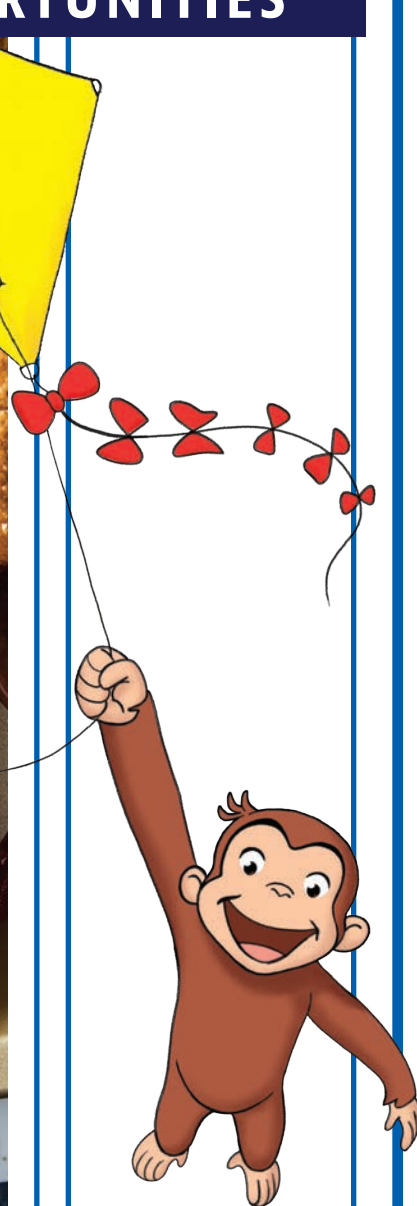
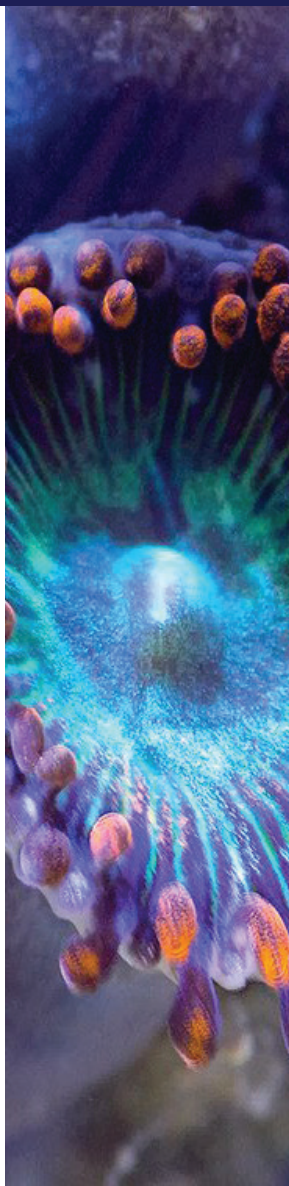


2021 CORPORATE SPONSORSHIP OPPORTUNITIES



 **PBS KANSAS CHANNEL 8**
SERIOUSLY GOOD TV

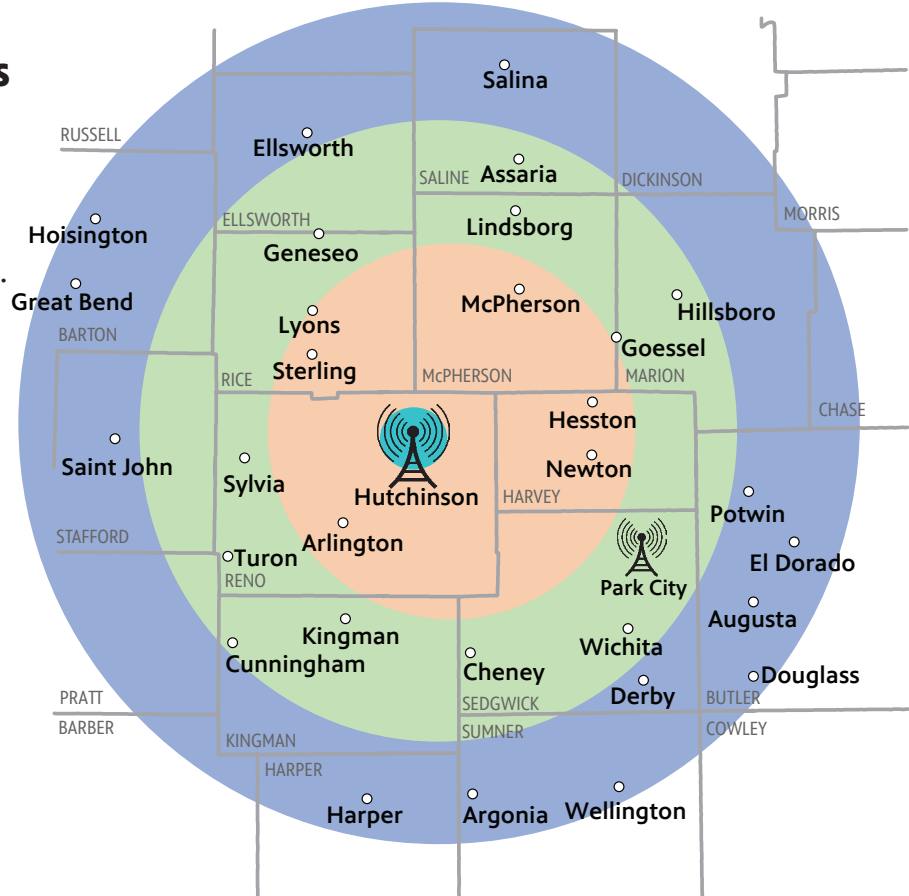
YOUR MESSAGE STANDS OUT

Why Underwrite Shows on PBS KANSAS?

