National Corporate Sponsorship Opportunities 2020-21

PBS

Lidia's Kitchen

Xavier Riddle and the Secret Museum

Masterpiece

Nova

Antiques Roadshow

Arthur

Frontline

American Experience

Molly of Denali

SGPTV

Sponsorship Group for Public Television
The best sponsorships on PBS

sgptv.org | 800.886.9364
PBS is for every adult viewer, every child, every educator... And, for every brand and marketer.

At PBS, our mission is reflected in everything we offer.
We believe in thoughtful and thought-provoking media. We believe that the best ideas illuminate, and even challenge. We believe in content that ignites a love of learning, broadens horizons, and connects people, everywhere.

We believe that our corporate sponsors are our partners.
Their support helps us to continue to bring this valued content to our audience, wherever they choose to access it.

- Linear TV
- Digital
- Mobile Apps
- Social Media
- OTT
- Podcasts
- YouTube
- VOD

Only PBS offers sponsors this unique media opportunity

- An uncluttered, category-exclusive sponsor environment
- A trusted relationship with viewers
- An affluent, educated, influential audience
- Brand-safe, highly respected content
- A multiplatform sponsor experience

The Sponsorship Group for Public Television offers the best sponsorships on PBS

Only the Sponsorship Group for Public Television offers sponsorships of iconic PBS programming like MASTERPIECE, FRONTLINE, American Experience, NOVA, ANTIQUES ROADSHOW and Arthur. But there’s so much more!

Please explore our content available for sponsorship, and then contact us to learn more about how we can build a custom sponsorship package for your brand.
**AMERICAN EXPERIENCE®**

**Airs: Tuesdays @ 9pm**

American Experience’s documentary films chronicle the unforgettable events and people that have made us who we are today. Through the power of storytelling, this award-winning series captivates millions of smart, engaged and influential viewers who care about America’s issues and civic literacy.

Current corporate sponsor:
Liberty Mutual, Consumer Cellular

**ANTIQUES ROADSHOW®**

**Airs: Mondays @ 8pm & 9pm**

Is it junk—or a jewel? Come along as PBS’s most popular primetime series visits cities across the country, inviting people to bring their valued possessions for appraisal by antiques dealers and auction-house experts. Join the fun as people find out whether or not their items are in fact priceless treasures.

Current corporate sponsors:
Liberty Mutual, Ancestry.com, Consumer Cellular

**BLOOD SUGAR RISING**

**NEW**

**A 2-hour Documentary**

**Airs April 15, 2020**

Diabetes is often misunderstood or goes undiagnosed until it’s too late. Blood Sugar Rising helps shine a light on this widespread disease and the scientific innovations that offer new hope.

Current corporate sponsors:
Draper Laboratory

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© WGBH | Meredith Nierman

*See last page for trademark and copyright information*
CHASING NORMAL

A 4-hour Documentary Coming in 2021

One in four Americans will experience mental health issues over the course of their lifetime. Chasing Normal aims to raise awareness and break the long-held stigma associated with mental illness.

Currently corporate sponsors:
Draper Laboratory, Johnson and Johnson

FRONTLINE®

Airs: Tuesdays @ 10pm

Television’s most-respected investigative journalism series continues its relentless pursuit of the truth. Frontline’s engaging documentaries fully explore and illuminate the critical issues of our times. Frontline has won more awards and produces more hours of public affairs documentary programming than all the commercial networks combined.

FUTURE OF WORK

A 3-hour Documentary Coming in 2021

The employment landscape in the U.S. has been undergoing massive changes, with many U.S. jobs being automated or shipped offshore. The Future of Work explores how work as we know it is changing, and what today’s workforce can do to prepare for this new world of employment.
MASTERPIECE™

Airs: Sundays @ 9pm
with additional hours at 8pm & 10pm

No one does drama like Masterpiece! Home of the wildly popular “Downton Abbey,” this legendary series continues to enthrall and captivate viewers. With its signature blend of classic, mystery and contemporary dramas, Masterpiece keeps audiences on the edge of their seats, coming back week after week to watch its addictive programming.

Current corporate sponsors:
Viking, Raymond James

THE MOLECULE THAT MADE US

A 3-hour Limited Series
Airs April 22, 29, and May 6, 2020

The Molecule That Made Us celebrates our enduring relationship with one of the most essential molecules in our universe, water. Over the course of three one-hour films, PBS’s dynamic line-up of experts will explore our shared past, present, and future through the lens of this most magical of molecules.

