Connect with an Audience of 1.6 Million
— ACROSS MULTIPLE PLATFORMS —

Houston Public Media
A SERVICE OF THE UNIVERSITY OF HOUSTON

TV 8 | PBS  News 88.7 | NPR  Classical
Houston Public Media empowers lifelong learners and influential leaders with information and inspiration from iconic PBS®, NPR® and local programs. As a trusted and noncommercial source for news, arts, culture and education, Houston Public Media enriches the relationships Houstonians have with their communities, locally and beyond geographic boundaries.

HOUSTON PUBLIC MEDIA FANS RECOGNIZE SPONSORSHIP AS MARKETING WITH HEART AND RELATE TO SPONSORS AS CHAMPIONS FOR A MEANINGFUL CAUSE.

Cover Source: Nielsen P2+, Nielsen Audio A18+, January – December 2018, Mon-Sun, 6A-MID; Google Analytics; StreamGuys; RedPoint Global
They prioritize education and lifelong learning.

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

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

They participate in initiatives in their communities.
MESSAGES STAND OUT AND INSPIRE ACTION

In public media’s clutter-free environment, viewers and listeners pay attention throughout short sponsorship breaks.

PER HOUR, PUBLIC MEDIA VERSUS COMMERCIAL MEDIA

1:30 / 2:30 vs. 15:00

- average minutes of local sponsor messages air on TV 8
- average minutes of local sponsor messages air on News 88.7
- minutes of advertising air on commercial broadcasting
SPONSORSHIP GENERATES RESULTS
Your support builds a connection with audiences, instilling a Halo Effect that drives brand lift and preference.

PUBLIC RADIO LISTENERS

71% hold a more positive opinion of a company that supports public radio

70% prefer to purchase products and services from public radio sponsors

56% find public radio sponsors to be more credible companies

Source: NPR Sponsorship Survey, Lightspeed Research, 2017

PUBLIC TELEVISION VIEWERS

71% agree PBS sponsors provide a valuable public service

68% believe PBS sponsors have a commitment to quality and excellence

55% see PBS sponsors as industry leaders

Source: Commercialism Research, City Square Associates, January-February 2016
USE MULTIPLE PLATFORMS AND MULTIFACETED PROGRAMS FOR YOUR MOST SIGNIFICANT IMPACT

A Houston Public Media multiplatform strategy leads to deeper connections with your best customers.

TELEVISION
:15 / :30 messages toned in a public media-friendly way that resonates with viewers

RADIO
:15 messages written in an objective style that listeners expect and appreciate

PODCAST
:15 messages voiced by a station announcer which lends familiarity, plus the capability to geo-target listeners
DIGITAL
Display and audio ads optimized to engage Houston Public Media fans on all their platforms and screens in a brand-safe environment

EVENTS
Networking opportunities for sponsors at intimate gatherings and educational forums
TV 8 brings the worlds of music, theatre, dance, art and drama alive for Houston.

**LARGEST STAGE**

AMERICANS TURN TO PBS MORE than cable and traditional networks for the most varied programming on arts, culture and performance. ¹

**LARGEST CLASSROOM**

TV 8 is a LEADER IN EDUCATIONAL MEDIA for children and students and a key partner with parents and educators across Greater Houston.

Parents rate PBS KIDS® the MOST EDUCATIONAL MEDIA BRAND. ²

**WINDOW TO THE WORLD**

Every generation relies on PBS to address important issues.

Americans rank PBS #1 IN TRUST. ³

Opinion Leaders rate four PBS programs in the Top 10 most credible: PBS NewsHour, FRONTLINE, NOVA, Washington Week ⁴

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

Photo Credits: GREAT PERFORMANCES AT THE MET Eva-Maria Westbroek courtesy of Ken Howard / Met Opera; The Cookie Thief with Rachel Dratch - Zach Hyman courtesy of © 2015 Sesame Workshop, all rights reserved; NOVA Japan high speed train courtesy of WGBH
## 630,000+ UNIQUE MONTHLY VIEWERS