- **PBS** is America's most trusted television brand.
- **PBS KANSAS** is 51 Years old.
- Viewers: Male – 40% and Females – 60% of audience.
- Income: \$40 – 59K = 56%; \$60 – 99K = 24%; and \$100K+ = 20%.
- Age: 18-49 = 17%; 50-64 = 31% and 64+ = 52%.
- **PBS KANSAS** is the voice and platform for Central Kansas and the only locally-owned television station in Central Kansas.
- Broadcast area covers 70 counties including counties along the northern Oklahoma border.
- **PBS KANSAS** has four channels, 8.1, 8.2, 8.3, and 8.4.
- **PBS KANSAS** Ranks #1 as the safest and most trusted place to watch television.
- **PBS KANSAS** provides lifelong learning opportunities on all of our channels.
- **PBS KANSAS** is the largest arts and cultural platform for Central Kansas and the region.
- **PBS KANSAS** mission is to, "Educate, Engage, Enrich and Entertain."

BENEFITS TO UNDERWRITERS

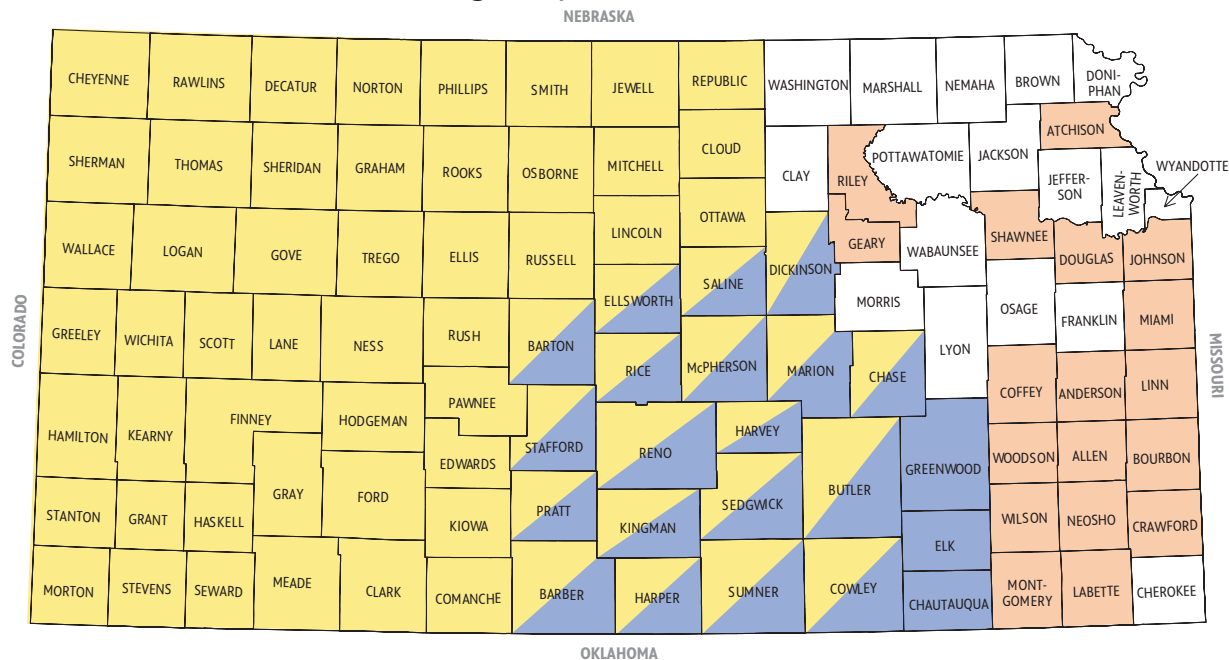
- You reach an influential premium audience.
- Your message stands out.
- Meet your marketing goals.
- Our viewers pay attention to the corporate messages we present.



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8.3 Cox • 670
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WAYS TO WATCH PBS KANSAS

- **PBS KANSAS** educates and enriches our community with quality arts, cultural, educational, informational, enlightening programs and services that entertain, challenge minds and contribute to a life of learning.
- More than 350,000 Kansas Households tune to **PBS KANSAS** each month.
- **PBS KANSAS** Over the Air Coverage Map Below:



- Over The Air (OTA)** - Antenna - View all channels in 22 counties (**FREE**)
- Dish Direct & Cable** - View 8.1 (some offer other channels) in 48 additional counties (**PAID**)
- Members** in other counties

kpts.org streaming – View 8.1 from **kpts.org** live in our coverage area only (**FREE**)

kpts.org – View local shows anywhere after shows are loaded to our website (**FREE**)

PBS Kansas YouTube – View local shows anywhere after shows are loaded to this site (**FREE**)

YouTubeTV – View 8.1 and 8.4 live in our coverage (**PAID**)

PBS App – Typically watch shows 1-3 weeks after they air on 8.1, then these are passport protected. You can access the **PBS App on phone; Roku; Amazon Firestick; Apple TV or another smart TV/Device.**

PBS Kansas Passport – Extended access to 1,500+ episodes, and added station benefit (**PAID**)

LOCATE US ON	8.1	8.1 HD	8.2 EXPLORE	8.3 @create	8.4 KIDS
ANTENNA	8.1	8.1	8.2	8.3	8.4
	8	2008	671	670	681
	8	181	182	183	84
	8	608	607	609	30
	8	8	NA	NA	NA
	7056	5264	NA	NA	NA
	8	8	NA	NA	NA
	608	NA	597	598	NA
	THROUGHOUT KANSAS				

