

All schedules subject to change without notice.

Committed to making a positive impact on children.

In a recent study by Marketing & Research Resources, Inc. (M&RR), PBS KIDS ranked as the most educational media brand in comparison with six others listed in the study, including Universal Kids, Disney Channel, Disney Junior, Nick Jr., Nickelodeon and Cartoon Network. ¹

Why Sponsor?

As America's largest classroom, PBS KIDS offers a variety of kid and parent approved shows that target important learning objectives for developing minds with the unmatched benefit of a non-commercial environment. SCETV is viewed as a treasured community resource and a provider of high quality, educational content. Aligning your brand with the undisputed leader in children's programming gives you access to an engaged audience. Research indicates that our viewers are more likely to choose our sponsors over the competition. By connecting with these parents and caregivers through a SCETV sponsorship, you can reinforce your support and commitment to education in the community, which will help you build loyalty among the very people you want to attract. ²

¹ Marketing & Research Resources, Inc. (M&RR), Jan. 4-9, 2018

² Marketing & Research Resources, Inc. (M&RR), Jan., 2017



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



ETVW SCHEDULE

	SUNDAY
8:00 AM	BizKid\$
8:30 AM	Kid Stew/SciGirls



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, Jan., 2015; ORC Parent CARAVAN, Apr., 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	●														
2-5	Curious George		●	●												
2-5	Daniel Tigers' Neighborhood															●
2-5	Dinosaur Train				●	●	●									
2-5	Mister Rogers' Neighborhood															●
6-8	Nature Cat	●														
4-8	Odd Squad	●	●	●	●											
2-5	Peg + Cat				●											
3-5	Pinkilicious & Peterrific														●	●
3-8	Ready Jet Go!	●*														
6-10	SciGirls	●	●	●	●											
2-5	Sesame Street	●			●						●		●		●	
4-7	Splash and Bubbles					●		●*	●							●
2-5	Super Why!										●					
4-8	Wild Kratts								●							

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
- PBS KIDS is #1 in preparing children for success in school and life
- 92% of adults agree that PBS Kids helps children improve their reading, math and social 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

Sources: Marketing & Research Resources, Inc. (M&RR) Jan. 3-10, 2017; Survey Sampling International (SSI), Jan. 2016; ValuePBS.org 2015, CARAVAN ORC International, Jan., 2015 / ORC Parent CARAVAN, Apr., 2014



MAY 16, 2018

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