

# STRATEGIES FOR IMPROVING PBS MEMBERSHIP

## HOW ARE US-CANADIAN PBS BORDER STATIONS STABILIZING THEIR CANADIAN MEMBERSHIP BASE?

### WHO IS MLPBS?

Located in Plattsburgh, New York, Mountain Lake PBS (MLPBS) broadcasts to audiences in New York, Vermont, Quebec and Ontario.

Their mission is to provide people with educational opportunities, public engagement and entertainment, which makes them an important asset to the community. Our unique audience is similar to a handful of other membership stations scattered across the US. Together, each station faces similar membership restraints that can be better managed through collaboration.

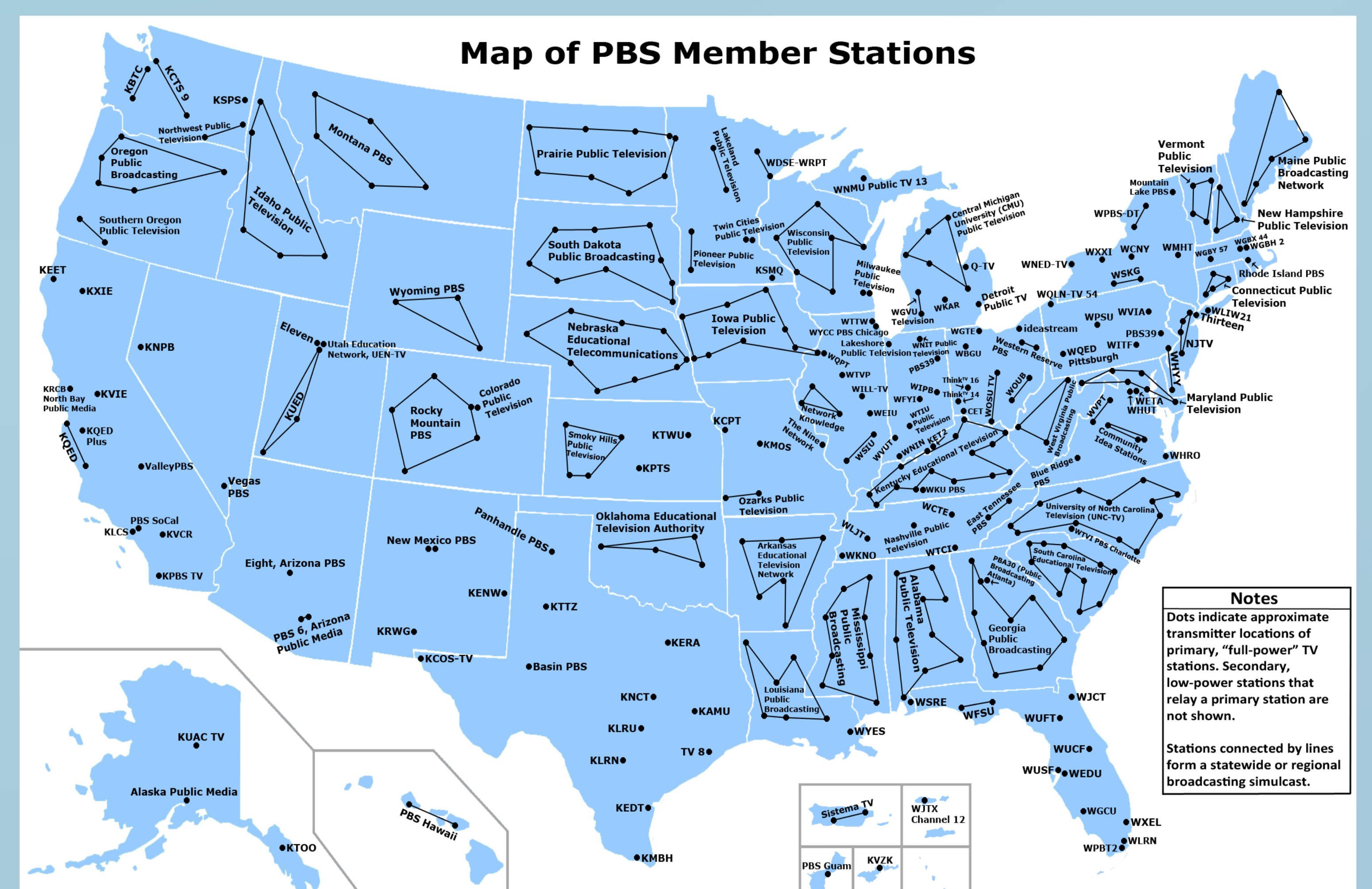
### WHY IS MEMBERSHIP RESEARCH NECESSARY?

Non-profits across the country have seen a decrease in financial support via membership, and MLPBS is no exception.

The station will need to implement innovative strategies that will increase membership in their domestic and international spheres, as they enter a new media landscape and try to anticipate future fundraising needs.

### METHOD:

A survey was created to better understand membership needs across US-Canadian PBS border stations. Ten border stations were asked to fill out the survey. All results will be compiled into a report and distributed to each participant. This project effectively builds the capacity of MLPBS, as well as fosters greater relationships with their partners across the US.



### SUMMARY OF QUESTIONS:

- How dependent is each station on Canadian viewers/donations?
- Has their station seen a noticeable decline in Canadian membership?
- What existing efforts does their station have in place to improve Canadian membership?
- How has the COVID-19 impacted their station's membership operations?

