Corporate Sponsorship

Make an impact with a WHUT multimedia campaign
FIVE REASONS TO SUPPORT WHUT

1. INCREASE YOUR VISIBILITY AND BRAND AWARENESS BEFORE A LARGE AND LOYAL AUDIENCE.

WHUT is the first and only Public Television Station owned and operated by a historically black university. WHUT is based in Washington, DC, the nation’s capital, and the eighth largest US media market (DMA). The station broadcasts its current digital signal to a radius of 60 miles in the greater Washington Metro area.

- Nearly 90% of all U.S. television households watch PBS
- In a typical month, 120 million people watch their local PBS Station
- WHUT reaches over 2 million households, from Baltimore, Maryland in the north, to Richmond, Virginia in the South.

2. INHANCE YOUR PUBLIC IMAGE AND BOTTOM LINE.

WHUT seeks to promote and enhance the exchange of ideas and information among all members of society with special emphasis given to those individuals, groups, and institutions that have been denied full access to the traditional media.

Public television reaches a huge audience—there is no need to subscribe to view it. This means PBS delivers more viewers than the cable competition, so more viewers see sponsor’s message.

- PBS reaches 99% of all TV HH
- Discovery reaches 87%
- A&E reaches 86%
- MSNBC reaches 81%
- Disney reaches 85%

3. REACH AN INFLUENTIAL, EXCLUSIVE AUDIENCE

WHUT is not just public television, but quite literally the public’s television, a community resource that is dedicated to serving a diverse audience through our quality television programs, our educational services, our outreach projects, and our involvement in the community. WHUT is your voice to Capitol Hill.

- WHUT is unique in delivering an affluent, influential, educated, politically active audience.
- DC Metro outranks many major television markets in the ethnic viewing
- Within the Hispanic Community, English (44%) is the dominant language followed by Spanish (34%) and dual language households (21%)
Break through the media clutter.

Your spot will be seen in the absence of any competitors, WHUT limits sponsors and number of messages per program so your message stands out.

3:22 non-programming minutes on PBS
14:49 on commercial TV and
14:23 on cable TV

Partner your company with a multiplatform PBS station, America’s most trusted institution.

US Public considers PBS the most trusted nationally known institution. Americans believe PBS provides the 2nd best use of tax dollars, behind the US military.

Parents Trust WHUT
- 84% of parents consider PBS as a trusted and safe place for children to watch television¹
- 74% of parents feel PBS is a trusted and safe place for children to visit online²

Parents trust public television because it treats their children as precious resources, not just young consumers. Parents know that WHUT children’s programs like, Sesame Street, Dinosaur Train, Super Why!, Peg + Cat to name a few are non-violent, non-commercial, and educational. They know that these programs teach reading and math skills, convey concepts, and teach values.

¹ORC’s Caravan, March 2011
²ORC’s Caravan, March 2011
BUILD A POWERFUL MULTIMEDIA SPONSORSHIP WITH WHUT

WHUT uses a variety of media platforms to serve our community, making us an important part of the lives of our citizens whether at home, or on the go.

TELEVISION

CHANNEL 32

When it comes to high-quality, award-winning television, WHUT has the best sponsorship opportunities on TV, including primetime series like Masterpiece Classic, Democracy Now and Charlie Rose, an award-winning children’s lineup (seven Emmy Awards for SESAME STREET, nine Parents’ Choice Awards, four Parents’ Choice Awards for Television including silver awards for DANIEL TIGER’S NEIGHBORHOOD and WILD KRATTS) and your favorite lifestyle shows.

DIGITAL

WHUT.ORG

Expand your reach of the WHUT audience through an online sponsorship on www.whut.org. WHUT fans turn to WHUT.org for unique online content, streaming video plus detailed TV schedule.

EVENTS

Connect face-to-face with active and engaged WHUT fans through sponsorship of a wide range of events that are sure to reach your target market.

PRINT

Post your message on our membership directory.

SPONSOR A STUDIO

WHUT has three studios that can be named after you or your company through this sponsorship you and your company will benefit from the added visibility you will get in the DC community.
Children watch and learn from WHUT. That’s important, because when school is out for summer, math and reading skills drop – especially for children in low-income families.

That’s why WHUT’s Summer of Learning is so important - and why parents and kids turn to WHUT during summer vacation.

WHUT’s Summer of Learning is Washington, DC’s classroom for young learners. More children watch WHUT’s proven, standards-based programs in the critical summer months than at any other time of the year.

Your support of WHUT’s Summer of Learning helps insure our community’s children don’t fall behind in critical science, math and reading skills.

