

PBS Wisconsin delivers arts, education, news, and public affairs content, while simultaneously providing sponsors a trusted platform reaching a premium audience of educated, affluent, and loyal individuals. PBS and its member stations are rated high in public trust, and viewers associate sponsors with the highest level of quality and trust, unmatched by any other media platform.

THE HALO EFFECT OF PUBLIC TELEVISION



of viewers agree that sponsors are **committed to quality, excellence, and education**



of viewers agree that sponsors **represent high quality brands**



of viewers agree that sponsors **are more trustworthy than advertisers on commercial networks**



of viewers agree that sponsors **provide a valuable public service**



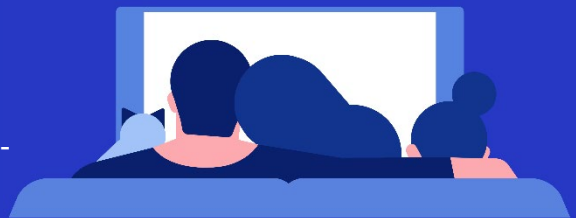
of viewers agree that sponsors **are industry leaders**

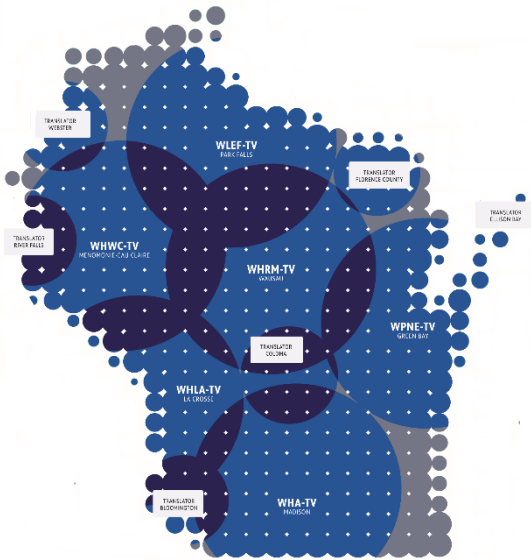
THE VIEWER PROFILE

Affluent: HHI of \$250K+, for viewers ages 0-65, 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





Each week, more than **500,000 viewers** from every Wisconsin county tune-in to PBS Wisconsin.

The way we signal return and value to sponsors is different from what you may have come to expect from commercial media. PBS Wisconsin delivers some of its greatest value not through ratings, but through qualities: brand loyalty, trust, and engagement. Our audiences choose businesses that demonstrate their support of their favorite programming, and sponsorship is an effective way to reach our highly desirable audience with your message.



PBS WISCONSIN

PBS Wisconsin 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.



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.



THE WISCONSIN CHANNEL

The Wisconsin Channel features programming about Wisconsin state issues and histories, university lectures, local programs and performances from Wisconsin arts groups. The channel also provides repeats of favorite primetime programming.



24/7 PBS KIDS CHANNEL

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

PBS VIEWERS TAKE ACTION AFTER WATCHING PBS PROGRAMMING

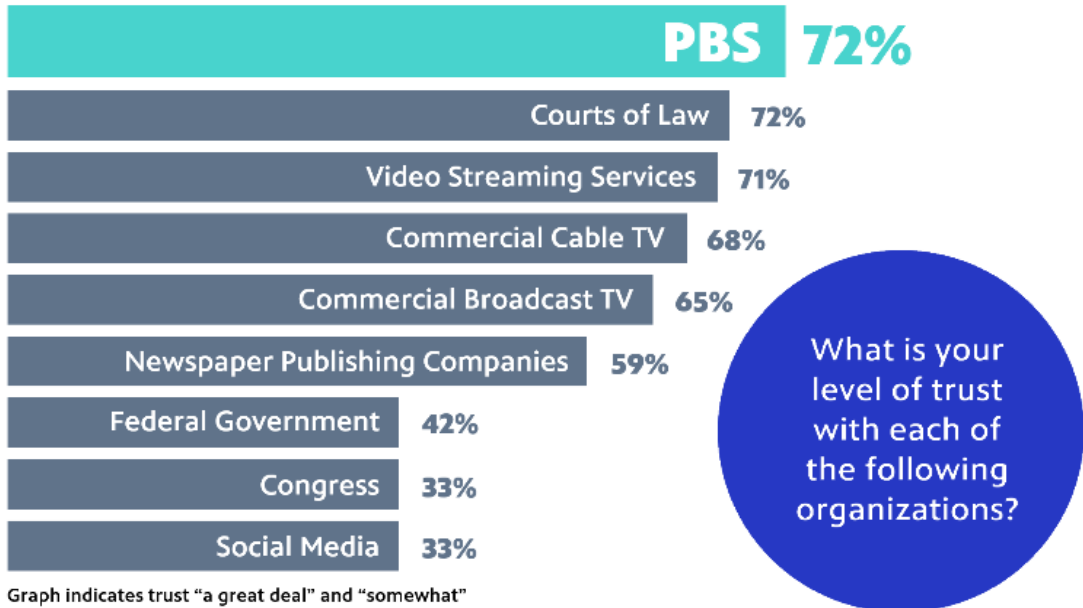
36% research more on the company, product, or service