Current corporate sponsors:
Draper Laboratory

NOVA®

Airs: Wednesdays @ 9pm

NOVA is the highest-rated ongoing science television series—the gold standard to which all others pale in comparison. Each week, NOVA takes millions of curious viewers on an unforgettable voyage of discovery as it reveals cutting-edge breakthroughs in science, technology and engineering. NOVA entertains, enlightens and challenges the mind.

Current corporate sponsors:
Draper Laboratory

*See last page for trademark and copyright information*
STORIES FROM THE STAGE®

Airs: Mondays @ 9:30pm on WORLD Channel

*See last page for trademark and copyright information

Stories from the Stage is a new series that captures the emotion, power and connection made through sharing personal stories. Sponsors of Stories from the Stage also have the unique opportunity to gain access and visibility at live storytelling events.

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
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<tr>
<td>A25-54</td>
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<tr>
<td>A35-64</td>
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US TV HH Coverage: 69%

Source: Nielsen National People Meter, Q4 2016 Quarterly Ratings, Live +7 Viewing. World Channel Mon-Sun 8P-11P | TRAC Media Services 10/18-9/19

© WORLD Channel AfroPop

WORLD Channel

WORLD Channel offers 24/7 nonfiction programming at its best. A public media platform for both established and emerging filmmakers, WORLD’s powerful documentaries strive to bridge our differences and identify our commonalities.

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<td>A25-54</td>
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<tr>
<td>A35-64</td>
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US TV HH Coverage: 70%

Source: Nielsen National People Meter, Q4 2018, Live +7 Viewing. World Channel Mon-Sun 8P-11P | TRAC Media Services 2019
LIFESTYLE

BORN TO EXPLORE

Airs: Weekends 13 New Episodes

The world is full of beauty and wonder just waiting to be discovered. In this exciting series, host Richard Wiese takes viewers around the world in search of adventure, wildlife, and cultures untouched by modern civilization. Originally airing on ABC stations nationwide, Born to Explore has moved to its new home on PBS.

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<th>DEMOS</th>
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<th>AVG. IMPRESSIONS (000)</th>
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Estimated US TV HH Coverage: 97%*

Source: TRAC Media Services May 2019 Sweeps, avg weekly; *10/18-9/19

CLASSIC WOODWORKING

Airs: Weekends Coming in 2020 13 New Episodes

Classic Woodworking follows host Tom McLaughlin as he demonstrates the steps and artistry it takes to create comprehensive woodworking projects. With assists from Fine Woodworking magazine guests, Tom teaches the latest wood crafting techniques, as well as tips and instruction for how to create projects that can be passed down for generations.

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<tr>
<td>M35-64</td>
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Source: TRAC Media Services May 2019 Sweeps, avg weekly

LIDIA’S KITCHEN

Airs: Weekends

Join host, restaurateur and celebrity chef Lidia Bastianich for her new series Lidia’s Kitchen. Lidia conjures simple seasonal dishes with grace, confidence and love, teaching viewers to draw on their roots, allow for spontaneity and cultivate a sense of home in the kitchen. Already nominated for a James Beard Award in its first season, Lidia’s Kitchen is the companion series to her latest cookbook Lidia’s Commonsense Italian Cooking.

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<th>AVG. IMPRESSIONS (000)</th>
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<td>W35-64</td>
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US TV HH Coverage: 97%

Source: NTI Live +7 Nielsen National NPOWER, 10/18-9/19 | TRAC Media Services, 10/18-9/19

Current corporate sponsors:
Cento Tomatoes, Grana Podano Cheese, Loacker, Rovagnati, Auricchio, Fabbri, Olitalia

*See last page for trademark and copyright information

SPONSORSHIP GROUP for Public Television
The best sponsorships on PBS sgptv.org 800.886.9364 sgptv@wgbh.org
SIMPLY MING®

Airs: Weekends

Emmy Award-winning chef, author, and restaurateur Ming Tsai is back in the kitchen! Simply Ming shows viewers how to prepare simple and delicious meals “on the fly,” finding inspiration from Ming’s own east-meets-west pantry, as well as “on the road,” using local ingredients as he travels to exotic destinations.