The facts are plain to see – learning shouldn’t take a break in the summer, and WHUT’s Summer of Learning makes sure it doesn’t – with your support.
WHUT’S WIDE RANGE OF PROGRAM GENRES

Children’s Programming
WHUT is the place to signal your support for high-quality, educational children’s shows. Associate your company with programs that both kids and parents love—TV series like Sesame Street, Curious George and Super WHY!.

You’ll Reach...
• Children of all ages
• Parents who value the trusted PBS environment

News & Public Affairs
More choices, more voices. Current affairs fans find on WHUT more of the in-depth reporting, analysis and discussion they value. From TV’s BBC News, Democracy Now, to This is America and the World and White House Chronicles. WHUT offers the best local, national and international coverage.

You’ll Reach...
• Affluent Consumers
• Well-educated investors

Culture & Arts
When it comes to drama and the performing arts WHUT fans have the best seats in the house with award-winning television series like Masterpiece Classic, Infinity Hall Live and Austin City Limits.

You’ll Reach...
• Arts and culture enthusiasts

*More than 21 million children watch PBS Kids on TV, and more than 20 million engage with PBS Kids online each quarter.
-Nielsen NTI and Google Analytics. 2009.

*PBS Kids is the #1 source of TV and online content used by Pre-K teachers in the classroom.
REACH YOUR TARGET AUDIENCE

History and Documentaries

Award winning series like Independent Lens, Voces on PBS, African Americans: Many Rivers to Cross, and Civil War: The Untold Story.

You’ll Reach...
• Well-educated individuals
• Affluent consumers

Lifestyle
Home, Cooking, Travel & Health

From Julia Child and Simply Ming to Jazzy Vegetarian and This Old House, WHUT’s Lifestyle programming enriches the lives of our viewers.

You’ll Reach...
• Home Improvement buffs
• Food aficionados
The station’s signal reaches over 2 million households in the greater Washington Metro area within a sixty miles radius. WHUT is a full power television station reaching from Baltimore, Maryland in the north to Fredericksburg, Virginia in the south.

WHUT Local Corporate Sponsorship
2222 Fourth Street, NW
Washington, DC 20059
202-806-3200
www.whut.org/sponsorship
Program Sponsorship

WHUT air programs that attract a diverse audience. Some of the programs include The American Experience, Vocal Point, Dinosaur Train, and Simply Ming, all of which cater to a specific target audience. WHUT gives you and your company the opportunity to match your brand with a renowned program and engage its loyal audience.

Genre Sponsorship

WHUT is known for its array of program genres that range from news and public affairs, cooking, arts, or children's programming. WHUT encourages companies to sponsor a program genre whose target audience's passions also align with the station's iconic programs.

Run-of-Schedule Sponsorship

Broaden your reach of the valuable public TV audience with a run-of-schedule sponsorship across a wide range of quality programs.
SPONSORSHIP OPTIONS

Spots may contain:
Video, Animation, or Still Images

Duration:
10-Second Spot, 15-Second Spot, 30-Second Spot

Underwriting announcements are use for identification of the sponsor, their products and services and should not promote these products and services:

Above: Example Underwriting Announcement for restaurant Lebanese Taverna, located in Washington, DC. 30 second video produced in house at WHUT.

WHUT will work with you to create an underwriting announcement that meets your needs and adheres to designated FCC guidelines for public television.
LOOK HERE TO FIND THE CONSUMERS YOU’RE LOOKING FOR!

The people you want to reach watch WHUT.

People 50+ represent 25% of the US population, have 70% of the net worth - but less than 5% of advertising is geared to them. *

78% of WHUT's news audience are the people you want to reach.

67% of WHUT's Prime Time audience are the people you need to reach.

72% of WHUT's Sunday music audience are the people you have to reach.

People who watch WHUT are more likely to have disposable income - and they’re more likely to be overlooked by advertisers.

Reach the people you need with WHUT's news and public affairs programming and the best from PBS.