24% told a friend about a company or product seen on PBS

18% bought the product or service



For 17 Years **PBS IS #1 IN PUBLIC TRUST**



Included Benefits of Sponsoring PBS Wisconsin

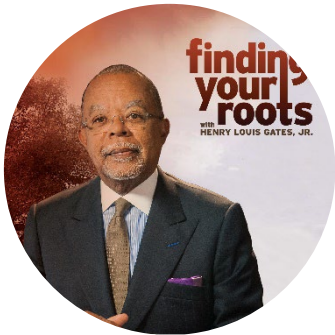
- PBS Wisconsin works with sponsors to create an effective message that reflects your community relations and marketing goals while maintaining the objective style viewers expect, respect and appreciate.
- The cost of creating and producing your message is included in our sponsor rate; there are no extra costs.
- Based on these rates, the messages are 15 seconds in length and include your logo, a statement about your business-mission, products or service-and contact information such as address, photo and/or website.
- Subscription to Airwaves Schedule Guide
- Recognition as a Corporate Sponsor on pbswisconsin.org

PBS Wisconsin offers science programming that opens up new worlds, dramas that entertain, and news programs that keep citizens educated on world events and cultures. Our audience is educated, influential and involved in the community, and your association with PBS Wisconsin's smart and engaging programming can make a big difference in enhancing your image with our affluent audience. Our viewers and members are fiercely loyal and consciously choose to support our sponsors.



NOVA

With compelling stories and spectacular visuals, PBS' premiere science series demystifies science and technology for viewers of all ages and spotlight people involved in scientific pursuits.



FINDING YOUR ROOTS

Today's most compelling personalities discover the surprising stories buried within their own families. Harvard Professor Henry Louis Gates Jr. takes viewers deep into the past to reveal the connections that bind us all.



PBS NEWSHOUR

For more than 40 years, millions of Americans and citizens of the world have turned to the PBS NewsHour for the solid, reliable reporting that has made it one of the most trusted news programs on television.

PBS LearningMedia provides PreK-12 educators with access to free digital content and professional development opportunities designed to improve teacher effectiveness and student achievement. PBS LearningMedia was developed in partnership with the WGBH Educational Foundation and is offered locally by 155 PBS licensees, representing 356 stations in 55 U.S. states and territories.

**PBS LEARNINGMEDIA OFFERS EDUCATORS
FREE ACCESS
TO THOUSANDS OF
CLASSROOM-READY RESOURCES**



Why is the kids programming on PBS Wisconsin and 24/7 PBS Kids Channel of such high quality?

PBS Kids content is unique among children's entertainment because it is:

- Developed with curriculum needs in mind
- Research driven
- Designed to inspire children to play, explore and learn in the real world
- Designed to meet the needs of the whole child - the cognitive, emotional, social and physical
- Proactive in including parents, teachers and caregivers as learning partners, helping to empower children for success in school and in life

PARENTS RATE PBS KIDS MOST EDUCATIONAL MEDIA BRAND

68% PBS KIDS

8% Disney Channel

7% Universal Kids

6% Disney Junior & Nickelodeon

5% Nick Jr



Community Education

Sponsor PBS Wisconsin's live events, screenings, web resources, listening sessions and more as your statewide community partner.



Garden & Landscape Expo



Get Up & Go!



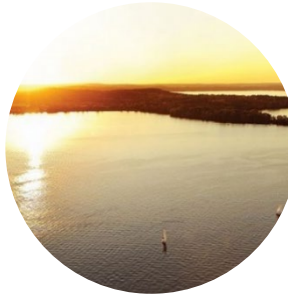
The Great Wisconsin Quilt Show

Local Productions

Fund projects that capture the spirit, character, and pride of Wisconsin through programs that both highlight and ensure a lasting legacy of our state's rich history.



Around the Farm Table



Wisconsin From the Air



Wisconsin Life

PBS Wisconsin Education

Sustain the impact of PBS Wisconsin Education's enriching educational resources designed to spark curiosity and inspire learning in Wisconsin classrooms and homes.



PBS Kids



Jo Wilder and the Capitol Case



Wisconsin Biographies

Focus Funds

Invest in PBS Wisconsin's ability to provide trusted journalism, historical programming, arts highlights and more with a gift to a PBS Wisconsin Focus Funds.



Here & Now



Wisconsin Hometown Stories



The Final Forte