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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Michigan Television goes back to basics for its winter Pledge Drive Nov. 28-Dec. 14

ANN ARBOR, Mich.—Michigan Television, the public television station of the University of Michigan, will kick-off its Winter Pledge Drive on November 28th and employ a significantly different programming schedule than past pledge drives.

Like virtually all of the public broadcasting television stations across the United States, Michigan Television has traditionally changed its regular program schedule during pledge drives to include a significant number of special pledge programs. These programs are produced specifically to be used as fundraising tools.

When Michigan Television's Pledge Drive begins on November 28th it will remain committed to the majority of its core schedule and significantly reduce the number of pledge specials it will air.

"We will include several pledge specials in this pledge drive schedule," Michigan Television Station Manager Jay Nelson says, "but not nearly as many as we have aired in the past."

The fundamental motivation for Michigan Television to maintain the integrity of its core program schedule through its Pledge Drive is to continue serving its regular viewers.

"Too often the core programming and our regular viewers—the folks who count on Michigan Television to provide the excellent service they use—are forgotten at pledge time in lieu of pledge specials," Nelson says. "We are recommitting ourselves to these viewers and in turn are counting on them to respond with their financial support."

The core programs scheduled to remain on air during Michigan Television's Pledge Drive include: "Washington Week", "Wall Street Week", "Now with Bill Moyers", "Frontier House", "Great Performances", and "American Experience".

Michigan Television's schedule of pledge specials will include: "Frank Sinatra—A Man and His Music", "Gospel Bluegrass Homecoming", and "Broadway's Lost Treasures".

Michigan Television's Pledge Drive begins Friday, November 28th and runs through Sunday, December 14th.

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