

All schedules subject to change without notice.

## Committed to making a positive impact on children.

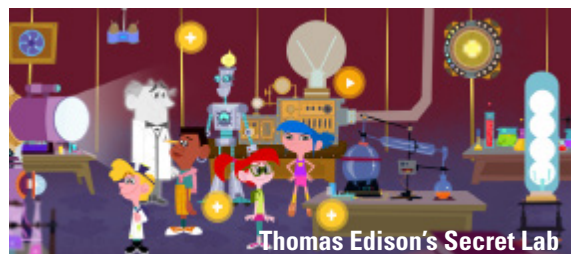
In a recent Roper OmniTel Study, PBS KIDS ranked as the most educational media brand in comparison with nine others listed in the study, including LeapFrog, Scholastic, KOL (AOL for Kids), YahooKids, National Geographic Kids, Discovery Kids, Noggin, Playhouse Disney and Nick, Jr.

In comparison to cable and commercial broadcast TV, PBS children's content ranked #1 on the following measures:

- Satisfaction
- Importance
- Educational
- Serves all children
- Trusted and safe to watch & online
- Improves reading and math skills
- Safe haven for children
- Helps realize potential
- Undisputed leader
- Innovation
- Addressing important issues
- Improves literacy

Providing the highest quality programming to create a healthy learning environment, South Carolina ETV's children's programs are non-violent, age-appropriate and offer positive role models for children to learn from and grow with. The series' characters emulate positive, healthy behavior towards one another and demonstrate respect and tolerance towards family members, peers and other individuals.

PBS KIDS Roper OmniTel, APRIL 2013



### ETV SCHEDULE

	MONDAY-FRIDAY	SATURDAY	SUNDAY
6:00 AM	*****	Thomas & Friends	Mister Roger's Neighborhood
6:30 AM	Arthur	Bob the Builder	Dinosaur Train
7:00 AM	Wild Kratts	Daniel Tiger's Neighborhood	Sesame Street
7:30 AM	Ready Jet Go!	Daniel Tiger's Neighborhood	Daniel Tiger's Neighborhood
8:00 AM	Nature Cat	*****	Splash and Bubbles
8:30 AM	Curious George	*****	Curious George
9:00 AM	Daniel Tiger's Neighborhood	*****	Nature Cat
9:30 AM	Daniel Tiger's Neighborhood	*****	Ready Jet Go!
10:00 AM	Splash and Bubbles	*****	Wild Kratts
10:30 AM	Sesame Street		10:30 AM
11:00 AM	Dinosaur Train		11:00 AM
11:30 AM	Peg + Cat		11:30 AM
12:00 PM	Super Why!		12:00 PM
12:30 PM	Thomas & Friends		12:30 PM
1:00 PM	Sesame Street		1:00 PM
1:30 PM	Dinosaur Train		1:30 PM
2:00 PM	Splash and Bubbles		2:00 PM
2:30 PM	Curious George		2:30 PM
3:00 PM	Nature Cat		3:00 PM
3:30 PM	Ready Jet Go!		3:30 PM
4:00 PM	Cat in the Hat		6:00 PM
4:30 PM	Odd Squad		6:30 PM
5:00 PM	Wild Kratts		7:00 PM
5:30 PM	Martha Speaks		7:30 PM



### ETVW SCHEDULE

	SATURDAY	SUNDAY
	Thomas & Friends	Sid The Science Kid
	Bob The Builder	Dinosaur Train
	Daniel Tiger's Neighborhood	Sesame Street
	Daniel Tiger's Neighborhood	Daniel Tiger's Neighborhood
	Splash and Bubbles	Splash and Bubbles
	Curious George	Curious George
	Nature Cat	Nature Cat
	Ready Jet Go!	Ready Jet Go!
	Wild Kratts	Wild Kratts
	Odd Squad	Odd Squad
	2:00 PM	Thomas Edison's Secret Lab
	2:30 PM	Wunderkind Little Amadeus
	3:00 PM	Scigirls
	3:30 PM	BizKid\$

### SCC SCHEDULE

MONDAY-FRIDAY
6:00 PM
6:30 PM
7:00 PM
7:30 PM



### FOR INFORMATION ON BECOMING A SPONSOR:

UPSTATE: Lisa Bily | 864.380.0720 | lbily@scetv.org  
 MIDLANDS: Angela Wingard | 803.737.3404 | awingard@scetv.org  
 LOWCOUNTRY: Heather Parker Pound | 843.729.5297 | hpound@scetv.org



# WHY SPONSOR PBS KIDS?

- More than 80% of parents say they appreciate the companies that sponsor PBS KIDS and believe them to be exceptional and trustworthy.

- 82% of Moms would choose to purchase a product that supports PBS KIDS programs and services, all things being equal.

- 3X more parents agree they'd purchase from a PBS KIDS sponsor than from an advertiser on a kids commercial channel.

- Parents appreciate the support of our sponsors, because they know you're making a difference for our community.

Sources: ValuePBS.org 2015, CARAVAN ORC International, January 2015 / ORC Parent CARAVAN, April 2014



Age	Program	Science / *Astronomy	Technology	Engineering	Math	Life Science	Marine Biology	Paleontology	Species Differentiation / *Biodiversity	Natural / Animal Science	Problem Solving	Literacy *Financial	Vocabulary Acquisition	Spanish	Social & Emotional	Music & Performing Arts
4-8	Arthur									●						●
8-12	BizKid\$				●							●*				
2-5	Bob the Builder		●	●						●						
2-5	The Cat in the Hat	●														
5-12	Curiosity Quest								●	●						●
2-5	Curious George			●	●											
2-5	Daniel Tiger's Neighborhood															●
2-5	Dinosaur Train					●	●	●								
3-7	Mack & Moxy															●
4-8	Martha Speaks										●	●				
2-5	Mister Rogers' Neighborhood															●
6-8	Nature Cat	●														
4-8	Odd Squad	●	●	●	●											
2-5	Peg + Cat				●											
3-8	Ready Jet Go!	●*														
6-10	SciGirls	●	●	●	●											
2-5	Sesame Street	●			●						●			●		●
4-7	Splash and Bubbles					●		●*	●							●
2-5	Super Why!										●					
2-5	Thomas & Friends															●
5-8	Thomas Edison's Secret Lab	●	●	●	●											
4-8	Wild Kratts								●							
4-8	WordGirl										●	●				
4-8	Wunderkind Little Amadeus															●

## PBS KIDS curriculum provides content that addresses essential skills.

- 87% of all parents appreciate companies that provide support for PBS KIDS programs on topics like literacy, health and early education
- 87% of Moms agree that PBS KIDS helps parents and teachers prepare children for success in school and life
- 88% of adults agree that PBS KIDS helps children learn reading, math and essential skills
- 80% of Kids 2-8 tune in to PBS KIDS programming offered on SCETV
- 66% of Moms watch PBS KIDS programs with their children more than half the time

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APR 01, 2017

