

Public TV & Radio (WGBH)

Before:



“Become a member of our growing family.
Support WGBH Programming.”

After:



**“If You Think Your Pledge is
Unimportant, Think Again!”**
(Fewer than 2 out of 10 Viewers Give.)

Results: “White mail increased 91% in less than 4 weeks. The PBS Campaign was so successful it was expanded nationally.”