*Source: Nielsen Media Research (2012)
## Program Schedule

**WHUT-TV**

### July 2020

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<th>Sun 6/28</th>
<th>Mon 6/29</th>
<th>Tue 6/30</th>
<th>Wed 7/1</th>
<th>Thu 7/2</th>
<th>Fri 7/3</th>
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**Viewing Options**

- VHF: 50
- UHF: 28
- Cable: 130

**WHUT-TV**

**Longevity/Paradise continues**

**Children's Shows**

- *Curious George*
  - 3:00 feed
- *Super Why*
  - 1:00 feed
- *Sesame Street*
  - 10am feed
- *Cyberchase*
  - overnight feed
- *Arthur*
  - 4:00 feed
- *Black Like Me*
  - movie

**Section A**

- *Count Basie*- Through His Own Eyes (SBOE)
  - 10:30
- *Relaxing Stress with Yoga* (REXY) new
  - 10:30
- *Elvis, Aloha from Hawaii* (ELHV)
  - 10:30
- *Red Sea & Secure with Ed Stil (RSSE 2020)*
  - 10:30
- Cat in the Hat - 2:30 feed

**Section B**

- *Wax Larry Yoga* (WALR 915 of 26)
  - 1:07 feed
- *Body Electric* (BELE 201 of 26)
  - 1:07 feed
- *The Journey #13*
  - 1:07 feed
- *Cyberchase*
  - overnight feed
- *Sesame Street*
  - 1:07 feed

**Section C**

- *Body Electric* (BELE 1707 of 26)
  - 2:02 feed
- *Body Electric* (BELE 272 of 26)
  - 2:02 feed
- *Body Electric* (BELE 1707 of 26)
  - 2:02 feed
- *Body Electric* (BELE 272 of 26)
  - 2:02 feed
- *Body Electric* (BELE 1707 of 26)
  - 2:02 feed

**Section D**

- *Democracy Now*
  - 3:00 feed
- *Arthur* - 4:00 feed
- *Wild Kratts* - 5:00 feed
- *Wild Kratts* - 5:30 feed
- *This Old House* (use Sat 1300/HD01)
  - 6:00 feed

**Section E**

- *Cyberchase*
  - overnight feed
- *Cyberchase*
  - overnight feed
- *Cyberchase*
  - overnight feed
- *Cyberchase*
  - overnight feed
- *Cyberchase*
  - overnight feed

**Section F**

- *Democracy Now*
  - 6:30 feed
- *Democracy Now*
  - 6:30 feed
- *Democracy Now*
  - 6:30 feed
- *Democracy Now*
  - 6:30 feed
- *Democracy Now*
  - 6:30 feed

**Section G**

- *Wild Kratts* - 5:00 feed
- *Wild Kratts* - 5:30 feed
- *Wild Kratts* - 6:00 feed
- *Wild Kratts* - 6:30 feed
- *Wild Kratts* - 7:00 feed
**Program Descriptions**

**The Journey**
“The Journey” with Dr. Wayne A.I. Frederick covers multiple aspects of the Howard University Experience from the lens of inspirational faculty, student and staff. A riveting series of interviews with the university’s own newsmakers, politicians celebrities, and real people.”

**King Lecture Series**
“Commissioned by Howard University, The Gwendolyn I and Colbert S. King Endowed chair in Public Policy Lecture series showcases political landscape in Washington DC. Chaired by Donna Brazile”

**Independent Lens**
“Independent Lens is television’s largest showcase of independent documentary film. Each week we bring you another original documentary film, made by one of the best independent filmmakers working today. In its first eleven seasons, Independent Lens received 7 Emmy Awards, 10 Peabody Awards, 5 DuPont Awards, and has been nominated for 7 Academy Awards.”

**America’s Test Kitchen**
“America’s Test Kitchen is the most-watched cooking show on public television—nearly 2 million viewers tune in each week—and in January 2014, America’s Test Kitchen launched its 14th season. The test kitchen chefs cook America’s favorite recipes with host Christopher Kimball, and deconstruct each recipe to reveal the test kitchen secrets to foolproof cooking at home.”

**Democracy Now!**
“Democracy Now! is a national, daily, independent, award-winning news program hosted by journalists Amy Goodman and Juan Gonzalez. Pioneering the largest public media collaboration in the U.S., Democracy Now! is broadcast on Pacifica, NPR, community, and college radio stations; on public access, PBS, satellite television, and on the internet. DN!’s podcast is one of the most popular on the web.”
**Program Descriptions**

**BBC World News**

BBC WORLD NEWS: The latest global news from the world's largest news broadcaster. The newscasts contain all the most up-to-date news, interviews, analysis, business reports and world sports news.

**Masterpiece:**

“At the unfashionable end of Oxford Street in 1909 London, an American retail tycoon arrives to jettison fusty British tradition and open one of the finest department stores the world has ever seen: Selfridges. Three-time Emmy® winner Jeremy Piven stars as Harry Gordon Selfridge, the flamboyant entrepreneur and showman seeking to provide London’s shoppers with the ultimate merchandise and the ultimate thrill.”

**This Old House**

“This Old House, with pros Norm Abram, Tom Silva, Richard Trethewey, Roger Cook, and host Kevin O’Connor, is TV’s original home-improvement show, following one whole-house renovation over several episodes.”

