



# MEDIA KIT

**KVIE PUBLIC TELEVISION  
SACRAMENTO | STOCKTON | MODESTO**



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## MARKET YOUR MESSAGE ON KVIE



KVIE Public Television excites the mind, the spirit, and enriches the lives of people in the Central Valley & Sierra. With an uncompromising commitment to quality, KVIE is the one place where viewers can find news, analysis and commentary; in-depth coverage of local and global social issues; cultural expressions from around the world; and entertainment with humor, wit, emotion, and soul.

KVIE provides the ideal environment to gain visibility and build trust for your organization - with an **uncluttered** environment, **broad** reach, **quality** programming, and an **intelligent** and **responsive** audience.

Unlike commercial television, sponsors on KVIE earn the genuine respect of the audience. Align your company with KVIE and experience the power of public television.

**Demonstrate that you value programming that educates, enriches and inspires our community while reaching a sophisticated, discriminating, and intelligent audience.**

***That* is the power of a public television sponsorship.**

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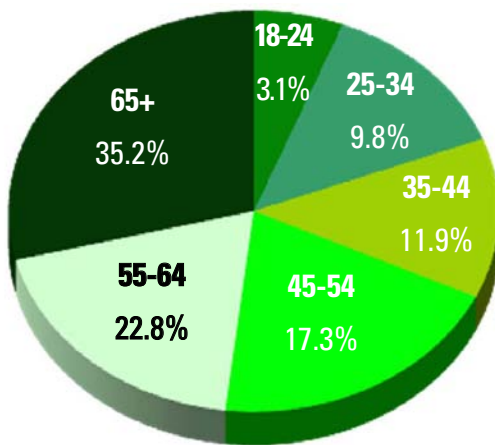


# THE KVIE AUDIENCE AT A GLANCE

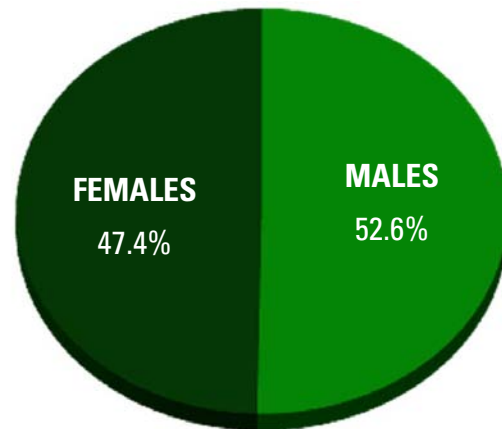
Over 900,000 viewers throughout 28 counties watch KVIE each week for top quality programming. By underwriting on KVIE, you will be able to effectively reach a large and targeted audience. This audience has above average income and education, is not watching other channels, and recognize sponsors of their favorite programs and reward them with their business.

## KVIE AUDIENCE SNAPSHOT<sub>2</sub>

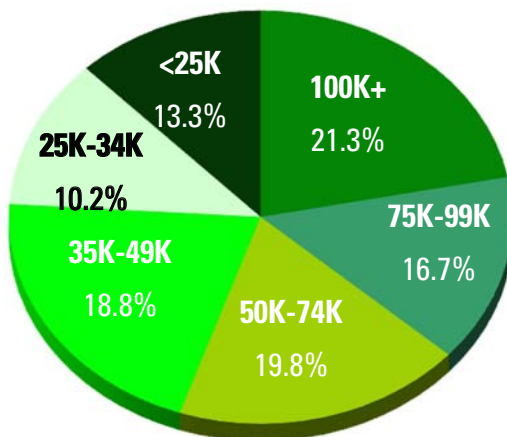
### AGE PROFILE



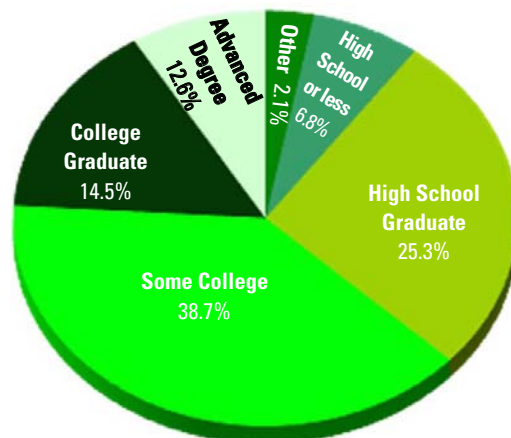
### GENDER PROFILE



### HOUSEHOLD INCOME PROFILE



### EDUCATION PROFILE



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1. Nielsen, January 2015 Sweeps  
2. Scarborough/PRIME Lingo, March 2014 - Feb 2015



