



Sponsorship on Wisconsin Public Television





WISCONSIN PUBLIC TELEVISION

At A Glance

Wisconsin Public Television is a place where, each week, **537,000 viewers** across the state tune-in to be entertained and informed. WPT delivers arts, education and news content to audiences. It offers sponsors a trusted platform that reaches educated, affluent, loyal, and influential viewers. PBS and its member stations are rated **#1 in public trust** among nationally known institutions for 14 consecutive years, and viewers associate sponsors with the highest level of quality and trust, unmatched by any other media platform.

ON AIR



Flagship Channel

WPT's Flagship Channel offers an array of entertaining and enriching programs, from PBS favorites, to beloved parent-trusted kids programs, to local shows which reflect our state and its citizens.



The Wisconsin Channel

The Wisconsin Channel features programming about Wisconsin state issues and histories, university lectures, local programs and performances from Wisconsin arts groups.



Create Channel

Create® TV presents the best lifestyle programming public television has to offer, including expert advice on cooking, arts & crafts, gardening, home improvement and travel.



WPT PBS Kids Channel

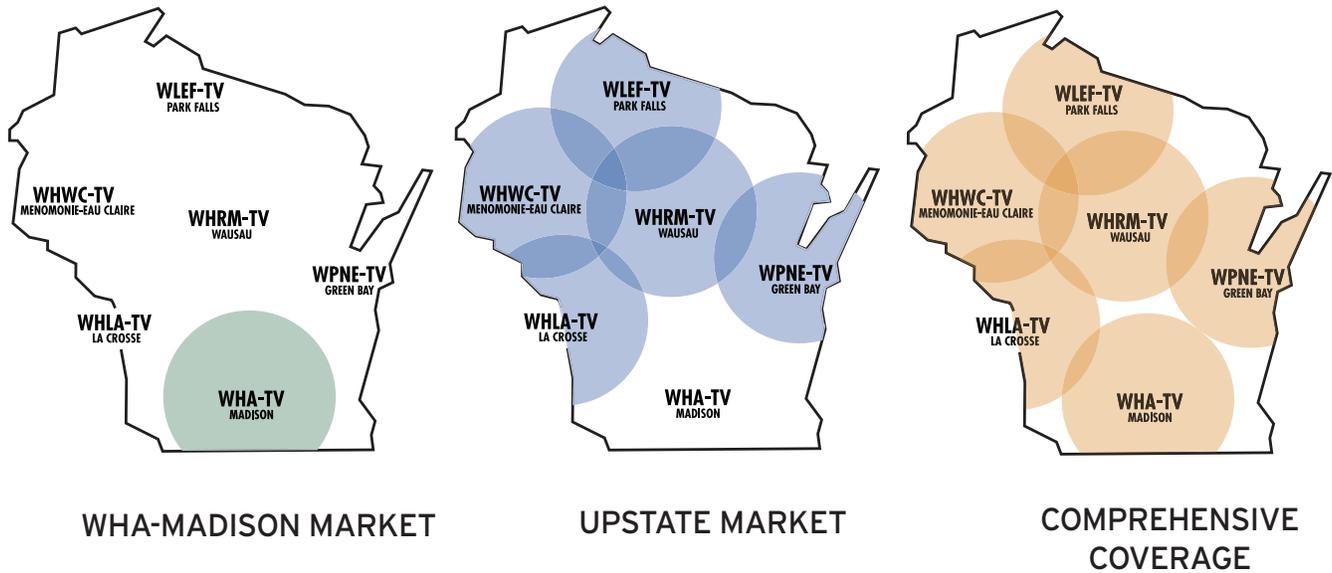
All of the PBS Kids shows that kids and families come to love and trust, available 24 hours a day.

ONLINE

wpt.org provides educational resources, up-to-date broadcast schedule information and streaming access to thousands of PBS and locally-produced programs.

IN THE COMMUNITY

WPT's Events, including Auction, Quilt Expo, Garden Expo, Get Up and Go! Day program screenings and educational outreach, engage Wisconsin families and their communities.



PBS Viewer Profile

- **Affluent:** HHI of \$250K, for viewers ages 40-65, indexes higher than ABC, CBS, Fox, and NBC.
- **Influential:** 1 in 4 people who influence science and public policy watch NOVA.
- **Educated:** PBS viewers are 21% more likely to hold post-graduate degrees.
- **Unduplicated/Loyal:** PBS viewers are not watching MSNBC (89%), CNN (84%), BBC America (92%), and History (73%).

The "Halo Effect" of Public Television

- 76% of viewers agree that sponsors are **committed to quality, excellence, and education.**
- 70% of viewers agree that sponsors **represent high-quality brands.**
- 64% of viewers agree that sponsors are **more trustworthy** than advertisers on commercial networks.
- 74% of viewers agree that sponsors provide a **valuable public service.**
- 62% of viewers agree that sponsors are **industry leaders.**



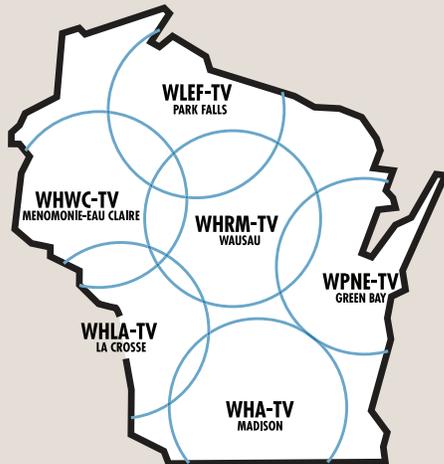
WISCONSIN PUBLIC TELEVISION

Sponsorship Opportunities

Stand out. Be noticed. Connect where it counts.