**Body Electric**

“Popular exercise host Margaret Richard uses a unique style of strenuous, but non-impact workouts combined with the artistic elements of dance and the athletic benefits of exercise, with an emphasis on enjoyment.”

**NewsLine**

“Newsline is, ‘Your Eye on Asia,’ this program provides news and breaking news from around the world, including coverage of the latest in politics, business, technology and culture in Asia. Regular reports from Beijing, Seoul, Bangkok and Tokyo offer different perspectives on what’s happening in the region.”

**Vocal Point**

“Vocal Point is a new series from WHUT focuses on a wide variety of important issues and concerns relevant to the greater DC metro area. We bring together subject matter experts, advocates, community leaders and personal stories from those directly affected to gain a deeper understanding of the issues as well as identify resources within the immediate community.”
PROGRAM DESCRIPTIONS

Motor Week
“MotorWeek is television’s longest running and most respected automotive series. MotorWeek debuted in 1981 and launched a new television genre by becoming the first weekly series to offer consumer-oriented car and truck reviews, do-it-yourself car care tips, and the latest auto industry news.”

Second Opinion
“Second Opinion, an American television series, is the only regularly scheduled health series on public television. Each week, series host Dr. Peter Salgo engages a panel of medical professionals and patients in honest, in-depth discussions about life-changing medical decisions. Using intriguing, real-life medical cases, the specialists grapple with diagnosis and treatment options to give viewers the most up-to-date, accurate medical information.”

CHILDRENS PROGRAMING

SuperWhy!
“Super WHY is an animated adventure series designed to provide children ages 3 to 6 with the critical skills they need to read and love to read! The show is based on the adventures of four fairytale friends who live in Storybrook Village: Whyatt Beanstalk, Jack’s younger brother; Red, from Little Red Riding Hood; Pig, from the Three Little Pigs; and Princess, from The Princess and the Pea. In each episode, they transform into their superhero alter egos, the Super Readers, and literally fly inside books using the power of literacy to solve problems. All the while they engage a fifth superhero, Super You, who is actually the viewer.”

Curious George
“Aimed at preschool viewers (ages three to five), the goal of the series is to inspire children to explore science, engineering, and math in the world around them.”

Peg + Cat
“This animated preschool series follows the adorable, spirited Peg and her sidekick Cat as they embark on adventures and learn foundational math concepts and skills.”
### Rate Card

#### Weekday Parts

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<thead>
<tr>
<th>Time</th>
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<th>Slot</th>
<th>Cost</th>
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<tbody>
<tr>
<td>4:00 am - 6:00 am</td>
<td>How-To and Exercise</td>
<td>:15</td>
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<td>6:00 am - 11:00 am</td>
<td>News and Public Affairs</td>
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<td>News and Public Affairs</td>
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<td>Home and Travel</td>
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#### Sunday

<table>
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<tr>
<th>Time</th>
<th>Program</th>
<th>Slot</th>
<th>Cost</th>
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<tr>
<td>4:00 am - 5:00 am</td>
<td>Travel</td>
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<td>$100.00</td>
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<tr>
<td>5:00 am - 8:00 am</td>
<td>Children’s Programs</td>
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<tr>
<td>8:00 am - 12:30 pm</td>
<td>News and Public Affairs</td>
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<td>$200.00</td>
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<tr>
<td>12:30 pm - 2:00 pm</td>
<td>Cooking</td>
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<tr>
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<td>Travel</td>
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<td>$200.00</td>
</tr>
<tr>
<td>3:00 pm - 8:00 pm</td>
<td>PBS / APT Special and Public Affairs</td>
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<td>$200.00</td>
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<tr>
<td>8:00 pm - 11:00 pm</td>
<td>Music Specials</td>
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<td>$200.00</td>
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<td>11:00 pm - 4:00 am</td>
<td>PBS / APT Special, travel</td>
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SPECIAL EVENTS

In Studio Brunch With Amy Goodman

PBS Kids Writers Contest

Premiere Screening of Emmy Nominated “Fate of A Salesman”
**DIGITAL REACH**

**1614**
Daily Page Engaged Users for 2018
Daily: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)

**46041**
Daily Total Reach for 2018
Daily: The number of people who have seen any content associated with your Page. (Unique Users)

**7670**
Daily Organic Reach For 2018
Daily: The number of people who visited your Page, or saw your Page or one of its posts in news feed or ticker. These can be people who have liked your Page and people who haven't. (Unique Users)

**140,092**
Total Pageviews for 2018
For more information and custom opportunities, please contact:

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Phone: 202-806-3460