



Give Me More Dolly Parton!

Country Music and Documentary Film: A PBS Love Story

Eliza Jacobs

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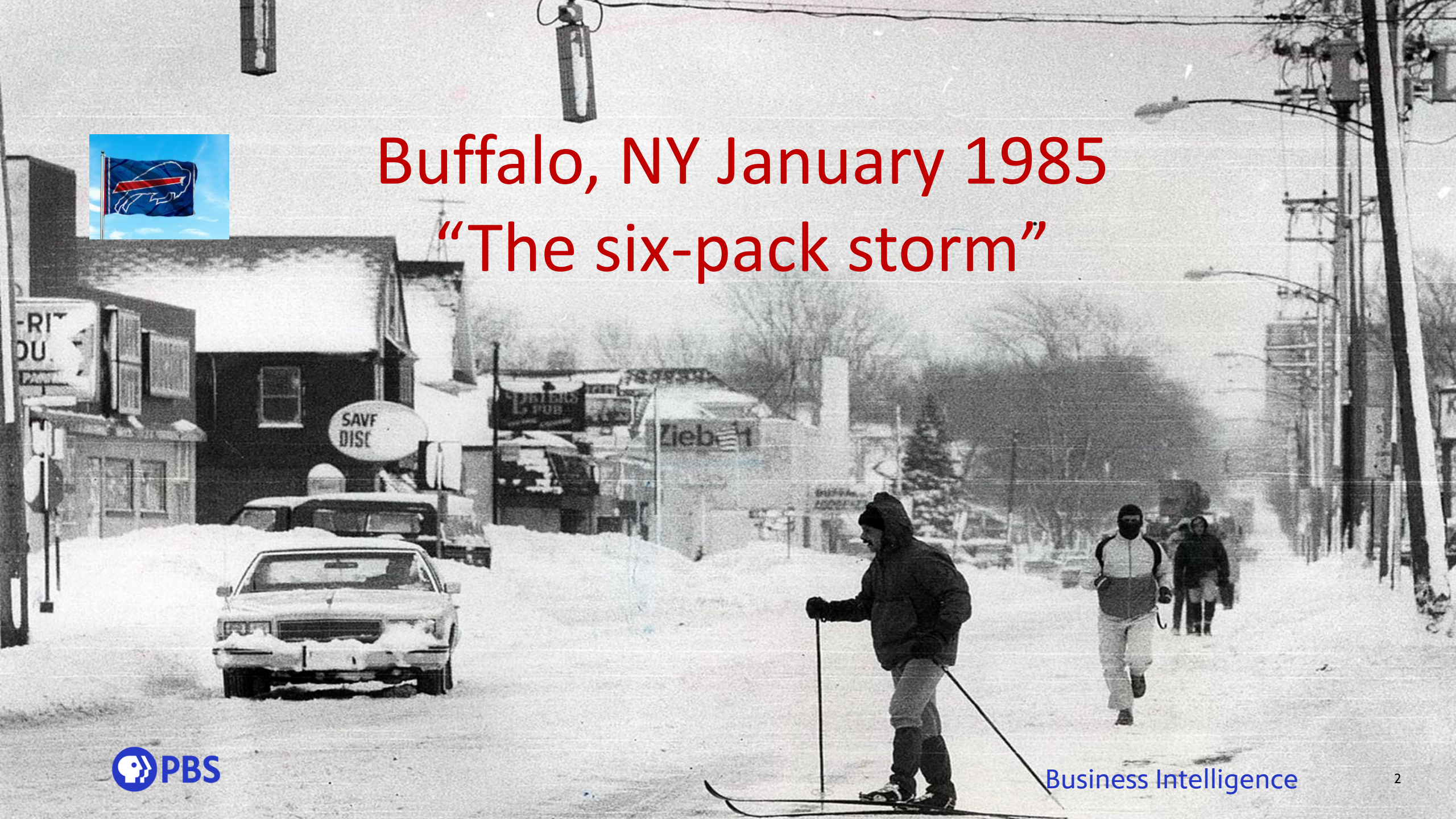
ACCELERANT QUARANTINED VIRTUAL
INSIGHTS CONFERENCE
MONTH 7.5 OF BEING AT HOME FOREVER