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LOCAL PROGRAMS

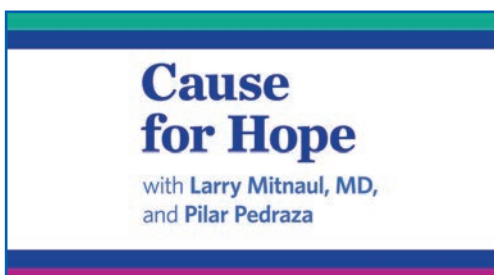


Thursdays @ 7PM

Longtime, award-winning Kansas journalist Larry Hatteberg brings his classic **Hatteberg's People** series back to television in a half-hour show on **PBS KANSAS**. Each week, Larry Hatteberg and Susan Peters present his classic stories about interesting and extraordinary Kansans and then update us on where those people are now.

Thursdays @ 7:30PM

A 30-minute, interview program hosted by **PBS KANSAS** President and CEO Victor Hogstrom. Each week, Hogstrom gets up close and personal with some of Central Kansas' notable personalities, for a lively, fun and insightful conversation. It's a chance for viewers to get to know the person behind the public image.



Last Thursdays @ 8PM

Our mental health affects how we think, feel and act. **Cause for Hope** features board-certified child and adolescent psychiatrist Larry Mitnaul, MD, and journalist Pilar Pedraza. Each month they discuss teen and family mental wellness.

Fridays @ 7:30PM

Award-winning journalist Pilar Pedraza discusses the week's big news stories with reporters and newsmakers from across Kansas. If you haven't had time to follow the news during the week, this is your chance to catch up and get in-depth content and analysis of local and state politics and other big stories that affect your life.



Fridays @ 8PM

Join Sierra Scott as we visit people, places and things that make Kansas unique. Each episode features stories that uplift, encourage and inspire all of us to reach for the stars and make our world a better place.

Fridays @ 8:30PM

Katherine Ambrose, local realtor for more than 30 years and senior living expert, hosts **Empowering Seniors**. This show features a series of candid conversations with experts focused on the unique and complex issues facing seniors and their families.



To see a complete list of **PBS KANSAS** local programs go to **kpts.org**.

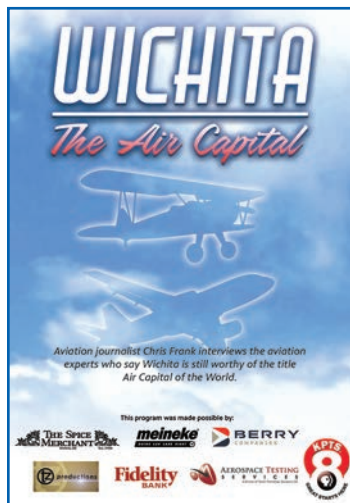
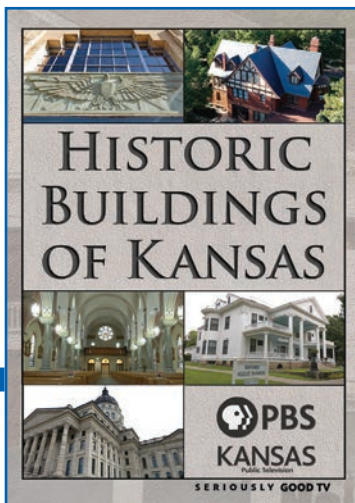
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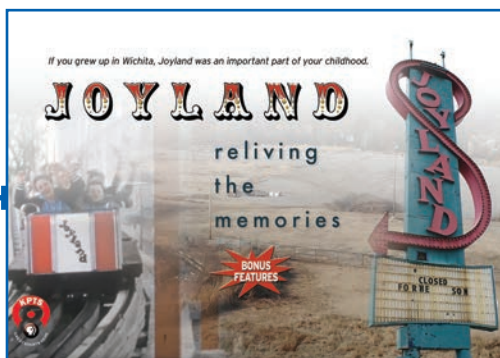
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LOCAL DOCUMENTARIES

Historical Buildings showcases the beauty and diversity of buildings that have helped define the Kansas experience. This film takes viewers on a tour of ten Kansas structures which are not only visually interesting, but historically important as well.



This documentary takes viewers back to the beginning of aviation in our community when the dreams of dare-devil pilots and the dreams of community boosters worked together to make Wichita the place to build airplanes, and make dreams of flying come true for the world.



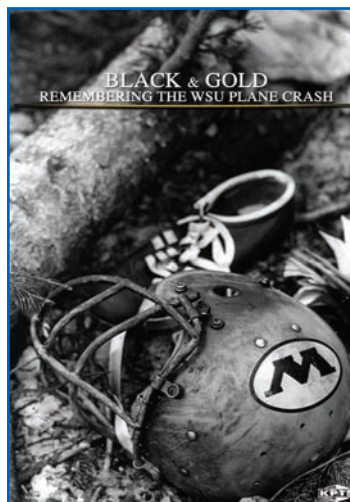
Discover the story behind the story of this once-great destination that helped define childhood for generations of Kansans. You're sure to experience a roller coaster of emotions as you watch this dramatic, fun, and heartfelt ode to one of the most-fondly remembered places in Wichita history.



Discover Kansas' contribution to country music from the beginning until now. This fast-paced, informative, and entertaining 30-minute documentary includes interviews with stars such as Johnny Western and Logan Mize. This film also includes fascinating history that explains the key role Kansas played in the development of the country genre.



