



**CONNECT**  
WITH OVER 1 MILLION  
ACTIVE AND ENGAGED  
VIEWERS AND MEMBERS







## TRUSTED. VALUED. ESSENTIAL.

Twin Cities PBS (TPT) empowers lifelong learners to explore the world with iconic PBS® programs. As Minnesota's storyteller for nearly 60 years and with more than 1,000 local productions, TPT enriches the relationships Minnesotans have with their communities.

**TPT fans recognize sponsorship as marketing with heart.** They relate to PBS supporters as champions for a meaningful cause.

**Photo Credits:** Top Cover by Abdul-Hannan Minhas and Bottom Cover by Aaron Seefeld via Capture Minnesota; Vermillion Waterfall by Strolling Shuttereyes via Flickr



## LARGEST STAGE

TPT brings the worlds of music, theatre, dance, art and drama alive for the Twin Cities

Americans turn to PBS more than traditional networks and cable for the **most varied programming on arts, culture and performance**<sup>1</sup>

## LARGEST CLASSROOM

Parents rate PBS KIDS® the **most educational media brand**<sup>2</sup>

Adults make up **49%** of the PBS KIDS viewing audience<sup>3</sup>

## WINDOW TO THE WORLD

Every generation relies on PBS to address important issues

**Americans rank PBS #1 in trust**<sup>2</sup>

Opinion Leaders rate four PBS programs in the Top 10 most credible<sup>4</sup>

*PBS NewsHour, Frontline, NOVA, Washington Week*

### Sources:

1. Survey Sampling International (SSI), January 2016
2. Marketing & Research Resources, Inc., January 2018
3. Nielsen TV Universe Estimate, 2017
4. Erdos & Morgan Opinion Leaders Study, 2017

**Photo Credit:** Minneapolis Sculpture Garden by Greg Gjerdigen via Flickr





**EACH MONTH,  
1.1 MILLION+  
PEOPLE  
WATCH TPT**

**DIVERSE  
AUDIENCES WITH  
COMMON THREADS**

**EDUCATED**

They prioritize education  
and lifelong learning

**INFLUENTIAL**

They drive trends through  
word of mouth and influence  
corporate and social networks

**CULTURAL**

Passionate about the arts, they  
relish music, theatre and museums

**COMMUNITY-MINDED**

They participate in initiatives  
in their communities



**Source:** TRAC Media, Nielsen P2+, September 2016 - August 2017

**Photo Credit:** MayDay\_Sunday\_05-03-15 by Alan via Flickr





## MESSAGES STAND OUT AND INSPIRE ACTION

In public television's clutter-free environment, viewers pay attention throughout short sponsorship breaks

Per hour, an average of **1½** minutes of local sponsor messages air on TPT versus up to **15** minutes of advertising on commercial television

**66%** feel PBS sponsorship is more trustworthy than advertising on other networks<sup>1</sup>

## SPONSORSHIP GENERATES RESULTS

Your support builds a connection with audiences, instilling a **Halo Effect** that drives brand lift and preference

**71%** agree PBS sponsors provide a valuable public service<sup>2</sup>

**68%** believe PBS sponsors have a commitment to quality and excellence<sup>2</sup>

**55%** see PBS sponsors as industry leaders<sup>2</sup>

### Sources:

1. *PBS Sponsorship Study: Audience Attitudes and Behaviors*, City Square Associates, 2015
2. *Commercialism Research*, City Square Associates, January-February 2016

**Photo Credit:** Northern Spark 2017 in Lowertown by Fibonacci Blue via Flickr



# USE MULTIPLE PLATFORMS AND MULTIFACETED PROGRAMS FOR YOUR MOST SIGNIFICANT IMPACT

A TPT multiplatform strategy leads to deeper connections with your best customers

## TELEVISION

TPT 2 and TPT LIFE serve the spectrum of interests of PBS viewers, offering alternative programming genres from each other within the same daypart

### TPT 2

Premiere presentations of PBS blockbusters

Primary source for PBS KIDS programming

### TPT LIFE

Encore presentations of PBS blockbusters

Primary source for lifestyle programming

Quality production of :15 or :30 television messages delivered in a hype-free tone resonates with viewers and makes the most of TPT's credible environment

## PRINT

*TPT Magazine*, delivered monthly to opt-in subscribers, shares program highlights and deeper accounts of TPT's connection to our communities