## KVIE'S INVOLVED AUDIENCE

Public television attracts some of the most **well-heeled, affluent, and influential** viewers available on any medium, anywhere. It's a powerful consumer group with high amounts of discretionary income. PBS contributors are also **highly educated**. They appreciate the variety of smart, thought-provoking programming available only on PBS. And, PBS is the **number one place to reach viewers who are tuned into the world around them** - engaged in stimulating programming and engaged in their communities. PBS contributors are movers and shakers - active in issues of politics, media, and community affairs. The net result is a viewership with a 'bottom line' far stronger than you can reach effectively on any other broadcast or print promotion opportunity.

CATEGORY	US POPULATION INDEX	PBS VIEWERS INDEX	PBS DONORS INDEX
Post Graduate Education	100	118	<b>255</b>
Graduated College Plus	100	105	<b>179</b>
Home Value \$750,000	100	124	<b>231</b>
Wrote 'letter to the editor' or called radio station	100	128	<b>264</b>
Wrote something that was published	100	111	<b>200</b>
Wrote/phoned a politician at the state, local, or national level	100	131	<b>219</b>
Worked for a political party	100	148	<b>298</b>

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# KVIE: THE IDEAL ENVIRONMENT FOR YOUR COMPANY

## KVIE: #1 IN PUBLIC TRUST

For the 12th consecutive year, the public rates PBS #1 for trustworthiness against other public institutions, with 87% trusting PBS “somewhat” or “a great deal”.<sup>4</sup> This trust transfers into a halo-effect for sponsors through their association with KVIE. These viewers are extremely loyal to KVIE, and when you air your corporate support message, you earn their trust.



	Viewers pay attention to sponsor messages	Viewers buy products and services from sponsors <sup>5</sup>
<b>PBS</b>	<b>34%</b>	<b>34%</b>
<b>CABLE</b>	21%	18%
<b>BROADCAST</b>	15%	12%

## UNCLUTTERED ENVIRONMENT

With less non-programming minutes than any of the commercial stations<sup>6</sup>, KVIE delivers your message in a clutter-free environment. Less “noise” means that viewers are more likely to hear your message.



National advertising minutes/hour	
<b>PBS</b>	<b>3:00</b>
<b>FOX</b>	10:49
<b>NatGeo</b>	13:29
<b>NBC</b>	13:49
<b>CBS</b>	14:06
<b>FOX News</b>	14:07
<b>Discovery</b>	15:10
<b>ABC</b>	17:34



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4. CARAVAN ORC International, January 2015

5. SGPTV Harris Poll, Feb 2015

6. Kantar Media, M-F 8p-11p, Oct 2014





# HIGH QUALITY PROGRAMMING



**Award-Winning Children's Programming.** From *Sesame Street* to *Curious George*, PBS Kids programming is the **#1 educational media brand**. 89% of adults polled stated that PBS is a **trusted and safe place** for children to watch television.



**News & Public Affairs.** Trusted, balanced, and objective . . . all attributes of the most-respected source of public affairs programming: PBS. Included are *PBS NewsHour*, *FRONTLINE*, and *Nightly Business Report*.



**Science & Nature.** Some of KVIE's largest audiences tune regularly to popular and critically acclaimed programs such *NOVA* and *Nature*.



**Arts & Performance.** Few other broadcast outlets offer the remarkable range of arts and performance programming seen on KVIE, and it is here that we reach some of our most prized audiences.



**How-To Programming.** It's a genre that was literally invented by public television, and more than three decades later, still a leader - whether you're building a house, buying a car, or cooking for 12!

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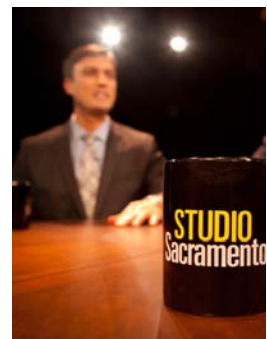
# KVIE PRODUCTIONS: A REPUTATION FOR EXCELLENCE

Part of the mission of KVIE Public Television is to reflect the community back to itself by creating compelling and relevant local programming. We fulfill that mission by creating programming that not only informs and educates, but also mirrors the community that we serve.