Join host Beth Bower on a journey of flavor. From Wichita to Topeka and west to Hutchinson and inbetween, discovering amazing pies. Learn about the people whose passion it has been to make them and share that talent with others.



On October 2, 1970, two charter planes carrying Wichita State University football players, coaches and boosters left Denver heading for Logan, Utah. One plane followed the charted course. The other plane deviated from the plan and crashed into the side of a mountain. Thirty-one people died in that crash, nine survived. This film tells that story.

To see a complete list of PBS KANSAS local documentaries go to kpts.org.
Coming Soon *Kansas Baseball: Swinging for the Fences*.

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 **PBS KANSAS**
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NATIONAL PROGRAMS 8.1

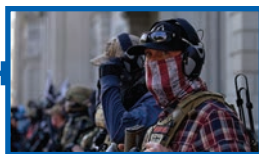


Wichita 2009
Tiffany Earrings
Valued: 12,000



Monday Nights

Antiques Roadshow is seen by millions of viewers each week. Each episode features specialists from the country's leading auction houses and independent dealers who offer free appraisals of antiques and collectibles. Independent filmmakers have a home on Monday nights with **Independent Lens**. Since 1988, **POV (Point of View)** has presented over 500 films to public television audiences across the country.

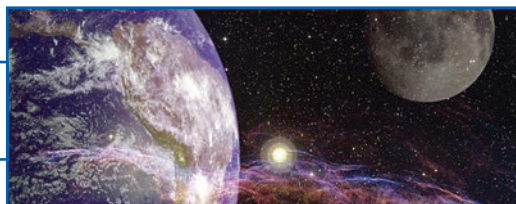


FRONTLINE

Tuesday Nights

Information is the key on Tuesdays. The acclaimed series, **Finding Your Roots with Professor Henry Louis Gates, Jr.** explores the mysteries, surprises and revelations hidden in the family trees of popular figures. Experience powerful investigative storytelling that answers only to you with **Frontline**. From criminal justice to politics to global issues, the reporting of **PBS'** flagship public affairs series takes you inside the controversial, complex stories shaping our times.

NOVA



Wednesday Nights

Making discoveries belong to Wednesdays. Experience the splendors and compelling stories of the natural world from all over the globe with **Nature**. Following **Nature**, **NOVA** takes millions of viewers on unforgettable voyages of discovery as it reveals the latest scientific discoveries.

Thursday Nights

Thursdays are filled with local programming, including **Hatteberg's People** and **One on One with Victor Hoggstrom**, and once a month **Cause For Hope**. A new series focused on mental health.



Friday Nights

Friday nights are great for the arts. Viewers can watch everything from performance arts to biographies. **Live from Lincoln Center**, **Great Performances** and **Great Performances at the Met** all feature award-winning musical performances and live theater. **American Masters** offers the best in biographies.

Saturday Nights

This is the night **British Programs** rule. We begin with the intrusive Hyacinth on **Keeping Up Appearances** followed by **As Time Goes By**. Next, **Doc Martin** with Martin Clunes (*Men Behaving Badly*) plays the brash doctor Martin Ellingham. Follow that with **My Family** and **The IT Crowd**. The night ends with a variety of great musical performances on **Austin City Limits**.

Sunday Nights

Nobody does drama better than **PBS** on Sunday nights. **Masterpiece** has enthralled audiences with period and modern British dramas and mysteries, interpreted by the world's foremost actors for 50 years. Iconic titles from the series include **Downton Abbey**, **Sherlock**, **Poldark**, **Endeavour**, **Victoria** and most recently **All Creatures Great and Small**.

MASTERPIECE



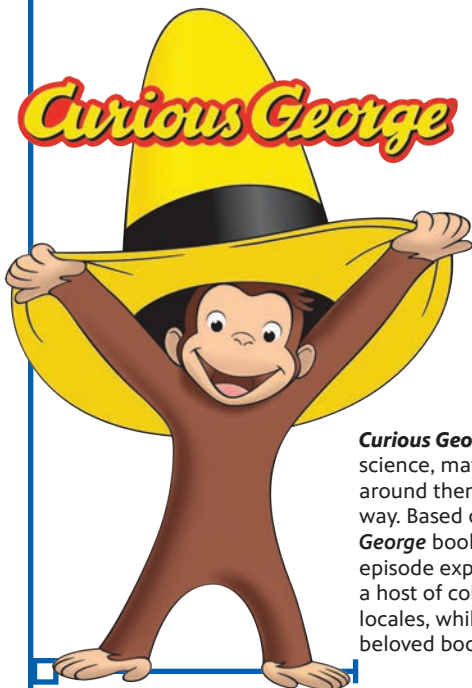
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PBS KANSAS & KIDS 8.1

Curious George



Curious George inspires kids to explore science, math and engineering in the world around them in a fun and entertaining way. Based on the best-selling *Curious George* books by Margret and H.A. Rey, each episode expands George's world to include a host of colorful characters and original locales, while maintaining the charm of the beloved books.



Wild Kratts transforms the Kratt Brothers (Chris Kratt and Martin Kratt), creators of the award-winning *Kratts' Creatures* and Emmy-winning *Zoboomafoo*, into animated versions of themselves, allowing the real-life zoologists to visit wild animals in their little-seen habitats and showcase key science concepts along the way.



DANIEL TIGER'S NEIGHBORHOOD

Inspired by the iconic, award-winning *Mister Rogers' Neighborhood*, 4-year-old Daniel Tiger, invites young viewers into his world, giving them a kid's-eye-view of his life.



