



Michigan Television
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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Michigan Television hits the mark—Winter pledge drive raises \$126,948 Commitment to core programs key to 16.8 percent increase.

FLINT, Mich.—Michigan Television, the public television station for the University of Michigan, raised \$126,948, surpassing its winter pledge goal—a 16.8 percent increase over last winter’s drive.

A year ago, Michigan Television made the decision to keep the majority of its core program schedule intact—those shows that are part of Michigan Television’s non-pledge drive schedule—significantly reducing the number of pledge specials it airs during pledge drives. This is the second consecutive year Michigan Television has hit its winter pledge drive goal with core programs.

“We’ve worked hard to let our viewers know how important this decision is for our overall fund-raising success,” development director Justin Ebright said. “Our viewers and members understand the relationship between their favorite programs and their dollars, and they came through for us.”

Viewer support is Michigan Television’s single largest source of income, accounting for 44 percent of its operating budget.

“Michigan Television is committed to providing the very best in programming all year round,” interim station manager Jennifer White said. “We are fortunate that our viewers are willing to financially support their favorite shows.”

Great programs such as Michigan Television’s original production “Michigan Football Memories”, PBS’s Great Performances “Rodgers & Hammerstein’s Cinderella” and “Broadway: The American Musical” marathon were the keys to the winter pledge drive’s success.

News and information programs including “Now with Bill Moyers”, “NewsHour”, and “Washington Week in Review” also contributed significantly to the drive’s success.

“Expectations are that as viewer support continues to grow, Michigan Television will produce and present even more excellent original and local content,” White said.

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Core programs made up 90 percent of Michigan Television’s winter pledge schedule—up from 55 percent in 2003 and 20.5 percent in 2002.

Previous Michigan Television Winter Pledge Drive Performance		
Pledge Drive Date	Core Programming Percentage	Total Dollars Raised
Winter 2004	90%	\$126,948
Winter 2003	55%	\$108,654
Winter 2002	20.5%	\$98,031

For membership information, call 800.728.9386 or pledge online at michigantelevision.org

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