## DIGITAL

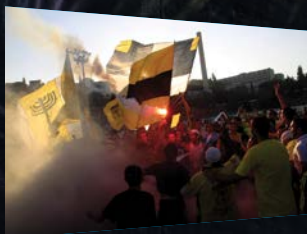
TPT engages fans across all their screens

## EVENTS

From PBS premiere screenings to community forums to concerts, TPT brings people together



# LEVERAGE PROGRAM GENRES TO CONNECT WITH YOUR TARGET AUDIENCE



## NEWS & PUBLIC AFFAIRS



## ARTS & CULTURE



## DRAMA



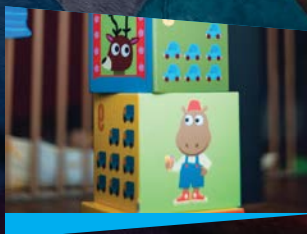
## SCIENCE & NATURE



## HISTORY



## HOW-TO



## PBS KIDS

**Photo Credits:** Bob Dylan Mural, Minneapolis by Sharon Mollerus via Flickr; *INDEPENDENT LENS* Beitar Jerusalem fans courtesy of Haim Tzah; Alivn Ailey American Dance Theater courtesy of Paul Kolnik; photos by Marina Vitale, NASA, Jesse Orrico, Alyson McPhee and Markus Spiske via Unsplash



# ALMANAC

## LEGENDARY LOCALLY PRODUCED NEWS

Insightful interviews and intelligent discourse among newsmakers, politicians and panelists have kept Minnesotans engaged with *Almanac* every week for more than 30 years. As the longest-running, locally produced current affairs program in the state, Minnesotans continually rely on *Almanac* for coverage of the political decisions that affect their jobs, families and communities.

A Minnesota institution, *Almanac* was the first Minnesota TV show that virtually everyone in the state could watch. Its unique format created a prototype for public affairs programming that PBS stations around the country have copied.

Airs statewide on various Minnesota Public Television Stations

On-demand viewing and bonus segment "The Wrap" at [tpt.org/almanac](http://tpt.org/almanac)

Consistent winner of State and Regional Emmy Awards including:

- Current Affairs Programming
- Cartoon / Essayist
- Magazine Program
- Hosts / Personalities

Best Public Affairs Program awarded by the Corporation for Public Broadcasting



**Cathy Wurzer**  
Host



**Eric Eskola**  
Host





# ALMANAC

## AT THE CAPITOL

### LEGENDARY LOCALLY PRODUCED NEWS

Broadcasting from the heart of the action within the House Chamber inside the State Capitol, where bills are passed and deals are made, *Almanac at the Capitol* distills the complex workings of the Legislature into a comprehensible review during the legislative session.

For more than a decade, lawmakers and decision makers from every corner of the state have been making regular appearances in live debates, committee highlights and floor action. The show has become a must-see for news followers and Capitol insiders, who have been known to suspend state business when *Almanac at the Capitol* comes on the air!

Reach a high concentration of business and community leaders. Sponsorship provides a perfect platform to communicate your company's statewide heritage, and support of intelligent discourse and current affairs reporting that sustains an informed public.

Photo Credit: Ramon M. via Capture Minnesota



**Mary Lahammer**  
Host



**David Gillette**  
Commentator, Illustrated Essayist



# LEVERAGE PBS PROGRAM GENRES TO ENGAGE YOUR MOST SIGNIFICANT AUDIENCES



## NEWS & PUBLIC AFFAIRS

*PBS NewsHour, Washington Week, FRONTLINE, POV, Nightly Business Report, BBC World News*



## ARTS & CULTURE

*Great Performances, American Masters, Independent Lens, Broadway's Best, MN Original, Performance Specials*



## DRAMA

*MASTERPIECE's Victoria, Poldark, Sherlock, Endeavour, Unforgotten, The Durrells in Corfu, Little Women and The Collection; Call the Midwife, Shetland*



## SCIENCE & NATURE

*NOVA, Nature, Secrets of the Dead*



## HISTORY

*Ken Burns Documentaries, American Experience, 10 That Changed America, Finding Your Roots, Antiques Roadshow, Minnesota Experience, We'll Meet Again*



## HOW-TO

*This Old House, Woodsmith Shop, American Woodshop, America's Test Kitchen, Sara's Weeknight Meals, Lidia's Kitchen, Rick Steves, Samantha Brown's Places to Love*