Business Intelligence

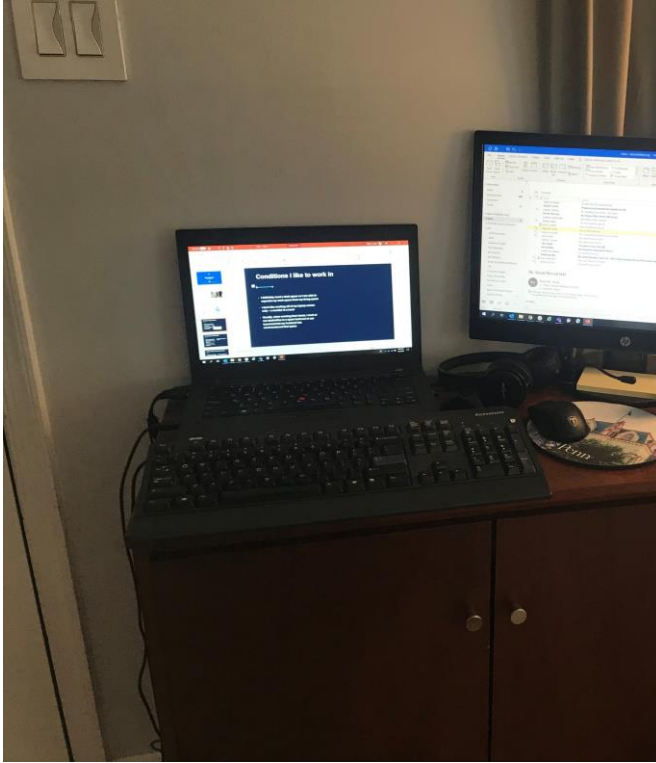


Buffalo, NY January 1985

“The six-pack storm”



How big? It's B months



It's Ok to Not Be Ok!

- “Your ‘Surge Capacity’ Is Depleted — It’s Why You Feel Awful”

Surge capacity is a collection of adaptive systems — mental and physical — that humans draw on for short-term survival in acutely stressful situations, such as natural disasters. But natural disasters occur over a short period, even if recovery is long. Pandemics are different — the disaster itself stretches out indefinitely.

<https://elemental.medium.com/your-surge-capacity-is-depleted-it-s-why-you-feel-awful-de285d542f4c>

- Twitter thread from Dr. Aisha Ahmad (September 20)

“The 6-month mark in any sustained crisis is always difficult. We have all adjusted to this “new normal,” but might now feel like we're running out of steam. Yet, at best, we are only 1/3 the way through this marathon. How can we keep going?”

<https://twitter.com/ProfAishaAhmad/status/1307697965260328961?s=20>

A large, stylized PBS logo in a dark blue shade, set against a lighter blue background. The logo consists of a circle on the left and a large, abstract shape on the right that resembles a stylized 'P' or a face in profile.

