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.
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:

![Coverage Map](image)

- **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)
**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.

**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.
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.

PBS Kansas’ documentary is the first comprehensive look at the fascinating stories behind Kansas baseball and its historic and cultural significance to our communities.

People come and go, but what they build and leave behind influences everything that follows. Join us on a trip across Kansas to tour some of the remarkable places that have shaped the Kansas story. You’ll visit grand homes of prominent families where the story goes far beyond what meets the eye.

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

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.

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 Hogstrom.

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 Sanditon.
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.

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.

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.
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.
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 (Cox 681)

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.

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.

Molly, an Alaska Native girl, her dog Suki, and friends Tooey and Trini go on adventures in epically beautiful Alaska. Along the way, Molly’s life is enhanced, kept on track, and flat-out saved by maps, guide books, websites, weather reports, and more.

Follow the adorable, spirited Peg and her sidekick Cat as they embark on adventures and learn foundational math concepts and skills. In each episode, Peg and Cat encounter a problem that requires them to use math and problem solving skills in order to move forward.

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

86%

Which network best prepares children for success in school?

PBS KIDS

78% Disney Junior
76% Disney Channel
72% Nick Jr.
72% Universal Kids
66% Nickelodeon
59% Cartoon Network

Graph indicates: “agree strongly” and “agree somewhat.”

PBS KIDS rates
Most educational media brand.

61%

Which network do you believe is the most educational for children?

PBS KIDS

6% Disney+
6% Disney Channel
5% Netflix
5% Nickelodeon
5% Nick Jr.
4% Disney Junior
4% YouTube Kids
2% Universal Kids
2% Cartoon Network

85% of parents agree

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 MEDIA RESEARCH, 9/1-10/19, L.E. 4,000 US TV households, ages 18+, 518 M, vs. all TV households, ages 18+, 520 M. KIDS network, as defined by Nemi/TPS. Digital,线上线下.

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 MEDIA RESEARCH, 9/1-10/19, L.E. 4,000 US TV households, ages 18+, 518 M, vs. all TV households, ages 18+, 520 M. KIDS network, as defined by Nemi/TPS. Digital,线上线下.

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

(Source: Google analytics, 1.17.19 - 30/30)

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PBS KANSAS CHANNEL 8
SERIOUSLY GOOD TV
8.1 Cox, 8 / 8.2 Cox, 671 / 8.3 Cox, 670 / 8.4 Cox, 681
For the 19th year in a row, Americans rank PBS the most-trusted media institution.

![Graph indicating trust levels for various media types]

A vast majority of respondents said they trust PBS "a great deal" or "somewhat."

PBS ranked most-trusted news and public affairs network.

Americans rate PBS highly in terms of value for tax dollars

- **Country's Military Defense**: 75%
- **Social Security**: 71%
- **Overseeing Safety of Food Products and Prescription Drugs**: 68%
- **PBS**: 66%
  - **Agricultural Subsidies**: 58%
  - **Highways, Roads and Bridges**: 53%
  - **Environmental Protection**: 49%
  - **Federal Aid to College Students**: 48%

Graph indicates "excellent" and "good."

**PBS stations provide an excellent value to communities**

- **86% agree**

**75% Believe PBS features a diverse range of people.**

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

**71% Believe PBS does a good job of representing people of color in its content.**

**68% Believe PBS is in touch with today's culture.**

This survey was developed by PBS and conducted online within the United States by Marketing Research Resources, Inc. NAMRU fielded 777 respondents during the window of January 7-11, 2016. The survey was conducted among a sample of 1,036 adults aged 18+, 50/50 men/women, and 1 respondent per household self-identification. The results are weighted to be nationally representative of the U.S. adult population.

PBS KANSAS CHANNEL B SERIOUSLY GOOD TV kpts.org • 316-838-3090

8.1 Cox, 8 / 8.2 Cox, 671 / 8.3 Cox, 670 / 8.4 Cox, 681
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
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.
## GSA Show Sponsorship

### Non Primetime 10AM - 6PM

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<th>13 Weeks</th>
<th>26 Weeks</th>
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### Primetime 10AM - 6PM

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## Show Sponsorship

### Non Primetime 10AM - 6PM

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### Primetime 10AM - 6PM

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## Additional Sponsorship Opportunities

- Banner ad on the home page of PBS KANSAS
  - $400 per month

## Limited Series Show Sponsorship

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## Banner Ad in the PBS KANSAS Weekly Newsletter

- Mailed to over 8,000 email recipients every week
  - $100 each week you choose

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SPONSORSHIP OPPORTUNITIES PRICES

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8.1 Cox, 8 / 8.2 Cox, 671 / 8.3 Cox, 670 / 8.4 Cox, 681
WE COUNT ON LOCAL SUPPORT

CORPORATE SUPPORT TEAM

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Ted Essex
Account Executive
tessex@kpts.org

Colene Marshall
Account Executive
colene.marshall@kpts.org

WE COUNT ON LOCAL SUPPORT

73% Locally Raised Revenue

25% Federal Revenue

2% State Revenue

SERIOUSLY GOOD TV

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