NATIONAL CORPORATE SPONSORSHIP OPPORTUNITIES
2020-21

PBS

LIDIA’S KITCHEN

ANTQIUES ROADSHOW

NOVA

XAVIER RIDDLE

THE SECRET MUSEUM

MASTERPICE

BEEVULOUS & IRRESISTIBLE

WILD KRATTS

AMERICAN EXPERIENCE

MOLLY OF DENALI

FRONTLINE

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

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US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 1,811

Source: NTI Live+7 Nielsen National NPOWER, 10/19-9/20; TRAC Media Services, 10/19-9/20

### American Veteran

A 4-hour special | November 2021

PBS is proud to present a new 4-part primetime television special that traces the experiences of a range of veterans, both contemporary and historical. In unforgettable testimony, the men and women of the military reveal their personal and transformative journeys, in war and in peace.

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

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Source: NTI Live+7, Nielsen National NPOWER, projection based on PBS Primary Affiliates, M-Su 8p-11p, 10/19-9/20

### 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

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US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000)*: 4,070

Source: NTI Live+7 Nielsen National NPOWER, 8pm, 10/19-9/20; TRAC Media Services 10/19-9/20; *M 8-10p

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*See last page for trademark and copyright information*
DECODING MENTAL ILLNESS  NEW

A 4-hour Documentary | June 22 & 23, 2021 @ 9-11pm

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

DECODING Mental illness

Current 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  NEW

A 3-hour Documentary | July 20, July 27 & August 3, 2021 @ 9pm

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.

FUTURE OF WORK

Source: NTI Live+7, Nielsen National NPOWER 10/19-9/20, based on similar programming

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Source: NTI Live+7, Nielsen National NPOWER 10/19-9/20 | TRAC Media Services 10/19-9/20

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Source: NTI Live+7, Nielsen National NPOWER 10/19-9/20, projection based on PBS Primary Affiliates, M-Su 8p-11p, 10/19-9/20

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Source: NTI Live+7, Nielsen National NPOWER, projection based on PBS Primary Affiliates, M-Su 8p-11p, 10/19-9/20
**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

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**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

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**STORIES FROM THE STAGE®**

Airs: Mondays @ 9:30pm on WORLD Channel

*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.
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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US TV HH Coverage: 67.3%

Source: Nielsen National People Meter, Q4 2018, Live +7 Viewing, World Channel | TRAC Media Services 2020

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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Estimated US TV HH Coverage: 95%*

Source: TRAC Media Services, May 2020 Sweeps + Carriage Summary 10/19-9/20

Current corporate sponsors:
Qatar Tourism Authority, Nashville Convention and Visitors Bureau, North Dakota Dept. of Commerce and Tourism, Aggressor Adventures

CLASSIC WOODWORKING

Airs: Weekends

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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*See last page for trademark and copyright information
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.

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

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

SECRETS OF THE MEDITERRANEAN

Coming in Spring 2021       13 New Episodes

Secrets of the Mediterranean is a new series coming to PBS that focuses on food, health and wellness with a dash of history, culture and travel. Hosted by Maria Loi, well-known Greek television personality and chef, each episode transports viewers back to Maria’s homeland and farm in Greece to explore the roots of the Mediterranean diet before returning to New York to recreate a modern interpretation of this ancient cuisine.

SECRETS OF THE MEDITERRANEAN

US TV HH Coverage: 96%

Source: Nielsen NTI Live +7 Nielsen National NPOWER, 10/19-9/20 | TRAC Media Services, 10/19-9/20

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

SIMPLY MING®

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

LIFESTYLE
**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

**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.

Current corporate sponsors:  
Time4Learning, Kiddie Academy

**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

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**Source:** Nielsen NTI Live+7 + TRAC Media Services, Oct 2019–Sept 2020
**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, Destination Fort Walton Beach

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**ELINOR WONDERS WHY**

**Airs:** Monday–Friday  
**Daily**

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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**HERO ELEMENTARY**

**Airs:** Monday–Friday  
**Daily**

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.

**Current corporate sponsors:**  
ABCmouse.com, Target
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.

Current corporate sponsors:
Target

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US TV HH Coverage: 98%
Avg P2+ Weekly Reach: 2,015,000
Source: Nielsen NTI Live+7 + TRAC Media Services, Oct 2019–Sept 2020

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:
T.Rowe Price – 529 College Savings Plan, IKEA, Target

![Molly of Denali Image]

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US TV HH Coverage: 98%
Avg P2+ Weekly Reach: 2,171,000
Source: Nielsen NTI Live+7 + TRAC Media Services, Oct 2019–Sept 2020

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.

Current corporate sponsors:
ABCmouse.com

![Odd Squad Image]

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US TV HH Coverage: 98%
Avg P2+ Weekly Reach: 1,744,000
Source: Nielsen NTI Live+7 + TRAC Media Services, Oct 2019–Sept 2020
**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!

