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## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

#### **Michigan Television continues its commitment to core programming for its Spring Pledge Drive March 5 - 21**

**ANN ARBOR, Mich.**—Michigan Television, the public television station of the University of Michigan, continues its commitment to airing programs from its core schedule during its Spring Pledge Drive scheduled March 5<sup>th</sup> through 21<sup>st</sup>.

Michigan Television is working to continue the momentum it generated after completing its successful Winter Pledge Drive that met its goal of raising 10 percent more than in December 2002.

“We were very successful last December, and we anticipate this success will continue as we increase the number of core programs we feature during the Spring Pledge Drive,” Michigan Public Media Deputy Director Michael Coleman says. “We are confident that the financial support we receive from our viewers and members will validate our long-term commitment to our core programming fundraising strategy.”

The fundamental motivation for Michigan Television to maintain its core program schedule through its pledge drive is to continue serving its regular viewers. It is also part of an overall strategy to emphasize viewer loyalty and work to not only increase membership, but also increase membership renewals. These goals will be accomplished through improved programming, frequent communication with members, but not necessarily more pledge drives.

“Prior to December we relied heavily on pledge specials to generate increased viewer support,” Coleman says. “But the viewers we attracted were primarily pledging for the premium items offered on the pledge specials. I found this to be a bit disingenuous to regular Michigan Television viewers.”

Michigan Television’s Spring Pledge Drive schedule will be comprised of 80 percent core programs\* and will include:

“Washington Week”, “Wall Street Week”, “Now with Bill Moyers”, “Great Performances”, “American Experience,” the PBS Kids line-up and the variety of “How to” and “Outdoors” programs.

Michigan Television’s reduced schedule of pledge specials emphasizes musical performances and includes: “Peter, Paul, and Mary ‘Carry it On’”, “’70s Soul Superstars”, and “Rosemary Clooney: Girl Singer”.

Michigan Television's Pledge Drive begins Friday, March 5<sup>th</sup> and runs through Sunday, March 21<sup>st</sup>.

\* For the purposes of Michigan Television's pledge drives, core programming is defined as those programs and/or series that have run as part of Michigan Television's normal National Program Service schedule in non-pledge periods.

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