### TV 8 AUDIENCE SNAPSHOT

#### Educated
- **13%** more likely to hold a post-graduate degree

#### Influential
- **110%** more likely to work in management, business or financial operations

#### Affluent
- **29%** more likely to own a home valued between $1–1.9M

#### Cultural
- **35%** more likely to donate money to an arts / cultural organization

#### Community-Minded
- **51%** more likely to always vote in local elections

### LEVERAGE PBS PROGRAM GENRES TO ENGAGE YOUR MOST SIGNIFICANT AUDIENCES

**News & Public Affairs**
- PBS NewsHour
- Washington Week
- FRONTLINE
- POV

**Science & Nature**
- NOVA
- Nature
- Secrets of the Dead

**History**
- Ken Burns Documentaries
- American Experience
- Finding Your Roots
- Antiques Roadshow

**Arts & Culture**
- Great Performances
- American Masters
- Independent Lens
- Austin City Limits
- Articulate
- Live From Lincoln Center

**Drama**
- Call the Midwife
- MASTERPIECE:
  - Victoria
  - Poldark
  - Sherlock
  - Endeavour
  - Unforgotten
  - The Durrells in Corfu
  - Grantchester

**How-To**
- This Old House
- America’s Test Kitchen
- Martha Bakes
- Rick Steves
- It’s Sew Easy
- Fons & Porter’s Love of Quilting
- MotorWeek

**PBS KIDS**
- Sesame Street
- Daniel Tiger’s Neighborhood
- Nature Cat
- Curious George
- Dinosaur Train

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Sources:
1. Nielsen P2+, Jan-Dec 2018, Mon-Sun 6A-MID

Photo Credits: A Toast to You! Welcome Reception by Houston Public Media; JAMESTOWN Kalani Queypo as Charcrow courtesy of Carnival Film & Television Limited 2018; Jenna Coleman as Queen Victoria courtesy of Justin Slee/TV Pic for MASTERPIECE; WASHINGTON WEEK Robert Costa courtesy of Scott Suchman; THE GREAT BRITISH BAKING SHOW Contestant courtesy of © Love Productions, worldwide, all media in perpetuity; FINDING YOUR ROOTS Marisa Tomei and Henry Louis Gates, Jr. courtesy of McGee Media/Ark Media; NATURE A great herd of reindeer courtesy of Fergus Gill / © Maramedia; AMERICAN MASTERS Sammy Davis, Jr. courtesy of The Estate of Altovise Davis
Houstonians turn to News 88.7 for intelligent, independent, insightful radio that helps them keep pulse on the issues of the day and people of the world.

News 88.7 brings to Houston national news and talk programs from a mix of top public media producers, including NPR’s Morning Edition and All Things Considered. Thought-provoking ideas, compelling interviews and storytelling mastery from the likes of TED Radio Hour, Fresh Air and This American Life stimulate curious minds. The witty entertainment of Wait Wait...Don’t Tell Me! and Ask Me Another invites listeners to test their knowledge.

News 88.7 complements its national roster with news closer to home. Houston Matters investigates the issues, ideas, people and places that make Houston, including politics, education, healthcare, the environment, business, transportation, arts and culture, literature, sports and leisure. Texas Standard covers news from across the state with more than a dozen daily stories and national news from a Texas perspective. Think sparks interesting conversations in Texas through intimate, thought-provoking interviews covering an array of subjects.

Photo Credit: Houston Matters Mic by Houston Public Media
624,000+ UNIQUE MONTHLY LISTENERS¹

NEWS 88.7 AUDIENCE SNAPSHOT²

**Educated**
176% more likely to hold a post-graduate degree

**Influential**
108% more likely to work in professional and related careers

**Affluent**
48% more likely to earn a household income of $250,000+

**Cultural**
87% more likely to attend a symphony concert or opera

**Community-Minded**
71% more likely to donate time / money to environmental causes

ENGAGE AN EXCLUSIVE NEWS AUDIENCE³

**Hard to Reach on Other Media**
67% of listeners choose News 88.7 more than any other Houston radio station

20% of listeners only listen to NPR News 88.7

Sources:
1. Nielsen Audio, A18+, January-December 2018, Mon-Sun 6A-12MID

Photo Credit: Joshua Johnson Reception by Houston Public Media
Classical shares an entertaining mix of classical music, educational commentary and performances by talented musicians of Houston.

Houstonians of all ages enjoy a range of national classical music programs such as *Performance Today*, *Composer’s Datebook*, *Pipedreams*, *Classics for Kids* and *From the Top*, which promotes young classically trained musicians.