Elinor, the most observant and curious bunny rabbit in Animal Town, introduces kids ages 3-5 to science, nature and community through adventures with her friends Ari, a funny and imaginative bat, and Olive, a perceptive and warm elephant. As kids explore Animal Town, they meet all kinds of interesting, funny, and quirky characters, each with something to teach us about respecting others, the importance of diversity, caring for the environment, and working together to solve problems.

Storytime Village is a locally-produced half-hour program that airs once a month on **PBS KANSAS**. The goals of the show are to inspire a lifelong love of reading and improve literacy for underserved Kansas children from birth to age 8.



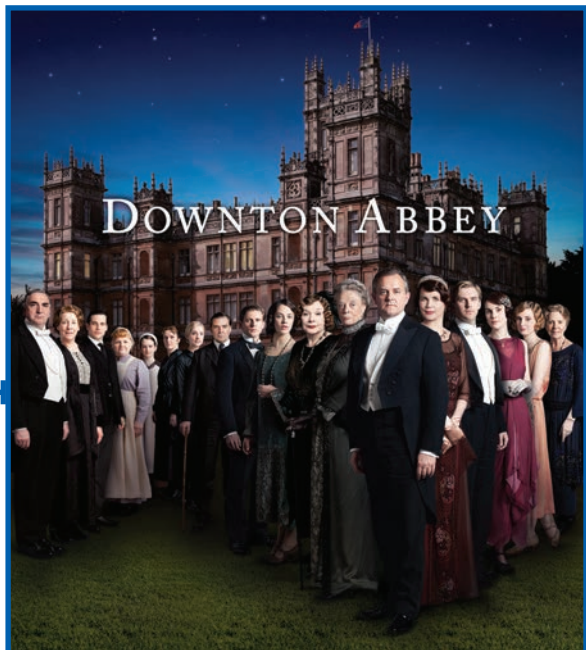
To see a complete list of PBS Kids programs go to kpts.org.

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EXPLORE CHANNEL 8.2



PBS Kansas 8.2 Explore is just that. It is a place where you can see the world and go on adventures. This channel focuses on STEM-based shows, dramas and news.



To see a complete list of Explore programs go to **kpts.org**.



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CREATE CHANNEL 8.3

Most often called “do-it-yourself,” the program genres seen on Create® TV include viewers’ favorite public television shows and specials on food, travel, home and garden, arts and crafts, fitness and other lifestyle interests.



Daytime Emmy-winner Lidia Bastianich conjures simple, seasonal and economical dishes with grace, confidence and love. She teaches viewers to draw on their roots, allow for spontaneity, and cultivate a sense of home in the kitchen.

Home improvement programs started with PBS and **This Old House**. Follow home renovations from start to finish with America's favorite team of experts.



The late Bob Ross delights and encourages the painting hobbyist in **The Best of the Joy of Painting**. The soft-spoken host paints his trademark “happy” clouds, mountains and trees, while soothingly offering words of encouragement to those painting along at home or just watching for fun.

Rick Steves' Europe is public television's most-watched, longest-running travel series. Written and hosted by best-selling guidebook author Rick Steves, each episode takes viewers to Europe's most interesting places, from great cities to off-the-beaten-path discoveries. Join Rick as he experiences the local culture, cuisine and fun in some of Europe's most interesting places.



The Woodsmith Shop presents modern woodworking furniture projects, along with time-saving tips and techniques. Information-packed episodes cover everything from building heirloom masterpieces, to unique weekend projects, to shop-built tools and jigs.



To see a complete list of Create programs go to kpts.org.

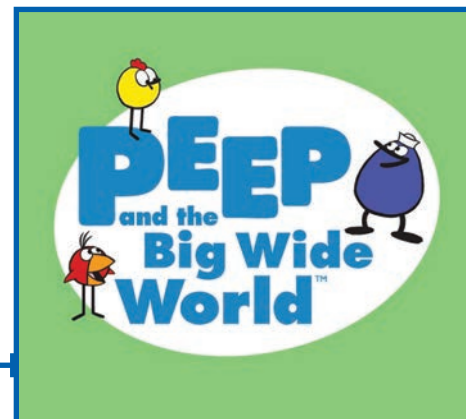
KIDS 24/7 CHANNEL 8.4

The 24/7 kids channel ensures high-quality content is available to all children and their caregivers at a time that works for them, including daytime, weekends and other out-of-school times when kids are most likely to tune in.



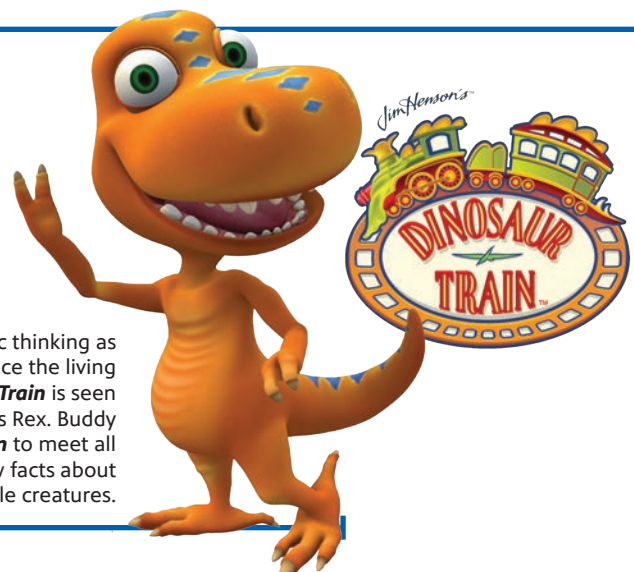
Esme and her best monster friend, Roy, live in Monsterdale, where they are considered the best “monstersitters.” In their colorful world, Esme and Roy use the power of play to help toddler monsters overcome big challenges and work through familiar situations, such as trying new foods and feeling frightened during thunderstorms.