About PBS



Nine Reasons to ❤️ PBS



pbs.org/value



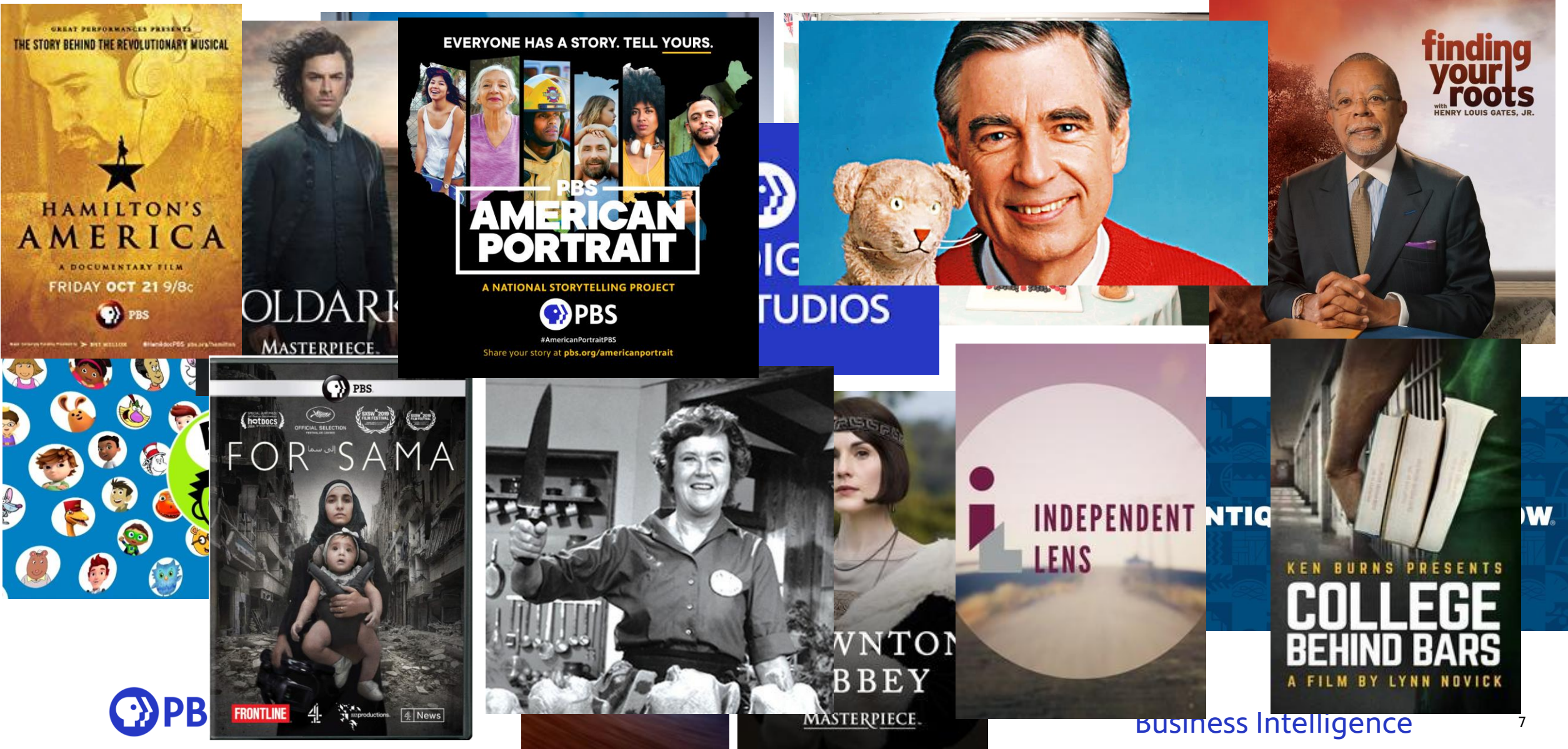
#ILovePBS



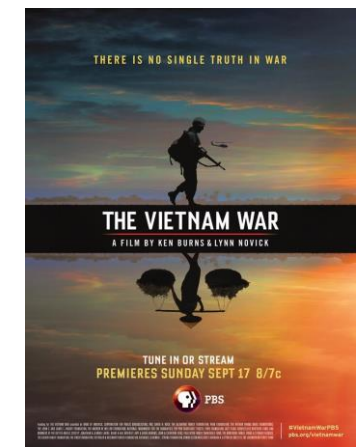
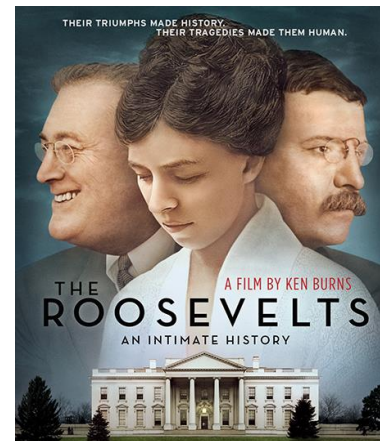
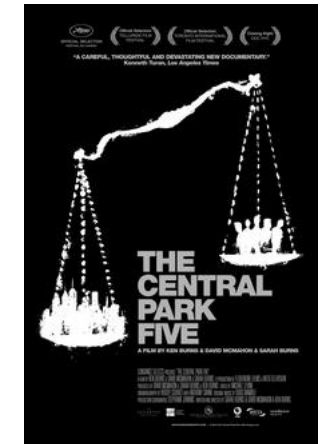
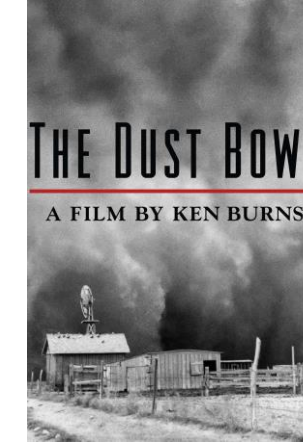
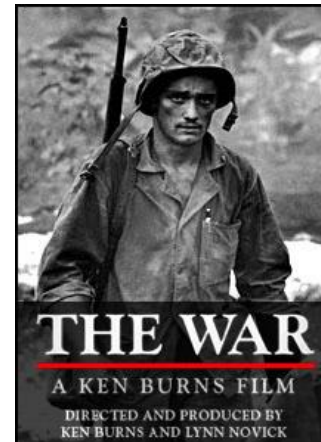
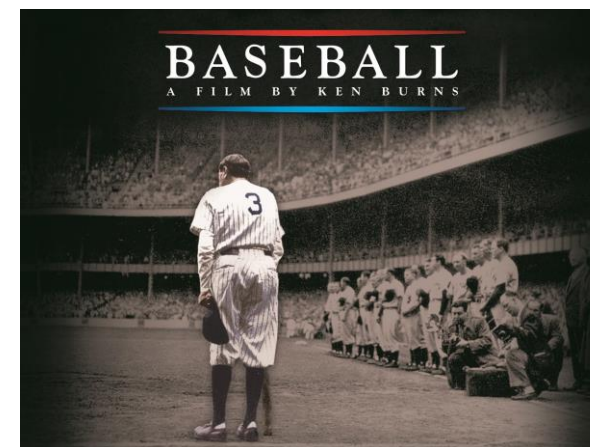
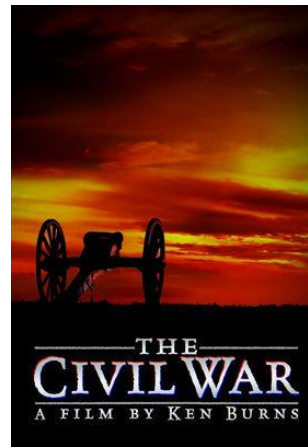
- PBS = Public Broadcasting Service
- Private, nonprofit corporation founded in 1969
- October 4, 1970 – 1st broadcast! Premiere of *The French Chef*
- Membership organization - America's public TV stations: non-commercial, educational licensees
- A federated system of 330 member stations in 50 states & Puerto Rico, U.S. Virgin Islands, Guam and American Samoa

