**PBS KIDS® ON TV 8**

Houston Public Media devotes 12 hours each weekday and 4 hours each Sunday to educational PBS KIDS programming on TV 8 and provides a 24/7 PBS KIDS digital stream. On-air, online, in print and through events, PBS KIDS on TV 8 is part of the everyday lives of Houston kids and their caregivers.

Parents rate PBS KIDS the MOST EDUCATIONAL MEDIA BRAND.  

Adults make up 54% of the PBS KIDS viewing audience.

In one season, PBS stations reach more moms of young children than any kids cable network.

72% of all kids ages 2–8 watch PBS KIDS.

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**DELIVERING THE RIGHT MARKETING MIX**

TV 8 combines PBS KIDS programming with fun, educational vignettes and sponsor messages written for and benefiting kids. Our multiplatform sponsorship initiatives, including character appearances, strike the right balance between what marketers value and the noncommercial nature of PBS KIDS.

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Sources:
1. Marketing & Research Resources, Inc., January 2018

*Photo Credit: Math in a Flash by Houston Public Media*
HOUSTON PUBLIC MEDIA ENCOURAGES SCHOLASTIC AND CREATIVE COMPETITION

Houston Public Media Spelling Bee

Houston Public Media produces and broadcasts the largest regional bee in the nation. Upwards of 50 middle-schoolers vie for the championship and advancement to the Scripps National Spelling Bee in Washington, D.C.

Houston Public Media PBS KIDS Writers Contest

The contest invites children to write and illustrate their own book. The winning book is published on houstonpublicmedia.org.