KVIE investigates issues and explores ideas of interest to the communities we serve, and create **sponsorship opportunities** that enable our underwriters to communicate to diverse audiences with high quality, high-impact program opportunities.

KVIE is one of the leading producers of public television programming in the country with series like ***America's Heartland***, ***Rob on the Road***, ***Studio Sacramento***, ***ViewFinder***, and ***Yes! We're Open***. KVIE Public Television actively creates original local programming. In 2013, KVIE was nominated for an Emmy for Overall Station Excellence, and Studio Sacramento won an Emmy for Best Interview/Discussion Program. KVIE has also won numerous Emmys, Tellys, and even a California Journalism Award for its programs on local history, health and civic issues, arts, and lifestyle topics.



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## KVIE 2: MORE OF WHAT YOU LOVE!



In addition to KVIE, your organization can add impact to your on-air schedule with KVIE2, a secondary channel that is **available to all of the 1.4 million households** in the Sacramento-Stockton-Modesto market.



KVIE2 provides an additional public television viewing option and has some of your favorite high-quality PBS programming during a different daypart. Signature PBS programs such as *NOVA*, *FRONTLINE*, and *Nature* receive secondary plays on KVIE2 and can be seen by those fans who missed the initial airing on KVIE.



KVIE2 also features a variety of genre programming, including

- ❖ Music,
- ❖ Arts/Crafts (including Scrapbooking, Gardening, Painting),
- ❖ Woodcarving/Woodturning, and
- ❖ School-aged Children's Programming.



Viewers tune in to KVIE2 to watch more of what they love! Air your support message on KVIE and KVIE2 and let viewers know that you are out there.

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# KVIE WORLD: PERSPECTIVE ON TODAY'S HEADLINES



The newest addition to KVIE's channel offerings, KVIE WORLD (KVIE-DT 6.3) is a documentary, public affairs, and news channel for people who want to know what's happening in their own backyards, across the country, or around the globe. KVIE WORLD compliments KVIE by giving viewers more access to programming they value and showcasing the very best of nonfiction public television.



Sponsorship of KVIE WORLD aligns your company with engaging programs that set the standard in their field – one-of-a-kind films, thought-provoking stories, thorough investigations, and independent and trustworthy voices. The line-up includes acclaimed series such as *American Experience*, *Frontline*, *History Detectives*, *Nature*, and *NOVA*, as well as original productions of independent voices telling stories from around the globe.



KVIE WORLD features global communities, scientific advances, revelations of history, natural wonders, and the unsung perspective on today's headlines and critical issues around the world.

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## KVIE Vme: Connecting you with today's and tomorrow's U.S. Hispanic viewer



KVIE Vme is the network for today's and tomorrow's U.S. Hispanic viewer; enriching lives through programming that is both relevant to and reflective of the lifestyles and aspirations of our viewers.

A full 24-hour digital network, KVIE Vme reaches 80% of Hispanic television households, and over 60% of its audience falls within the 18-49 demographic. And while the Sacramento-Stockton-Modesto TV ranks 20th for overall viewers, it is **11th in the country for Latino viewers.**



**Children's Programming** - KVIE Vme features high-quality Spanish language preschool programs for Latino parents who eagerly seek educational Spanish-language programming that maintains the language and culture.



**Lifestyle** - Vme serves up a full menu of Latino-focused lifestyle with award winning parenting shows, entertaining travel, home, health, design, sports and more.



**Factual and Current Affairs** - KVIE Vme presents some of the highest quality content available, covering current affairs, history, science, technology, natural history, arts and culture.