Current corporate sponsors:
Melissa Spices, Subaru New England, Sam Adams/Boston Beer, Korin

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<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
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<tr>
<td>W35-64</td>
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US TV HH Coverage: 94%*

Source: TRAC Media Services May 2019 Sweeps, avg weekly, *10/18-9/19
KIDS

**ARTHUR®**

Airs: Monday–Friday Daily

*Arthur* has consistently ranked as one of the most popular kids shows on any network. Based on the beloved books by Marc Brown, this fun, animated series centers on 8-year-old Arthur, his kid sister, D.W., and their friends. With an underlying commitment to literacy, *Arthur* uses engaging characters and amusing story lines to illustrate how kids from diverse backgrounds can learn to get along with one another and develop positive social skills.

Current corporate sponsor:
ABCmouse.com, IKEA

**CURIOUS GEORGE®**

Airs: Monday–Friday Daily

*Curious George* follows the adventures of everybody’s favorite little monkey, while also introducing kids to science, math and engineering concepts. Each episode includes two animated stories and live-action pieces, where real kids investigate the ideas that George introduces in his stories.

Current corporate sponsors:
Kiddie Academy

**DINOSAUR TRAIN™**

Airs: Monday–Friday Daily

From the legendary Jim Henson Company comes *Dinosaur Train*, an animated series for 3–6 year olds that embraces kids’ fascination for both dinosaurs and trains. Each half hour episode encourages basic scientific thinking skills as kids learn about science, natural history and paleontology.

Current corporate sponsors:
Kiddie Academy, ABC Mouse.com

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**See last page for trademark and copyright information**
ELINOR WONDERS WHY  NEW

Airs: Monday – Friday, premiering September 7, 2020

Join Elinor and her friends as they ask the questions in every kid’s mind, and use basic scientific skills to connect Nature to their everyday lives. Targeted to a pre-school audience, Elinor Wonders Why shows kids that science is not just a list of facts, but a way of answering questions and learning about the world.

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<td>Kids 2-11</td>
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<tr>
<td>Kids 4-8</td>
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<tr>
<td>W18-49 w/K&lt;12</td>
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Source: NTI Live+7 Nielsen National NPOWER based on similar programming, Oct ’18–Sept ’19

HERO ELEMENTARY  NEW

Airs: Monday – Friday, premiering June 1, 2020

At Hero Elementary, young superheroes learn how to master their emerging superpowers and use science to solve problems. Aimed at kids 4-7, the series integrates science and adventure to ignite kids’ natural curiosity about how the world works.

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<tr>
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</tr>
<tr>
<td>W18-49 w/K&lt;12</td>
<td>0.5</td>
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Source: NTI Live+7 Nielsen National NPOWER, based on similar programming, Oct ’18–Sept ’19

LET’S GO LUNA!

Airs: Monday–Friday Daily

Let’s Go Luna!’s whimsical and humorous stories celebrate and inspire global curiosity. Luna, the moon, guides three friends as they explore the world. The trio’s hilarious adventures introduce kids 4-7 to local language, music and daily life across continents, emphasizing connections with communities beyond their own neighborhood.

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<tbody>
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<tr>
<td>Kids 2-5</td>
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</tr>
<tr>
<td>Kids 2-11</td>
<td>0.9</td>
</tr>
<tr>
<td>Kids 4-8</td>
<td>0.9</td>
</tr>
<tr>
<td>Kids 6-11</td>
<td>0.5</td>
</tr>
<tr>
<td>W18-49 w/K&lt;12</td>
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<td>W18-49 w/K&lt;3</td>
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Current corporate sponsors:
Target

See last page for trademark and copyright information

SPONSORSHIP GROUP
for Public Television
The best sponsorships on PBS  sgptv.org  800.886.9364  sgptv@wgbh.org
MOLLY OF DENALI

Airs: Monday—Friday        Daily

Meet Molly, a 10-year old charming and resourceful girl from the Denali region of Alaska. Whether it's using a map to navigate a dog sled delivery under the aurora borealis, or navigating through fog-shrouded islands in search of puffins, this new PBS KIDS series follows Molly on exciting adventures, teaching kids how to solve problems using informational text.

Current corporate sponsors:
Homer, T.Rowe Price - 529 College Savings Plan, IKEA

ODD SQUAD

Airs: Monday—Friday        Daily

Odd Squad follows the adventures of a group of resourceful young agents whose mission is to investigate strange happenings wherever oddness occurs. Created by Fred Rogers Productions and Sinking Ship Entertainment, this delightful live-action series is designed to help kids ages 5 to 8 practice basic math, problem-solving, resilience and collaboration, establishing a solid foundation for success in school and in life.

