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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Michigan Television's winter Pledge Drive raises \$108,654—meets goal.

FLINT, Mich.—Michigan Television, the public television station of the University of Michigan, completed its successful Winter Pledge Drive by raising \$108,654 and meeting its goal of raising 10 percent more than last year.

The significance of this successful pledge drive is two-fold. First, Michigan Television remained committed to the majority of its core schedule and significantly reduced the number of pledge specials it aired. Second, in the wake of budget cuts throughout higher education in Michigan, the success of Michigan Television's fundraising campaigns will help ensure its future financial security.

"We couldn't be happier with the result of our Winter Pledge Drive" Michigan Television Station Manager Jay Nelson says, "We made communicating our message to our viewers a priority and they in-turn responded accordingly.

"Our new programming and fundraising strategy is off to a great start."

Michigan Television's new fundraising strategy places a premium on serving its viewers who tune in day-in and day-out.

"The plan is to emphasize viewer loyalty and work to not only increase membership but increase membership renewals," Michigan Television Director of Major and Planned Gifts Jennifer White says. "We will accomplish this through improved programming, frequent communication with members, but not necessarily more pledge drives."

In January 2004 Michigan Television will launch its revised program schedule. The most noticeable changes begin on the weekends. "The Lawrence Welk Show" has moved to 5 p.m. on Saturdays and an encore presentation of "American Experience" has been added.

Saturday nights at 10 p.m. Michigan Television presents "Colorvision", a cutting edge independent film series hosted by Daisy Fuentes.

Big Ten Men's College Basketball returns for another season on Wednesday nights. Michigan Television will provide exclusive coverage of these weekly Wolverine and Spartan games. Through the run of the season, Wednesday night PBS specials will air during the late afternoon and evening on Sundays.

Finally, "Frontline" will have an added broadcast each Sunday morning at 11

For additional information or questions, please contact Michigan Public Media Director of Marketing Christopher M. Williams at 734.764.9210 or cmwill@umich.edu.

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