![Peg + Cat](image)

**PINKALICIOUS & PETERRIFIC**

**Airs:** Monday—Friday  
**Daily**

Join the fun as Pinkalicous and her brother Peter look for ways to turn the everyday ho-hum 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.

![Pinkalicous & Peterrific](image)

**CURRENT CORPORATE SPONSORS:**

Kiddie Academy, Homer, Target

**PLUM LANDING**

**A PBS KIDS Web Exclusive Series**

*Plum Landing* is a web-originated 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!

![Plum Landing](image)

**CURRENT CORPORATE SPONSORS:**

Kiddie Academy, Homer, Target

**MONTHLY ENGAGEMENT**

- **Page Views:** 1.3M+
- **Users:** 178K+
- **Sessions:** 299K+
- **Time Spent:** 6:32

Source: Google Analytics Oct 2019–Sept 2020 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:

ABCmouse.com

## 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.

## 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.

Current corporate sponsors:

Destination Fort Walton Beach Florida

## DEMOS | RATINGS | AVG. IMPRESSIONS (000) |
<table>
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<tr>
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<tbody>
<tr>
<td>HH</td>
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<tr>
<td>Kids 2-5</td>
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<td>Kids 2-11</td>
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<tr>
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<tr>
<td>W18-49 w/K&lt;12</td>
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US TV HH Coverage: 98%  
Avg P2+ Weekly Reach: 1,176,000

Source: Nielsen NTI Live+7 + TRAC Media Services, Oct 2019–Sept 2020
**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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<th>RATINGS</th>
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US TV HH Coverage: 98%  
Avg P2+ Weekly Reach: 2,439,000  
Source: Nielsen NITI Live+7 + TRAC Media Services, Oct 2019–Sept 2020

**XAVIER RIDDLE AND THE SECRET MUSEUM**  
**NEW**

**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

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<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
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US TV HH Coverage: 98%  
Avg P2+ Weekly Reach: 2,157,000  
Source: Nielsen NITI Live+7 + TRAC Media Services, Nov 2019–Sept 2020
INNOVATION HUB

Airs: Weekends    Weekly

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.

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<td>AQH (A25-54)</td>
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P12+ Weekly Listeners (program cume): 303,800

Source: Nielsen Audio Nationwide-Act 1 Systems, DMA Persons 12+ based on stations’ broadcast schedule, Spring 2020
PODCASTS +

**DETOURS**  General Audience | Podcast

What happens to all that stuff on America’s favorite antiques show once the cameras leave town? Join host Adam Monahan, longtime producer of PBS’s Antiques Roadshow, as he reveals the stories, secrets, and surprises of TV treasures beyond the screen. Each episode of DETOURS tells the deeper story of one object, amazing and amusing listeners along the way. From GBH and PRX.

**THE FRONTLINE DISPATCH**  General Audience | Podcast

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.

Current corporate sponsors:
Audible, Mass General Cancer Center

**INNOVATION HUB**  General Audience | Podcast

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.
PODCASTS +

MOLLY OF DENALI

Children’s | Podcast
Season 2 take listeners on a brand-new adventure across Alaska, as Molly and Trini take a train journey from Denali to Anchorage. But this is no ordinary train — it’s the MYSTERY TRAIN. Follow along as Molly and Trini search for clues with some unexpected guests, decipher strange bird calls, and even get stuck in a spooky town, all while riding the mystery train!

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

NOVA NOW

General Audience | Podcast
From the producers of NOVA, NOVA Now looks at the stories defining and changing our world, and uses science as the filter to make sense of it all. In each episode, host Alok Patel looks at the science behind the headlines, analyzing a current news story from a science perspective.

CURRENT CORPORATE SPONSOR:
Viking Cruises

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SGPTV.org 800.886.9364  SGPTV@wgbh.org
**PARENTALOGIC**

**General Audience | YouTube Series**

From the producers of NOVA, Parentalogic is a Youtube series that helps parents wade through all the conflicting and confusing information about parenting. Each episode dives into a topic that is central to parenting with wisdom from leading experts.

![Parentalogic](Image)

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**ODD SQUADCAST**

**Children’s | Podcast**

From Fred Rogers Productions and Sinking Ship Entertainment comes the first ever Odd Squad podcast: the “Odd Squadcast.” This serialized podcast follows Odd Squad fan favorite Millie Davis (aka “The Big O”) as she hosts a radio address for agents all over the world, all the while trying to stop an odd invasion on Headquarters.

![Odd Squadcast](Image)

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**PINKALICIOUS AND PETERRIFIC**

**Children’s | Podcast**

Listeners join Pinkalicious and her little brother Peter as they sing their favorite songs from the hit PBS KIDS show, Pinkalicious and Peterrific. Each episode will take listeners on adventures, encouraging kids to dance, sing, make believe, and more.

![Pinkalicious and Peterrific](Image)
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