Peep is a newly hatched chicken who goes on daily adventures with his friends Chirp the robin and Quack the duck. The pals live in a large urban park they call “the big wide world” and is the setting for all their lessons. Peep learns specific science concepts on his travels, while the series also incorporates real kids playing and experimenting in their own big wide worlds.



Sid The Science Kid uses comedy to promote exploration, discovery and science readiness among preschoolers. The energetic and inquisitive Sid starts each episode with a new question (“Why are my shoes shrinking?” “Why do bananas get mushy?”) and embarks on a fun-filled day of finding answers with the help of family and friends.

Dinosaur Train encourages kids ages 3-6 to apply scientific thinking as they discover new types of dinosaur species, and to embrace the living sciences of paleontology and natural science. **Dinosaur Train** is seen through the eyes of Buddy, a preschool-aged Tyrannosaurus Rex. Buddy and his adoptive family of Pteranodons take the **Dinosaur Train** to meet all kinds of dinosaurs in different eras and learn fascinating new facts about these incredible creatures.



To see a complete list of PBS KANSAS 24/7 Kids Channel programs go to kpts.org.

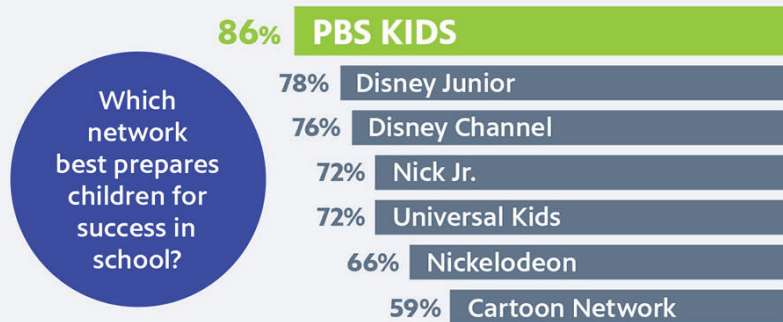
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PBS KIDS IS THE #1 EDUCATIONAL MEDIA BRAND

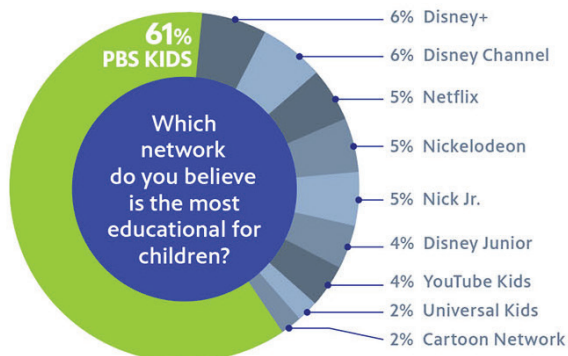
Parents say PBS KIDS
Helps prepare children
for success in school.



Graph indicates "agree strongly" and "agree somewhat."



PBS KIDS rates
Most educational media brand.



PBS KIDS is a trusted and safe source for kids to watch television and play digital games and apps.

PBS stations reach more children, and more moms of young children, in low-income homes than any children's TV network.

(Source: Nielsen NPOWER, 9/23/2019 - 9/20/2020, L+7 M-Su 6A-6A TP reach, 50% unif., 1+ min., K2-11 in HH w/Inc <\$25K, LOH18-49 in HH w/Inc <25K, PBS stations, children's cable networks.)

PBS stations reach more Hispanic, Black, Asian American, and Native American children ages 2-8 than any of the children's TV networks.

(Source: Nielsen NPOWER, 9/23/2019 - 9/20/2020, L+7 M-Su 6A-6A TP reach, K2-8, 50% unif., 1+ min., K2-8 Hispanic, Black, Asian/Pacific Islander, American/Alaskan Native, All PBS Stations, children's cable TV networks.)

PBS KIDS averages 13.6 million monthly users and 359 million monthly streams across PBS digital platforms.

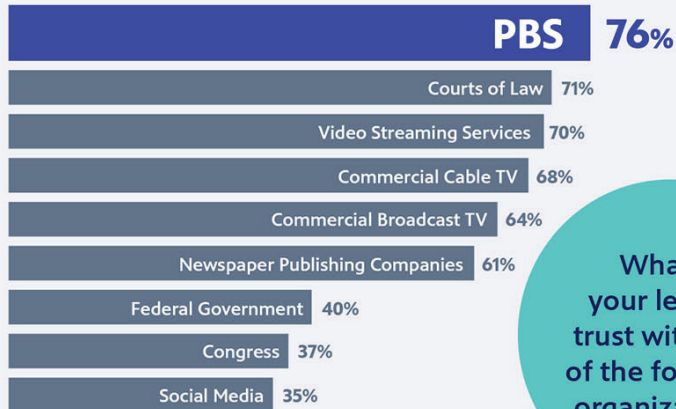
(Source: Google Analytics Oct '19 - Sep '20)



Marketing & Research Resources, Inc. (M&RR) fielded 23 questions via an online survey during the window of January 4-13, 2021. The survey was conducted among a sample of 1,035 adults ages 18+, 502 men, 532 women, and 1 respondent preferred to self-identify. The results are weighted to be nationally representative of the US adult population. Results presented throughout are for all respondents, unless otherwise noted.

TRUSTED. VALUED. ESSENTIAL.

For 18 years,
PBS is #1 in public trust.



