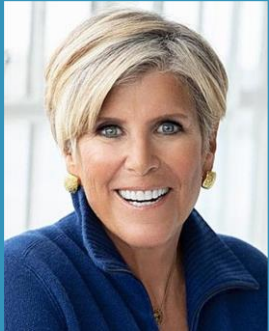
Suze
No Program
Les Miz 25th
Amen
Hyman
LOCAL
My Music/60s
My Music/This Land
My Music/Magic Moments
Gundry

2023

Suze
Amen
No Program
LOCAL
My Music/70s
Aging Backwards
Bocelli/TIX
Roy Orbison
Hyman
NewsHour

Suze has actually been #1 for almost 6 years running; the other genres hold up too; nostalgia music, self-improvement doctors, tickets, *Rick Steves* and your local programs! A healthy mix of programs like this in the last 2,880 minutes helped us gain a bit of ground – we are only down 19% in total dollars as of Sunday! As you know from our last Audience Report, we have been taking a close look at the *PBS NewsHour*, so it is nice to see it in the Top 10 this year; though the dollars are off about 17%, the sustainers are hanging tough at 21% - up 1% from last year! It is a good sign for the new team.

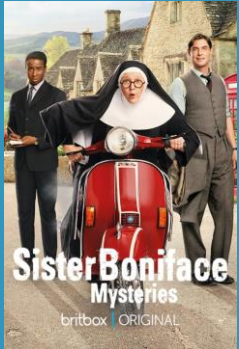




TIME IS MONEY

This is where we see the positive impact of a great ticket deal -- we are looking at you \$131 DPM Bocelli tickets-- to the negative consequences of over-pledging; you know, adding days to try to make last year's goal, which can dilute your results. Not surprisingly, with a billion plays (we believe this is a pretty accurate count) *Suze* impacts the overall dollar per minute as well, but has always performed above that average. Again, good re-up, PBS! Just a reminder that the program expires at the end of September, so use your releases!

	2021	2022	2023
DPM	\$11.56	\$10.07	\$8.73
Suze	\$16.11	\$12.79	\$12.49



There is actually a lot to learn when you count your minutes and your dollars! Throwing out *Bocelli*, there are some moments of real inspiration just in time for your August drive. #2 on the DPM is *Sister Boniface* at \$57. *Father Brown* and *Midsomer* are in the Top 20 as well, so perhaps using that additional 10-15 minutes in your acquisitions to explain just how much they cost beyond your PBS dues would work for you, too! Also on the list, the remnant time efforts of our *Masterpiece* premieres and finales – many in the “over \$20 DPM” club, and local documentaries – amazing how that keeps popping up 😊

WAIT A SECOND

We wanted to take a second look at sustainer percentages for our dramas and mysteries – are we super-serving and not bringing in enough new people? The rather amazing news is that we have almost doubled our % of sustaining pledges since June 2020 when we had 9% (at the height of the pandemic) and this year we are at 16%. Unbelievably, *Downton Abbey*, *Grantchester* and *NOVA* in June 2020 had less than 10% sustaining pledges -- so encouraging growth – now we just need to get them to activate their Passport benefits! The average percentage for our dramas and mysteries is 17%, just above the overall average. Looks like there are still drama lovers to convert!

Other core content from Ken Burns, Skip Gates, Rick Steves, *Nature* and *American Masters* also sees above average sustainer support. The more variety – the better!

