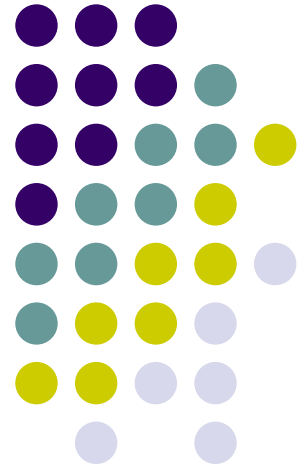


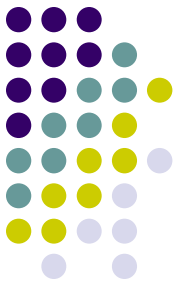
Show Me You Know Me

Lessons From the Lapsed Member Study

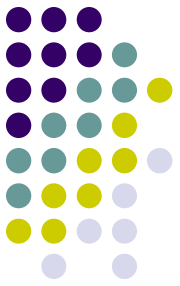
PBS DEVCON
Cynthia Dwyer's Session
David J. LeRoy, Ph.D.



Viewers and Members (One Size Fits All?)



"Show Me That You Know Me"



- Rules and Rituals
- Connect the dots
- Viewers and members want to feel that you know them and respect them



The Core Value: Trustworthiness

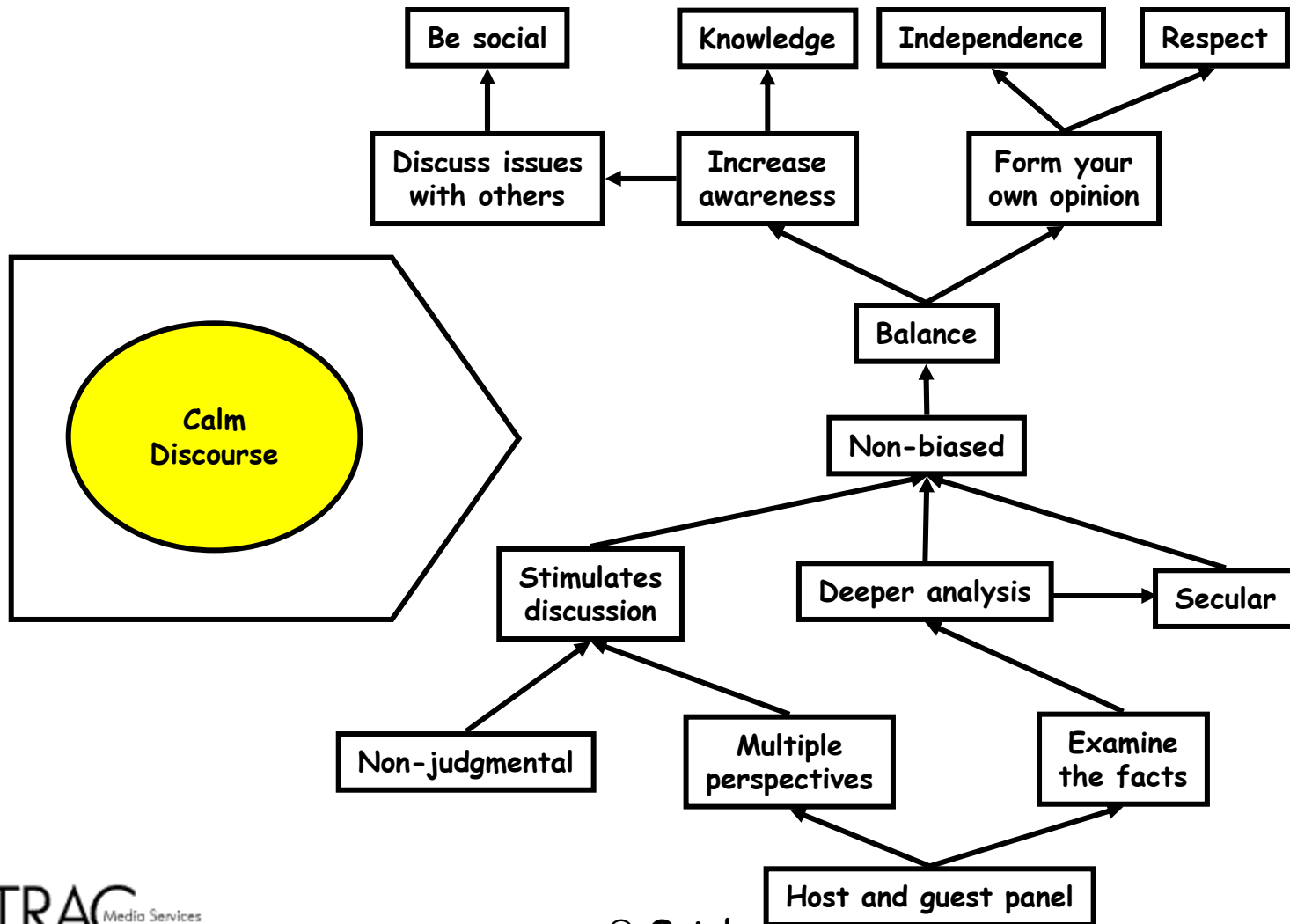
- Trustworthiness is an umbrella value reinforced by many positive viewing experiences.
- People can articulate core values of specific PTV programming genres.
(Intellectual density)
- People will vary in their intensity of identification with the station and its programming. (Emotional bonding)

Core Values of PTV Programming



- Uninterrupted quality programming that engages the mind and spirit to promote personal growth and life long learning.
- Balanced and responsible news and documentaries that foster a civil society.
- Safe haven for children's intellectual, social and personal development.

Balanced Perspectives --News/Talk



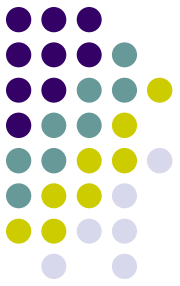
KLVX
Script

People Have Gift Guidelines



- There were three levels of gifts:
 - Modest or **small** gifts of \$5-\$25 usually given to health organizations, Red Cross and other philanthropies.
 - **Average** gifts were in the \$50 dollar range. That is what they give to PTV, museums, animal shelters, or environmental groups.
 - **Large** gifts were over \$100 and were rare (going to the church, one's children and maybe for a premium-oh, oh that jeopardizes renewal).

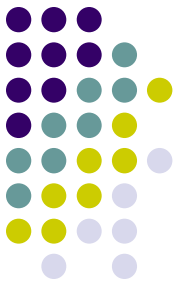
Programs Create Audiences



- You are what you program.
- Content attracts specific audiences.
- People view programs whose values are in synch with their values.

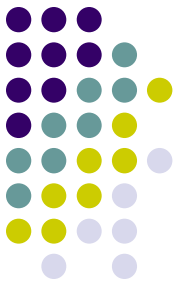


Kinds of Audiences



- NPS loyalists
- Weekenders
- Butterflies
- Kiddy Audiences

Do No Harm



- Protect your core
- Daypart your pledge schedule
- Stop whining - just fix it

fin