Business Intelligence

“If PBS Doesn’t Do It, Who Will?”



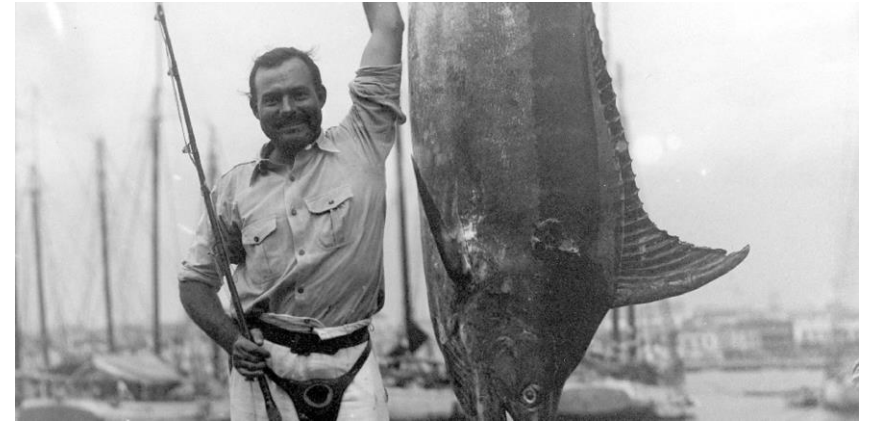
Ken Burns



PBS Has Your Ken Burns Fix Covered!

(Shameless self-promotion)

- Hemingway (April 2021)
- Ali (Fall 2021)
- The Holocaust & the United States (2022)
- Benjamin Franklin (2022)
- The American Buffalo (2024)
- Leonardo Da Vinci (2025)
- The American Revolution (2025)
- LBJ & The Great Society (2027)



Source: <https://kenburns.com/>

Note: All premiere dates are tentative 😊

The Ken Burns Effect

“I could go to a premium channel and I could get \$30 million to do ‘Vietnam’ or to a streaming service, but they are not going to let me take 10 and a half years to do ‘Vietnam’.”



