

**On-Air Fundraising Seminar Four Quantitative Study Results  
Tucson, Arizona, October 2002**

*Long Term Quantitative Study Results*

The goal of each of the five seminars held to date was to promote best on-air pledge practices, to help increase pledge-acquired members and/or retain current members via pledge renewals. CPB funded the seminars, and TRAC and CPB presented them. A study was undertaken to see if the fourth seminar had an impact on the stations' pledge results. Impact was tested by comparing the number of pledge-acquired members and pledge-acquired renewals during pledge drives subsequent to the seminar, with the numbers acquired during a pledge drive prior to the seminar.

*Study Results*

Comparing December 2002 (after the seminar) with December 2001 (before the seminar) there was an increase of 1.6%. Comparing December 2003 (slightly more than a year after the seminar) with December 2001, pledge acquired members and renewals dropped only 17%. This drop compares favorably to the 30% drop in the industry over the same time period, as reported by PBS. The 13% difference translates into 1.25 million dollars not being lost to PTV.

For more detailed information contact TRAC Media Services ([trac@tracmedia.com](mailto:trac@tracmedia.com))