## PBS KIDS

*Sesame Street, Daniel Tiger's Neighborhood, Nature Cat, The Cat in the Hat Knows a Lot About That!*

**Photo Credits:** Northern Spark by jpellgen (@1179\_jp) via Flickr; Bernstein courtesy of NY Philharmonic Archives; Eleanor Tomlinson as Demelza in *Poldark* courtesy of Mammoth Screen and MASTERPIECE; *The Outback* Route to Pearl Farms courtesy of Northern Pictures; *The Vietnam War* Young North Vietnamese courtesy of Vietnam News Agency; Brown butter swirl from *Martha Bakes*, "Breakfast Pastries"



# TPT AUDIENCE SNAPSHOT

**1.1 MILLION+** monthly viewers <sup>1</sup>

**100,000+** members who make a financial contribution

**100,000+** monthly *TPT Magazine* opt-in subscribers

**56,000+** subscribers to TPT eNewsletters

**EDUCATED** 32% more likely to have an advanced college degree <sup>2</sup>

**INFLUENTIAL** 62% of all Opinion Leaders watch PBS weekly <sup>3</sup>

**CULTURAL** 59% more likely to contribute to the arts <sup>2</sup>

**COMMUNITY  
MINDED** 53% more likely to contribute to  
social / welfare causes <sup>2</sup>

## Sources:

1. TRAC Media, Nielsen P2+, September 2016 - August 2017

2. Nielsen, Release 2, July 2016 - August 2017

3. Erdos & Morgan Opinion Leaders Study, 2017

**Photo Credit:** Open Streets Nicollet 2016 by Fibonacci Blue via Flickr





TWIN  
CITIES  
PBS

## CONNECT WITH KIDS AND THEIR CAREGIVERS

### PBS® AND TPT KIDS ARE AMERICA'S LARGEST CLASSROOM

- PBS KIDS is available in **95%** of U.S. households, equipping kids with what may be their only source of educational TV<sup>1</sup>
- PBS stations **reach more kids** 2-5 than any kids cable network<sup>2</sup>
- **69%** of kids 2-8 watch PBS KIDS<sup>2</sup>
- Twin Cities PBS devotes **60+** hours each week to KIDS programming on its primary channels and provides a 24/7 PBS KIDS channel and digital stream

**TPT KIDS reaches  
multicultural communities,  
families, kids and teachers**

#### Sources:

1. Nielsen TV Universe Estimate, 2017

2. Nielsen NPOWER, L+7, 14-NTI 15-16 Season, M-Su 6A-6A time period reach for PBS stations, Disney, Disney Jr., DXD, Nick, Nick Jr., Nick Toons, Sprout and TOON. Moms of young children = LOH 18, K2-5, K2-8, W18-49 w/C<6

**Photo Credit:** Bridgit Melnick via Capture Minnesota







## BENEFIT FROM A POSITIVE ASSOCIATION WITH PARENTS, MOMS AND CAREGIVERS

Moms and caregivers watch PBS KIDS programming with their children

- Adults make up **49%** of the viewing audience<sup>1</sup>

Moms and parents hold companies that support PBS KIDS in high regard

- **87%** of parents appreciate companies that provide support for PBS KIDS programs and services<sup>2</sup>

## STAND OUT IN A CLUTTER-FREE ENVIRONMENT

- Per hour, PBS KIDS airs under **2½** minutes of sponsorship and promotional messages compared to **14** minutes per hour on commercial and cable<sup>3</sup>
- **More than half** of parents say they pay attention to sponsor messages on PBS KIDS<sup>4</sup>



Place your message in top-quality, educational programming and events for families and establish trust in your brand by partnering with TPT KIDS

### Sources:

1. Nielsen NPOWER L+7 9/21/2015 - 9/18/2016, GAA(000), PBS Child Multi-weekly
2. CARAVAN ORC International, January 2014
3. Nielsen, October 2015
4. ORC Parent CARAVAN, April 2014

**Photo Credit:** Steve Schneider via Capture Minnesota





## MISSION

To enrich lives and strengthen our community through the power of media.

## TWIN CITIES PBS

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[tpt.org/sponsor](http://tpt.org/sponsor)

*Market Engenuity® manages sponsorship sales for Twin Cities PBS, linking the station and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.*

**Photo Credit:** The Capitol Lawn by Michel Curi via Flickr