Panicked Ken Burns Worried He In Too Deep With 17-Trillion-Hour ‘The Universe’ Documentary

9/16/19 4:03PM • SEE MORE: KEN BURNS



COUNTRY MUSIC

A FILM BY KEN BURNS

The Challenge(s)





THE highlight of 2018-19 PBS primetime schedule



Length: 8 episodes/16.5 hour documentary



PBS had little control over film content



Scheduling: Broadcast & Streaming



Marketing: Limited budget & difficulty securing music rights



Appeal & attract both the PBS core & new audiences



Goal: Hope consumers give it a chance & choose to stick around for more

EPISODE	TELEVISION BROADCAST	AVAILABLE FOR ONLINE STREAMING*
Episode 1: The Rub	Sunday, Sept. 15, 2019 at 8pm EST	Sunday, Sept. 15, 2019 through October 6, 2019
Episode 2: Hard Times	Monday, Sept. 16, 2019 at 8pm EST	Sunday, Sept. 15, 2019 through October 7, 2019
Episode 3: The Hillbilly Shakespeare	Tuesday, Sept. 17, 2019 at 8pm EST	Sunday, Sept. 15, 2019 through October 8, 2019
Episode 4: I Can't Stop Loving You	Wednesday, Sept. 18, 2019 at 8pm EST	Sunday, Sept. 15, 2019 through October 9, 2019
Episode 5: The Sons and Daughters of America	Sunday, Sept. 22, 2019 at 8pm EST	Sunday, Sept. 22, 2019 through October 13, 2019
Episode 6: Will the Circle Be Unbroken?	Monday, Sept. 23, 2019 at 8pm EST	Sunday, Sept. 22, 2019 through October 14, 2019
Episode 7: Are You Sure Hank Done It This Way?	Tuesday, Sept. 24, 2019 at 8pm EST	Sunday, Sept. 22, 2019 through October 15, 2019
Episode 8: Don't Get Above Your Raisin	Wednesday, Sept. 25, 2019 at 8pm EST	Sunday, Sept. 22, 2019 through October 16, 2019

*Members with [the PBS Passport benefit](#) can stream all eight episodes through February 28, 2020.



Source: <https://help.pbs.org/support/solutions/articles/12000061518-how-to-watch-ken-burns-s-country-music-documentary>

Business Intelligence

The Research Journey

- Unexpectedly long process
- Different challenge when compared to 2017's *The Vietnam War*
- Early red flags and a missed opportunity
- Little room for error given limited marketing money