PEG + CAT

Airs: Monday—Friday        Daily

From Fred Rogers Productions comes this playful series that inspires preschoolers' natural curiosity about math, and helps them develop new skills and strategies for solving problems in their daily lives. Through engaging characters, whimsical stories and music, the show celebrates the ways in which math plays a role in everyday life - and is cool!
PINKALICIOUS & PETERRIFIC

Airs: Monday—Friday Daily

Join the fun as Pinkalicious and her brother Peter look for ways to turn the everyday hum-drum into something extraordinary! With a focus on social and emotional learning (SEL), and drawing upon the National Core Arts Standards, this new PBS KIDS series encourages creativity and celebrates the arts across all artist disciplines.

Current corporate sponsors:
Kiddie Academy, Homer, Target

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<tr>
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<td>W18-49 w/K2-5</td>
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US TV HH Coverage: 98%

PLUM LANDING

A PBS KIDS Web Exclusive Series

Plum Landing is a web-original adventure encouraging 6- to 9-year olds to get outdoors and interact with nature. Animated videos tell the story of Plum, a video game designer from the desolate Planet Blorb, who zooms to Earth longing to experience nature. There, she befriends five eager kids and launches them on fun, nature-based missions. Plum Landing also features live-action videos, games, hands-on activities and a mobile app!

Current corporate sponsors:
ABCmouse.com

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<th>MONTHLY ENGAGEMENT</th>
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<td>Page Views: 1.1M</td>
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<td>Time Spent: 5:55</td>
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Source: Google Analytics Oct 2018-Sept 2019 Avg

READY JET GO!

Airs: Monday—Friday Daily

PBS KIDS soars into outer space with Ready Jet Go! Curiosity about space starts early, as soon as kids are old enough to look up at the sky and wonder: What’s up there? Ready Jet Go! introduces children to astronomy, earth science and technology in a fun and engaging way, through the adventures of an animated alien boy named Jet Propulsion!

Current corporate sponsors:

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<th>AVG. IMPRESSIONS (000)</th>
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<td>Kids 2-11</td>
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<tr>
<td>Kids 4-8</td>
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<tr>
<td>W18-49 w/K&lt;3</td>
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US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 1,492
THE RUFF RUFFMAN SHOW

**Short-form animated digital science series**

Canine host extraordinaire, Ruff Ruffman, returns to PBS KIDS in this animated digital science series. *The Ruff Ruffman Show* is a collection of 20 physical science themed videos designed to help kids ages 4-8 think, talk, act and feel like scientists.

![The Ruff Ruffman Show](image1)

**MONTHLY ENGAGEMENT**

- Video streams: 644K
- Users: 244K
- Page Views: 2.2M
- Sessions: 426K
- Time Spent: 5:40

Source: Google Analytics Oct 2018 - Sept 2019 Avg

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SPLASH AND BUBBLES

**Airs: Monday–Friday  Daily**

Emmy nominated children's series *Splash and Bubbles* follows the adventures of Splash, Bubbles, Dunk, and Ripple as they dive into the incredible world of marine biology and oceanography. Together, these aquatic friends explore themes such as interconnectedness, diversity, individuality, and the importance of taking care of the ocean we all share.

![Splash and Bubbles](image2)

**Current corporate sponsors:**

Emerald Coast

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THE CAT IN THE HAT KNOWS A LOT ABOUT THAT!

**Airs: Monday–Friday  Daily**

*The Cat in The Hat Knows A Lot About That!* is designed to spark a love of learning and an interest in science in preschoolers. Based on the best-selling books from Random House, the series follows the Dr. Seuss character and his friends as they embark on fun, scientific adventures such as shrinking to bee-size to explore a hive or flying with birds to discover how they migrate.