Graph indicates "agree strongly" and "agree somewhat."

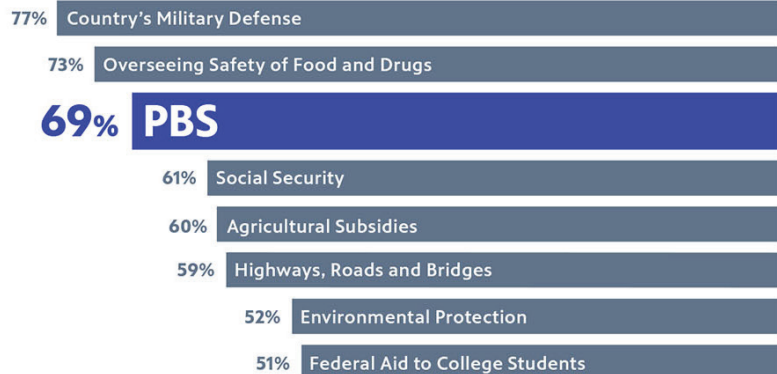
What is
your level of
trust with each
of the following
organizations?



PBS ranked
most trusted
news and public
affairs network.

PBS provides high value for tax dollars.

Rate the
value of these
taxpayer-funded
services provided
by the Federal
Government.



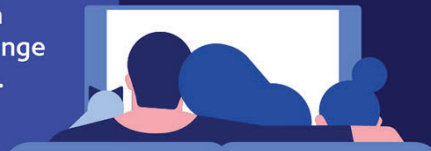
Graph indicates "excellent" and "good."

74%
Believe PBS content
appeals to people
of different ethnic
backgrounds.

70%
Believe PBS does
a good job of
representing
people of color
in its content.

74%
Believe PBS
features a
diverse range
of people.

71% Believe PBS
is in touch with
today's culture.



Marketing & Research Resources, Inc. (M&RR) fielded 23 questions via an online survey during the window of January 4-13, 2021. The survey was conducted among a sample of 1,035 adults ages 18+, 502 men, 532 women, and 1 respondent preferred to self-identify. The results are weighted to be nationally representative of the US adult population. Results presented throughout are for all respondents, unless otherwise noted.

10 REASONS TO SUPPORT THE ARTS ON PBS KANSAS



Art is fundamental to our humanity. They enable and inspire us – fostering creativity, empathy and beauty. The arts also strengthen our communities socially, educationally and economically – benefits that persist even during the devastating pandemic we’ve experienced this past year. Here are 10 reasons WHY investment in artists and arts organizations is vital to the nation’s post-pandemic healing and recovery.



1. Arts unify communities.
2. Arts improve individual well-being.
3. Arts strengthen the economy.
4. Arts drive tourism and revenue to local business.
5. Arts improve academic performance.
6. Arts spark creativity and innovation.
7. Arts have social impact.
8. Arts improve healthcare.
9. Arts for the health and well-being of our military.
10. Arts Strengthen Mental Health.

Source: 2021 Americans for the Arts

EVENT SPONSORSHIP

PBS KANSAS hosts a variety of events throughout the year. There are ample opportunities for your organization or company to sponsor **PBS KANSAS** events.

Wichitans filled the Orpheum Theatre for the Kansas premiere of our documentary *Wichita: The Air Capital* in early March of 2020.



Many thanks to everyone who participated in our **2019 Antiques Appraisal Fair**. You could feel the excitement in the air, especially when one person learned that their painting was worth \$90,000. We can't wait to make this event bigger and better this year!



The annual **BritClub High Tea** was held at Botanica Wichita in 2019. Many thanks to Bob and Sue Boewe of The Spice Merchant for providing the tea and baked goods. They always layout a beautiful spread.



Many thanks to the people and businesses in our community that help make our **Veterans Coming Home Salute** a success. Each year we honor five award recipients for their military service and the work they do in the community.

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8.3 Cox • 670

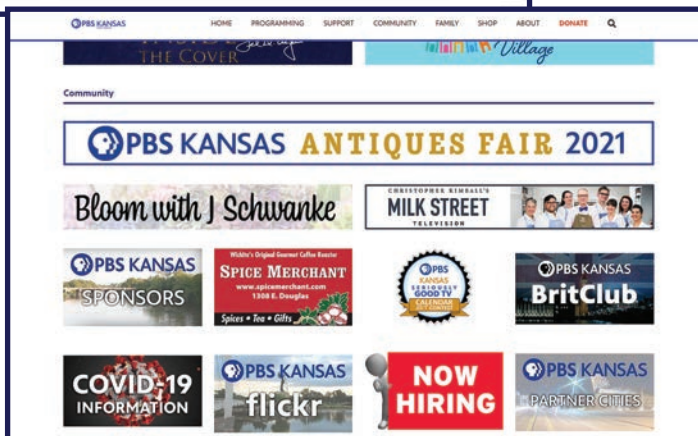
8.4 Cox • 681

SPONSORSHIP OPPORTUNITIES PRICES

GSAs Non Primetime 10AM - 6PM				Show Sponsorship Non Primetime 10AM - 6PM				GSAs		Show Sponsors	
	13 Weeks	26 Weeks	52 Weeks		13 Weeks	26 Weeks	52 Weeks	#Spots	Rate	#Spots	Rate
One Show/Week	\$650	\$1,300	\$2,080	One Show/Week	\$910	\$1,820	\$3,120	1-103	\$25	1-103	\$35
Two Shows/Week	\$1,300	\$2,080	\$4,160	Two Shows/Week	\$1,820	\$3,120	\$6,240	104-249	\$20	104-249	\$30
Five Shows/Week	\$2,600	\$3,900	\$7,800	Five Shows/Week	\$3,900	\$6,500	\$13,000	250+	\$15	250-499	\$25

