

OUR STORY **IS YOU**



MILWAUKEE  PBS

Southeastern Wisconsin's premier
non-commercial media organization.

Milwaukee PBS consists of the television stations WMVS and WMVT, plus four digital television services. These stations are southeastern Wisconsin's only over-the-air source for PBS programming.



MILWAUKEE PBS | Passport

Winning the hearts and minds of Milwaukee PBS viewers pays dividends with this highly engaged group.

Educated

They value education, making higher education and lifelong learning a priority.

Influential

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

Cultural

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

Community Minded

They participate in community initiatives and are highly active in their neighborhoods.

Affluent

With discretionary income, they have vast purchasing power.



Sponsorship with MILWAUKEE PBS provides a brand lift and enhances corporate image.

- **81%** agree that **PBS is selective** about the companies that can sponsor PBS.
- **76%** of viewers believe companies that support PBS have a **commitment to quality and excellence**.
- **74%** of viewers believe PBS sponsors provide a **valuable public service**.
- **64%** believe that sponsorships on PBS are more **trust worthy** than other networks.
- **64%** of viewers agree that sponsor messages are seen as **different and better**.
- **55%** of viewers say that companies that sponsor PBS are **industry leaders**.

- PBS Sponsorship Study, March 2015



MESSAGES STAND OUT & INSPIRE ACTION

In Milwaukee PBS's clutter-free environment, viewers pay attention throughout short sponsorship breaks. Underwriters enjoy greater share of voice and greater retention rates.

PBS SPONSORS STAND OUT
WITH FEWER PRIMETIME
NON-PROGRAMMING MINUTES



PBS
**3 MIN
15 SEC**



Commercial
**14 MIN
33 SEC**



Cable
**14 MIN
40 SEC**

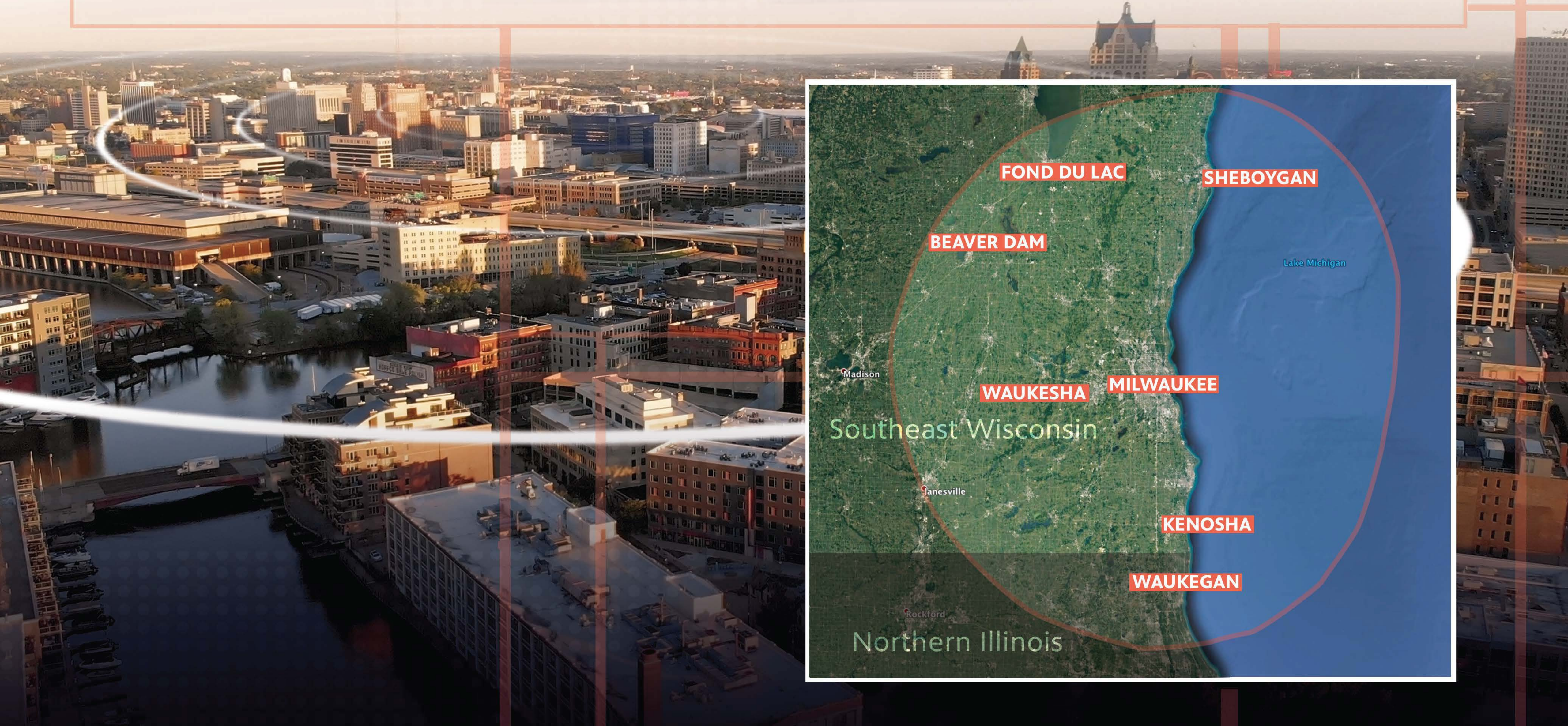
Source: Nielsen, October 2015



CONCISE SPONSORSHIP MESSAGES IN A NO-HYPE TONE MAKE THE MOST OF THIS HIGH CREDIBILITY ENVIRONMENT.

Milwaukee PBS works with sponsors to create a compelling message that reflects your community relations and marketing goals while maintain the objective style that our viewers expect, respect, and appreciate. The cost of creating and producing your message is included in our sponsor rate.

Milwaukee PBS's signals cover all of the 895,700 households in the Southeastern Wisconsin TV market from both over the air and cable TV.



Southeastern Wisconsin's largest stage, largest classroom and window to the world.

Milwaukee PBS provides iconic PBS and locally produced programming.

LEVERAGE PROGRAM GENRES TO REACH YOUR MOST SIGNIFICANT AUDIENCE.

Arts and Culture

American Masters,
Great Performances,
Austin City Limits,
Finding Your Roots
and Antiques Road Show

Drama and Mystery

Father Brown, Frankie Drake,
Vera and MASTERPIECE includes:
Baptiste, Endeavor
and Grantchester

News and Public Affairs

PBS NewsHour, Washington Week,
Firing Line, Frontline, BBC World News,
POV and Amanpour & Company

Science and Nature

NOVA, Nature, PBS Science specials,
Expedition with Steve Backshall
and Life from Above

History

American Experience,
Ken Burns documentaries,
History Detectives, BBC Specials
and Secrets of the Dead

How-To

This Old House Hour,
America's Test Kitchen, Lidia's
Kitchen, Classical Stretch,
Milk Street TV and
Rick Steves' Europe

PBS Kids

Nature Cat, Wild Kratts,
Daniel Tiger's Neighborhood,
Curious George and Dinosaur Train





Mission Statement

Milwaukee PBS is a media organization, cultural institution, educational partner and community leader, telling compelling local, national and international stories with depth and context, as well as creating engaging and inclusive experiences benefitting our community.

Our Values

Truth and Transparency

Quality and Context

Community Partnership and Collaboration

Diversity and Inclusion

Education and Entertainment

Contact: **Rob Seligmann** | **Director of Corporate Relations**

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