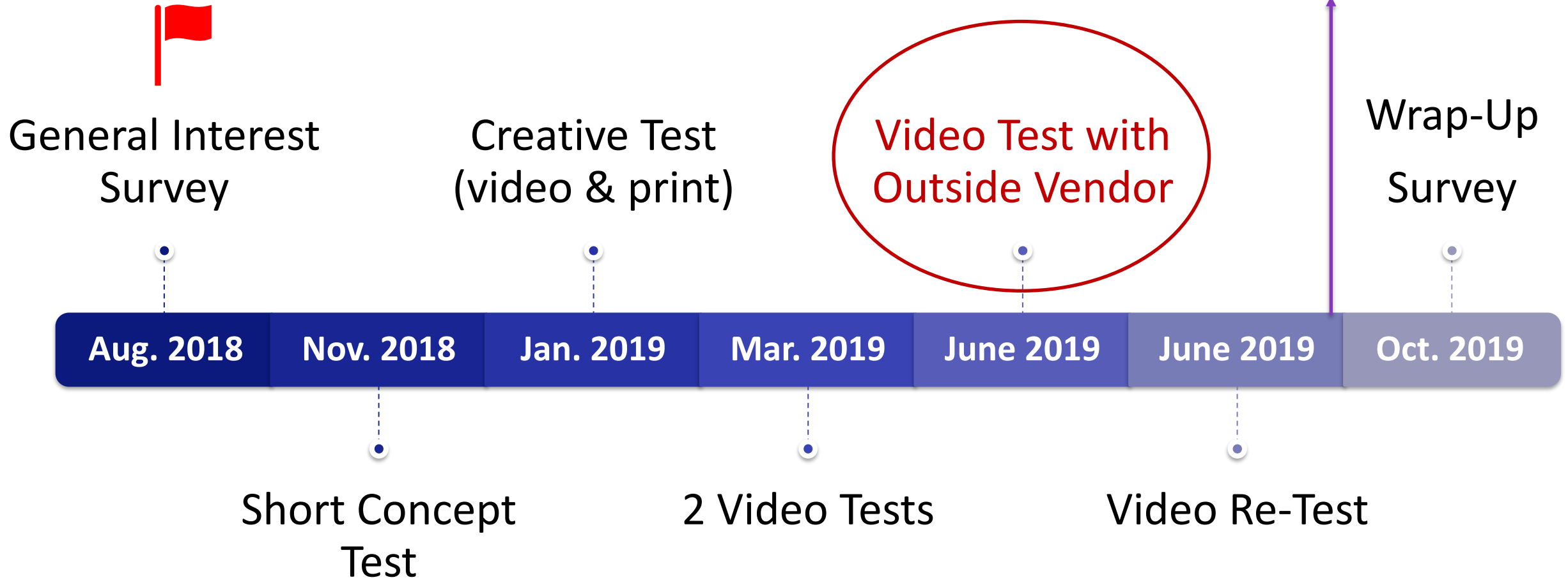
Research Goals

- Understand points of appeal & intent to view
- Optimize creative assets
- Attract the PBS core & expand our audience
- New audience targets = Country music fans w/younger skew

The 15 Month Approach

Sept. 15-25, 2019

Country Music
Broadcast Premiere





Country Music



Key Insights



Directionally
similar results
across samples



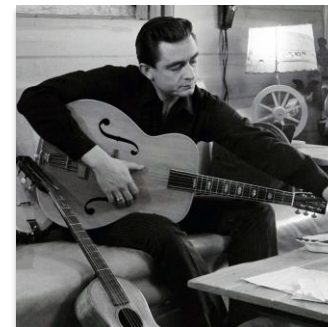
Print ad \neq
driving interest



2 promos
worked best



Highest interest &
intent to view



Vocal minority said they
would not watch

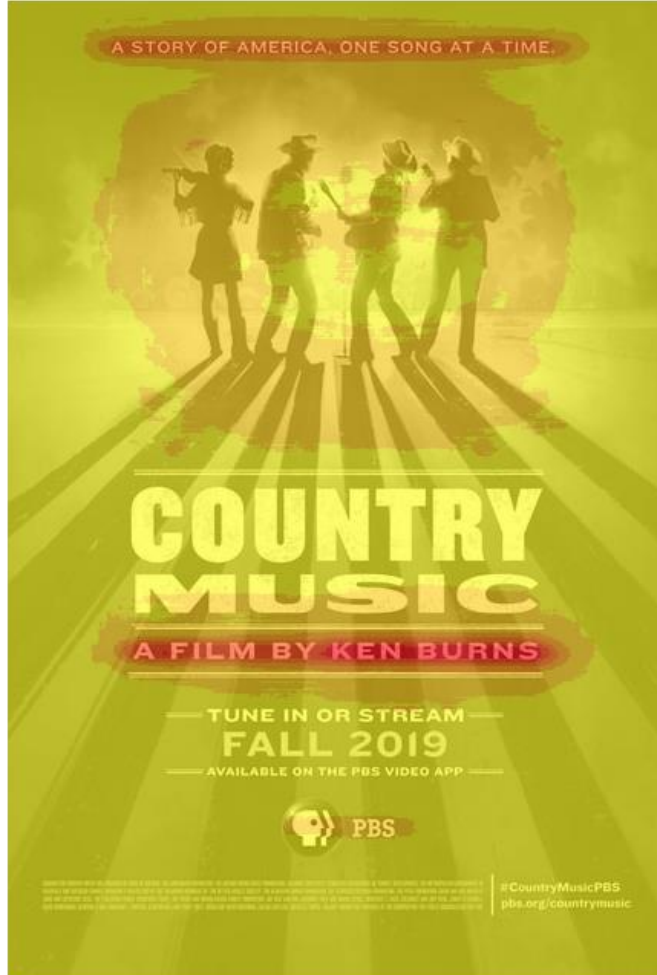
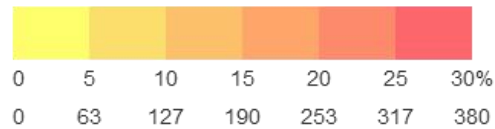
Business Intelligence