![The Cat in The Hat Knows A Lot About That!](image3)

**Current corporate sponsors:**

Time4Learning

---

**DEMOs** | **RATINGs** | **AVG. IMPRESSIONS (000)**
--- | --- | ---
HH | 0.3 | 350
Kids 2-5 | 0.9 | 148
Kids 2-11 | 0.5 | 195
Kids 4-8 | 0.4 | 87
Kids 6-11 | 0.2 | 47
W18-49 w/K<12 | 0.3 | 92
W18-49 w/K<3 | 0.6 | 65
W18-49 w/K2-5 | 0.4 | 53

Source: NTI Live+7 Nielsen National NPOWER, Oct 2018-Sep 2019

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![The Cat in The Hat Knows A Lot About That!](image3)

**Current corporate sponsors:**

Time4Learning
**WILD KRATTS**

Airs: Monday–Friday  
Daily

Wild Kratts is an animated animal adventure full of laugh-out-loud comedy that takes kids around the world to meet all sorts of animals—from the cute and cuddly to the awesome and bizarre. Featuring the animated versions of popular zoologists and children's entertainers Chris and Martin Kratt, Wild Kratts is a science show that families are enjoying together.

Current corporate sponsor:  
ABCmouse.com, Target

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<td>Kids 6-11</td>
<td>1.0</td>
<td>236</td>
</tr>
<tr>
<td>W18-49 w/K&lt;3</td>
<td>0.9</td>
<td>93</td>
</tr>
<tr>
<td>W18-49 w/K2-5</td>
<td>0.8</td>
<td>108</td>
</tr>
</tbody>
</table>

US TV HH Coverage: 98%  
Total Weekly Viewers P2+ (000): 2,861


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**XAVIER RIDDLE AND THE SECRET MUSEUM**

Airs: Monday—Friday  
Daily

This exciting new series teaches kids that everyone can do remarkable things! Follow the adventures of three children as they enter a “secret museum” and travel back in time to meet real life heroes from the past, when the heroes were kids. In each episode, Xavier, Yadina, and Brad learn about the challenges these inspirational figures faced and the path they took to achieve greatness, showing the kids that they, too, can be heroes.

Current corporate sponsors:  
ABCmouse.com, Kiddie Academy

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
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<tr>
<td>Kids 2-5</td>
<td>1.3</td>
<td>202</td>
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<tr>
<td>Kids 2-11</td>
<td>0.9</td>
<td>363</td>
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<tr>
<td>Kids 4-8</td>
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<td>199</td>
</tr>
<tr>
<td>W18-49 w K&lt;12</td>
<td>0.4</td>
<td>130</td>
</tr>
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Source: Projections based on Nielsen Local Live+7 Oct 2018-Sep 2019 program averages for similar PBS KIDS programs
Innovation Hub is an hour-long dive into big ideas and cutting-edge technologies. The program features today’s most creative thinkers, exploring new avenues in education, science, medicine, energy, transportation and more. Host Kara Miller engages with top innovators, examining fresh perspectives and potential solutions to some of our most challenging problems.

DEMOS | AVG. IMPRESSIONS |
AQH (P12+) | 146,800 |
AQH (A25-54) | 49,912 |
P12+ Weekly Listeners (program cume): 229,100

Source: Nielsen Audio Nationwide-Act 1 Systems, DMA Persons 12+ based on stations’ broadcast schedule, Spring 2019

See last page for trademark and copyright information.
PODCASTS

THE FRONTLINE DISPATCH

News & Information
Each episode of The FRONTLINE Dispatch focuses on uncovering crucial domestic and international stories, with the same authenticity and transparency that you’ve come to expect from FRONTLINE’s award-winning documentaries.

INNOVATION HUB

News & Information
Innovation Hub looks at how to reinvent our world – from medicine to education, relationships to time management. Great thinkers and great ideas, designed to make your life better.

MASTERPIECE STUDIO

Drama
Masterpiece Studio is your backstage pass to the PBS series. Tune in to Masterpiece Studio for the inside scoop with host Jace Lacob. Listen for exclusive interviews with the cast and crew of your favorite shows. Get the history lowdown behind the people and places you see on screen, and hear revealing stories from the set.

Current corporate sponsor:
Viking Cruises

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©WGBH 10 Bi-Weekly Episodes | 40–60 Minutes
Weekly Full Episodes | 50 Minutes
Weekly Segments | 10–30 Minutes

© WGBH 35 Weekly/Bi-Weekly Episodes | 18–35 Minutes
MOLLY OF DENALI PODCAST

Children’s | New Weekly Podcast

In the voices of the characters, listeners will hear serialized stories of how Molly and Suki (Molly’s faithful huskie) found one another, how Molly’s family took over the Denali Trading Post, and Molly’s recording of her very first video blog.

Current corporate sponsors:
T. Rowe Price - 529 College Savings Plan, Homer

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