Classical celebrates the array of music in the genre pulsating throughout Houston. It broadcasts Houston Symphony concerts and in-studio performances by ensembles.

*Houston Music Highlight* covers performances that have local connections — whether spotlighting music by Houston composers, commercial recordings by Houston musicians, or performances by local or visiting artists recorded at Houston Public Media.

*Music in the Making* features performances from the University of Houston’s Moores School of Music and the Shepherd School of Music at Rice University.

Classical is available on digital platforms including HD Radio at 88.7 HD 2, streaming on houstonpublicmedia.org, and on mobile apps for Android and iPhone.

Photo Credit: The Dancer, Jones Hall, Houston, Texas by Patrick Feller via Flickr
CLASSICAL AUDIENCE SNAPSHOT

Educated
189% more likely to hold a post-graduate degree

Influential
54% more likely to work as top management

Affluent
63% more likely to earn a household income of $150,000+

Cultural
411% more likely to attend a symphony concert or opera

Community-Minded
109% more likely to donate to a social services organization

Source: GfK MRI Doublebase 2017, NPR Classical listeners

Photo by Dayne Topkin on Unsplash
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.

Parents rate PBS KIDS the MOST EDUCATIONAL MEDIA BRAND.\(^1\)

Adults make up 54% of the PBS KIDS viewing audience.\(^2\)

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.\(^3\)

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.

Photo Credits: Houston Public Media
Studies continually show that multimedia campaigns improve ROI by expanding reach and frequency beyond what any one platform can accomplish alone.

While traditional broadcast channels attract the majority of eyes and ears, the connections with content via digital channels on-demand and on-the-go continue to trend upward.

Houston Public Media digital platforms place your message in the context of a safe, credible environment, elevating your brand. Your organization’s presence signals support for a trusted source of balanced journalism, cultural entertainment, civil conversation and music discovery.

24/7 Audio Streaming
:15 audio messages at the gateway to the stream

Houstonpublicmedia.org
Display and in-banner video ads optimized across devices

Podcasts
:15 audio messages

Apps
Display ads and :15 audio messages at the gateway to the stream

Newsletter
Display ads in a newsletter delivered weekly to opt-in subscribers

Sources: How Advertising Works, 2016, Advertising Research Foundation; Public Radio TechSurvey 2018, Jacobs Media; The Nielsen Total Audience Report, Q1 2018

Photo Credit: Beer Can House by throgers via Flickr
Suited on-the-go and on-demand listening, Houston Public Media produces a growing lineup of podcasts that serves locally relevant interests and has universal appeal with intellectually curious audiences. Shows are devoted to exploring themes, to name a few: creativity and technology in *The Engines of Our Ingenuity*, politics and policy in *Party Politics*, public affairs in *Houston Matters* and Houston’s performing arts concerts in *Encore Houston*.

The Houston Public Media portfolio delivers **50,000+** monthly impressions \(^1\) comprised of listeners who are **more educated and affluent** than the average Houston podcast listener. \(^2\)

**Podcasting — The New Listening Standard**

**124+ MILLION** Americans have listened to a podcast. \(^3\)

**A QUARTER** of the U.S. population listens to podcasts monthly. \(^3\)

Listeners average **7 PODCASTS PER WEEK.** \(^3\)

**High-Listener Engagement With Podcasts Promotes Response**

**79%** took action in response to a sponsorship announcement in an NPR® podcast. \(^4\)

From light consumption of 1-2 podcasts weekly to heavy listening of 5+ podcasts weekly, podcast audiences **RECALL AND HAVE INTEREST IN PODCAST ADS.**

**80%** of heavy listeners and **75%** of light listeners agree that the podcast **ADS ARE RELATABLE** to them. \(^5\)

**Sources:**
1. StreamGuys
2. Nielsen, Scarborough, Sep 2017 - Feb 2018
3. The Infinite Dial © 2018 Edison Research and Triton Digital
4. NPR Podcast Listener Survey, February 2018
5. The Podcast Report – Audience Analytics, Bridge Ratings, 2017

*Photo Credit: Downtown by Lenny DiFranza via Flickr*
MISSION
To expand minds and possibilities with trusted information and quality entertainment

VISION
To be the most valued catalyst for an informed and engaged community

HOUSTON PUBLIC MEDIA SPONSORSHIP
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Market Enginuity® manages sponsorship sales for Houston Public Media, linking the stations and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.