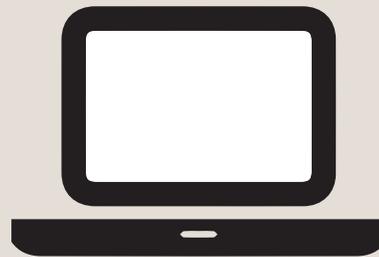
On-Air Support

Reach a broadcast tv audience with over **537,000** each week.



Online

Reach the millions of wpt.org users and video viewers.



6.8 Million
Page Views

2.9 Million
Unique Visitors

Community Events

Engage over **70,000 people** at WPT's events throughout Wisconsin.



Local Productions

Support popular locally-produced programs.





WISCONSIN PUBLIC TELEVISION

On-Air Message Guidelines

"We have consistently supported WPT for over a quarter of a century. We believe public broadcasting programming adds to our understanding of the world and is something important to share throughout our great state."

***– Tom Boldt,
The Boldt Company***



On-air sponsor messages, or "spots", provide recognition of sponsor support under PBS and FCC non-commercial broadcasting guidelines. To preserve the non-commercial nature of public television, spots must focus on identification and description rather than promotion. A corporate development representative with WPT's creative team will help craft your message, using client-supplied photos or video, to ensure an effective spot within the required guidelines.

WPT's sponsorship agreements include production of on-air spots. There is no additional fee for WPT's creative services. However, any charges incurred by clients for outside production services are the responsibility of the client.

CONSIDERATIONS FOR PBS KIDS PROGRAMMING

Children are a special audience with fewer critical skills and greater vulnerability to televised messages. Every effort will be made to avoid any possible perception that children are being exploited.

SAMPLE ON-AIR SPOT MESSAGING

UW Health

UW Health. Providing specialty and primary care for all ages throughout Wisconsin. Information on UW Health physicians and clinics and on University of Wisconsin Hospital available on the web at [UW Health dot org](http://UWHealth.org).

Hartje Lumber

Hartje Lumber. A retail and wholesale building supply center carrying a complete line of home and whole building materials. With job packs or experienced crews available to construct whole buildings. On highway 33 between Reedsburg and La Valle.



Flagship Channel Schedule

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY										
6 AM	Children's Programming	Children's Programming					Children's Programming										
7 AM																	
8 AM																	
9 AM	News						Children's Programming					Sewing with Nancy					
10 AM																	
11 AM	General Interest*											Children's Programming					Sewing, Gardening, Cooking, Lifestyle and Travel Series
12 PM																	
1 PM																	
2 PM																	
3 PM																	
4 PM																	This Old House
5 PM		Ask This Old House															
6 PM		BBC World News	Lawrence Welk														
7 PM																	
8 PM	Drama/Mystery General Interest*	Antiques Roadshow	Documentaries/ General Interest	Nature	Local Programs	Washington Week	Drama/Mystery General Interest										
9 PM		Series	Frontline	Specials	Drama/Mystery General Interest*	Here and Now											
10 PM		Primetime Encores						Specials/ Movies									
11 PM	Charlie Rose																
12 PM	Charlie Rose																

*General Interest indicates dramas, mysteries, documentaries, etc. Broadcast nationwide by most PBS stations. Schedules subject to change. Please visit wpt.org for the most current listings.



Wisconsin Channel Schedule

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6 AM	[Blank]						
7 AM	University Place						
8 AM	[Blank]						
9 AM	Travel Series	[Blank]					
10 AM	General Interest*	Sewing, Gardening, Travel and DIY Series					
11 AM		[Blank]					
12 PM		Series					Series
1 PM	[Blank]						
2 PM	How-to Series	[Blank]					
3 PM	Antiques Roadshow	University Place					
4 PM	Market Warriors	[Blank]					
5 PM	General Interest*	PBS Newshour					
6 PM	News						
7 PM	Movies/ Specials	Series			Cooking Series	News	Series
8 PM		[Blank]				General Interest*	
9 PM	Series	University Place				News	
10 PM		Charlie Rose				General Interest*	
11 PM	General Interest*	Series			Cooking Series	General Interest*	
12 PM		[Blank]				General Interest*	

*General Interest indicates dramas, mysteries, documentaries, etc. Broadcast nationwide by most PBS stations. Schedules subject to change. Please visit wpt.org for the most current listings.



Create Channel Schedule

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY					
6 AM	Cooking Series	Cooking Series					Cooking Series					
7 AM												
8 AM	Travel Series	Travel Series										
9 AM	Gardening/ Home Improvement	This Old House/Woodworking										
10 AM	Cooking Series	Gardening Series										
11 AM		Cooking Series										
12 PM								Crafting Series				
1 PM												
2 PM												
3 PM	Cooking Series											
4 PM	Cooking Series											
5 PM												
6 PM												
7 PM						Cooking Series						
8 PM	Ask This Old House											
9 PM												
10 PM	Rick Steves											
11 PM	Cooking Series											
12 PM	Cooking Series											

*General Interest indicates dramas, mysteries, documentaries, etc. Broadcast nationwide by most PBS stations. Schedules subject to change. Please visit wpt.org for the most current listings.