What We Learned: Points of Appeal

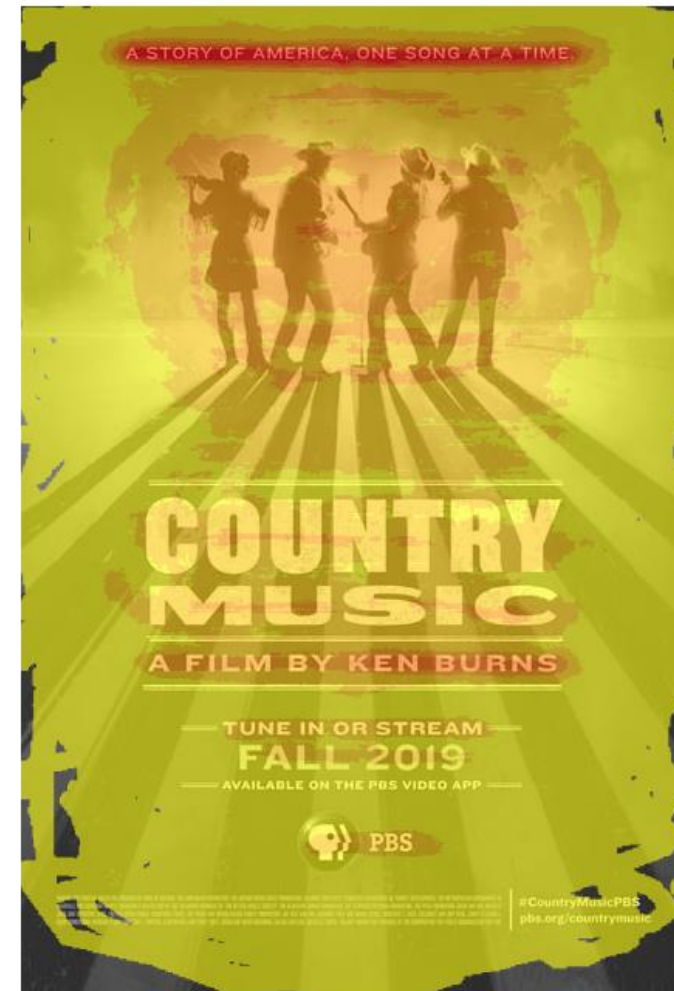
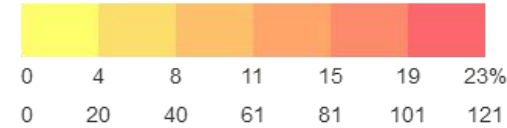
- The Ken Burns name & impact of previous films
- Fun facts & lifelong learners
- Dolly! Dolly! Dolly!
- Emphasize appealing storylines