GSAs Primetime 10AM - 6PM				Show Sponsorship Primetime 10AM - 6PM				GSAs		Show Sponsors	
	13 Weeks	26 Weeks	52 Weeks		13 Weeks	26 Weeks	52 Weeks	#Spots	Rate	#Spots	Rate
One Show/Week	\$1,300	\$2,600	\$4,160	One Show/Week	\$1,690	\$3,380	\$5,200	1-83	\$50	1-83	\$65
Two Shows/Week	\$2,600	\$4,160	\$6,240	Two Shows/Week	\$3,380	\$5,200	\$8,320	84-149	\$40	84-149	\$50
Five Shows/Week	\$5,200	\$7,800	\$15,600	Five Shows/Week	\$6,500	\$10,400	\$20,800	150+	\$30	150-399	\$40

Additional Sponsorship Opportunities	Limited Series Show Sponsorship				Banner Ad in the PBS KANSAS Weekly Newsletter
Banner ad on the home page of PBS KANSAS Clickable to your website - \$400 per month 		Episode	15 Sec Spot	30 Sec Spot	Mailed to over 8,000 email recipients every week \$100 each week you choose 
	One Episode	\$500	\$250	\$375	
	Two Episodes	\$750	\$188	\$282	
	Three Episodes	\$1,000	\$167	\$250	
	Four Episodes	\$1,250	\$156	\$234	
	Five Episodes	\$1,500	\$150	\$225	
	Each Added Show	\$250	\$125	\$188	

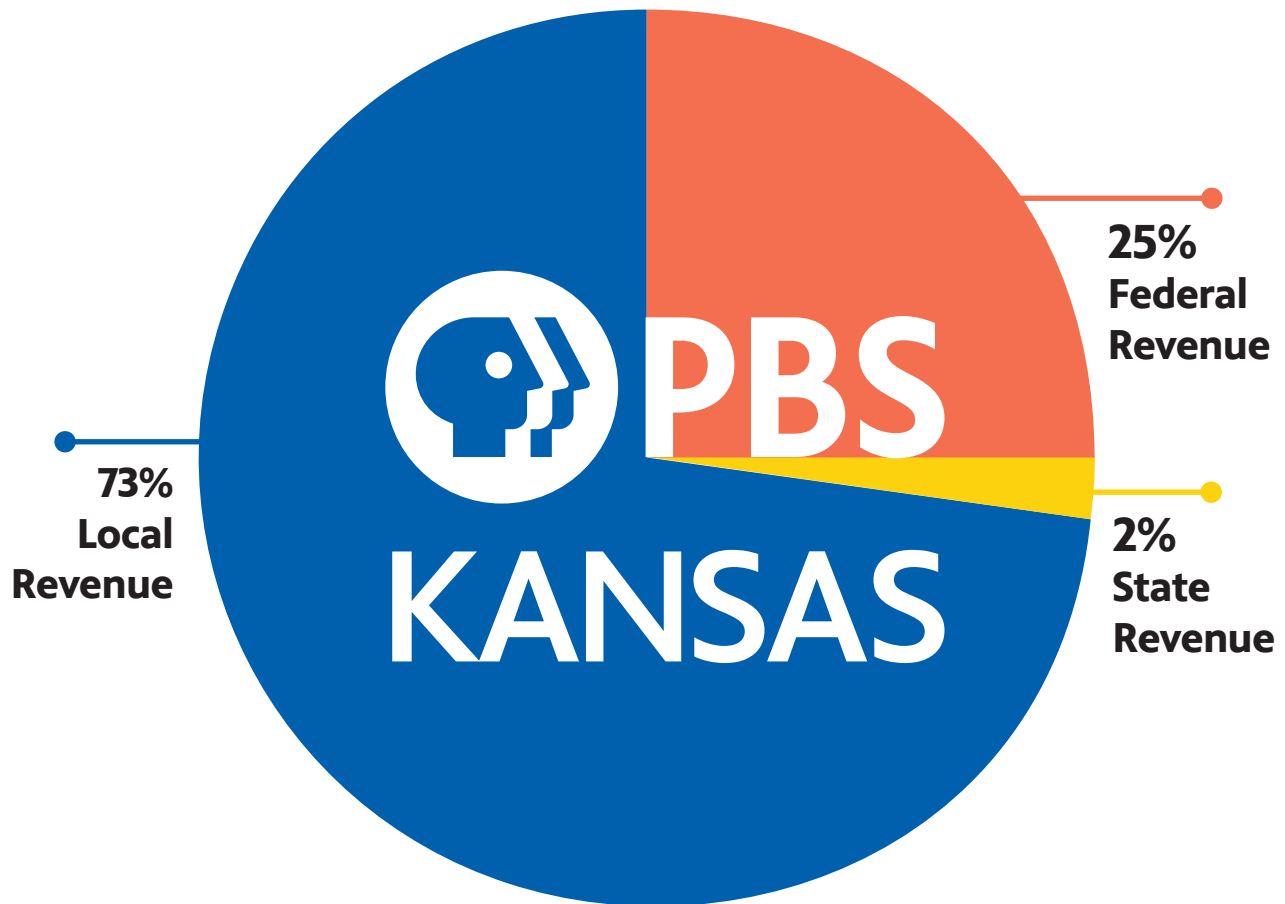


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WE COUNT ON LOCAL SUPPORT



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S E R I O U S L Y GOOD TV

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