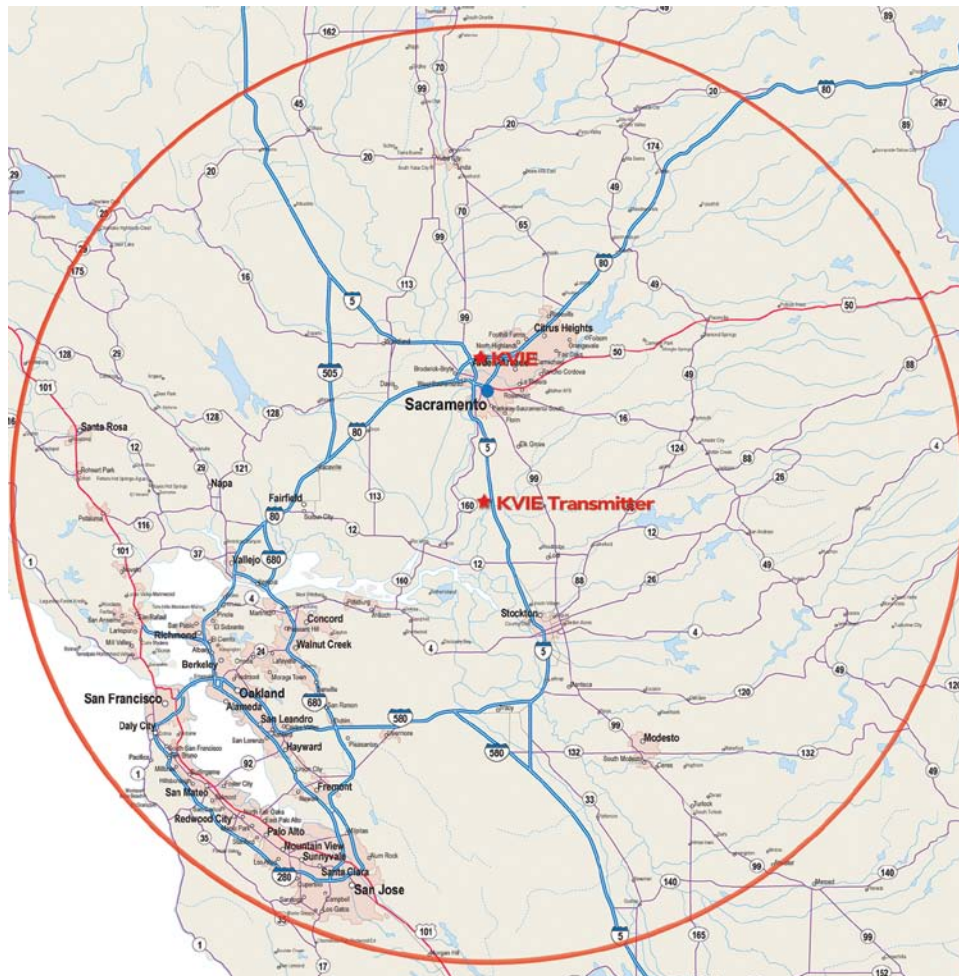


**Movies and Special Events** - Contemporary Spanish-language films, plus international concerts and special events every month. These programs will create appointment viewing with fans of music and the arts.