Heat Map Results from Creative Test

Viewers
Like You



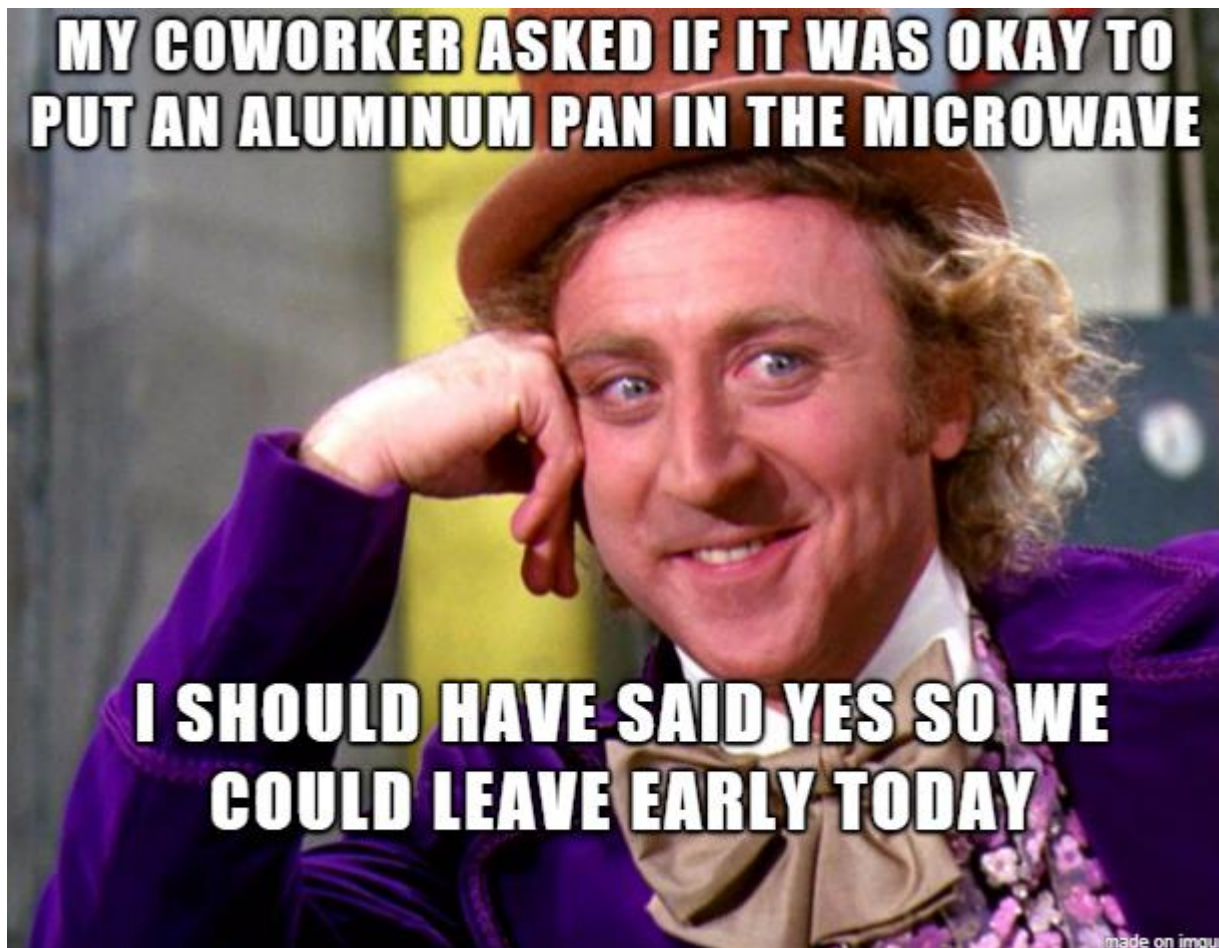
General
Population



What We Learned: Barriers to Success

Amongst a vocal minority....





Missed Opportunity

Did We Have an Impact?

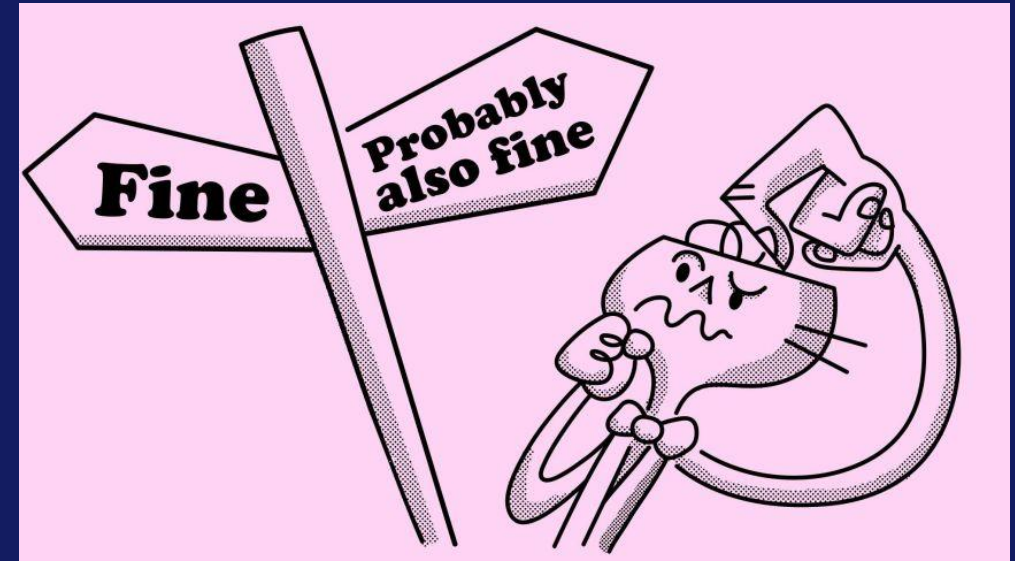
- Helped multi-platform marketing finalize different promos
- Good press: “‘Country Music’ Review: Ken Burns’ Epic, Essential Look at an American Artform”
- Delivered a steady audience across all 8 episodes
- 23% new viewers
- Premiere episodes DOUBLED the PBS primetime avg rating among P18-49 and P25-54

The background is a solid blue color. On the left side, there is a large, stylized, dark blue 'F' shape. To the left of the 'F', there is a dark blue circle. The text 'Let's Wrap It Up' is written in white, sans-serif font on the right side of the image.

Let's Wrap It
Up

3 KEY TAKEAWAYS

- Helping to inform decision-making is better than not being included at all
- Be flexible and don't sweat what's not in your control
- Be confident in your expertise



Would We Take This Approach Again?





Thank You!!

Eliza Jacobs

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P.S. - Please watch ***Hemingway***, which premieres April 5-7, 2021 on PBS!