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# EXTEND YOUR REACH



## The KVIE 28 county coverage includes

### all of:

Amador  
Calaveras  
Colusa  
El Dorado  
Mono  
Nevada  
Placer  
Plumas

Sacramento  
San Joaquin  
Sierra  
Stanislaus  
Sutter  
Tuolumne  
Yolo  
Yuba

### And part of:

Alameda  
Butte  
Contra Costa  
Lake  
Marin  
Mariposa  
Merced

Napa  
San Francisco  
Santa Clara  
Solano  
Sonoma

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# KVIE SCHEDULE

KVIE Schedule - Summer 2015							
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00a	Priscilla's Yoga Stretches					Washington Week	Sid Science Kid
	Arthur					McLaughlin Group	Peg + Cat
7:00a	Odd Squad					Charlie Rose: Week	Curious George
	Wild Kratts					Various	Curious George
8:00a	Curious George					Motorweek	Daniel Tiger's Neighborhood
	Curious George					Woodsmith Shop	Daniel Tiger's Neighborhood
9:00a	Daniel Tiger's Neighborhood					This Old House Hour	Sesame Street
	Daniel Tiger's Neighborhood						Dinosaur Train
10:00a	Sesame Street					In The Americas	Truth About Money
						Mind Of A Chef	Healthy Minds
11:00a	Dinosaur Train					Simply Ming	Healing Quest
	Dinosaur Train					Joanne Weir	Second Opinion
NOON	Peg + Cat					Martha Stewart Cooking	Specials
	Peg + Cat					Martha Bakes	
1:00p	Super Why					America's Test Kitchen	Specials
	Cooking Programs/Specials					Lidina's Kitchen	
2:00p	Cooking/ Travel	Antiques Roadshow/ Specials	Masterpiece Mystery/ Various	Masterpiece Classic /Various	Genealogy Roadshow	P. Allen Smith's Garden Home	Globe Trekker/Specials
						Martin Yan	
3:00p	As Time Goes By	Antiques Roadshow/ Specials	Specials	Specials	Nature	Huell Howser programming/ Specials	Huell Howser programming/ Specials
	As Time Goes By						
4:00p	Specials	Growing a Greener World	Expeditions	Travelscope	ViewFinder		Charlie Rose: Week
	Newslite						To The Contrary
5:00p	BBC World News America					This American Land	Studio Sacramento
	Nightly Business Report					PBS Newshr Wknd	PBS Newshr Wknd
6:00p	PBS NewsHour					Lawrence Welk Show	ViewFinder
							America's Heartland
7:00p	Various	KVIE Arts Showcase	ViewFinder	This Old House Hour	Washington Week	As Time Goes By	British specials
	Rob on the Road	Rick Steves'	America's Heartland		Studio Sacramento	As Time Goes By	
8:00p	Antiques Roadshow	American Experience/Specials	Nature	Huell Howser	Antiques Roadshow	Doc Martin/Specials	Masterpiece/British programs
9:00p	Antiques Roadshow	History Detectives/ Specials	NOVA	Foyle's War	Antiques Roadshow	Masterpiece/Specials	Masterpiece Classic
10:00p	Specials	Frontline/Specials	Specials	Music Specials	POV/Independent Lens	Specials	Masterpiece Mystery
				Arts Showcase			
11:00p	Specials	Specials	Specials		Specials	Austin City Limits	Specials

\*SCHEDULE SUBJECT TO CHANGE



# SPONSORSHIP OPPORTUNITIES

From the restored **Ken Burns *The Civil War***, to holiday-themed programming, to the final season of ***Downton Abbey***, KVIE has sponsorship packages available around PBS national programs, KVIE local productions, events, and more.

**Program Underwriting.** Air 10-, 15-, or 30-second **sponsor messages between programs** on KVIE and KVIE2, KVIE World, and KVIE Vme.

**Genre Underwriting.** Air sponsor messages around a **specific type of programming** to reach certain audience targets. Popular choices include public affairs, science and nature, performance, and how-to programs.

**KVIE Member Guide.** Place an ad in our monthly program guide *OnSix* (circulation 50,000+). This 16-page, full-color magazine has one of the largest circulation of any regional publication, and reaches KVIE members - our most valued audience.

**Special Events/Outreach.** Sponsor one of **KVIE's special events or initiatives** that raise awareness and create goodwill in the community. These include the KVIE Art Auction and KVIE Golf Classic. We also serve our community through our Ready To Learn initiative for parents, teachers and caregivers.

**Production Funding.** Fund one of KVIE's **local, regional, or national productions**. KVIE is one of the most active producers of programming for public television, and some of our programs are aired throughout the nation.

**Your account manager can create a custom package to fit your organization's marketing needs.**

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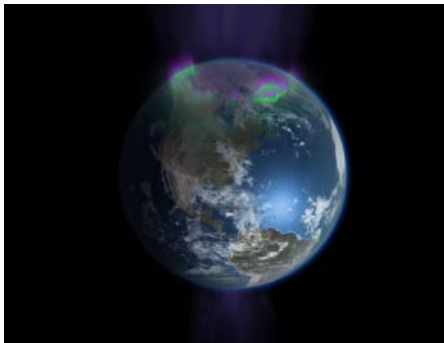


## RAISING AWARENESS . . . .BUILDING IMAGE

Sponsorship of KVIE programming, events, or initiatives is a valuable investment that pays dividends in heightened awareness, image, and perception of quality and loyalty. Unlike sponsors of commercial and cable television, sponsors on KVIE earn the genuine respect of television viewers.

Become a supporter of public television today and align yourself with KVIE for a unique blend of community engagement, corporate philanthropy, market positioning, and strategic partnership. You'll reach a sophisticated and community-minded audience who will credit your organization as a supporter of the community.

[kvie.org/underwriting](http://kvie.org/underwriting)



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