



**#1** 

PBS KIDS, the number one educational media brand for kids, offers all children the opportunity to explore new ideas and new worlds.

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

8:00 AM

8:30 AM

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. <sup>1</sup>

### 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 noncommercial 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.<sup>2</sup>

<sup>1</sup> Marketing & Research Resources, Inc. (M&RR) , Jan. 4-9, 2018 <sup>2</sup> Marketing & Research Resources, Inc. (M&RR) , Jan., 2017







5:30 PM



Arthur



ETV SCHEDULE







ETVW SCHEDULE

SUNDAY

BizKid\$

Kid Stew/SciGirls









### FOR INFORMATION ON BECOMING A SPONSOR:

MIDLANDS: Angela Wingard | 803.737.3404 | awingard@scetv.org LOWCOUNTRY: Heather Parker Pound | 843.729.5297 | hpound@scetv.org



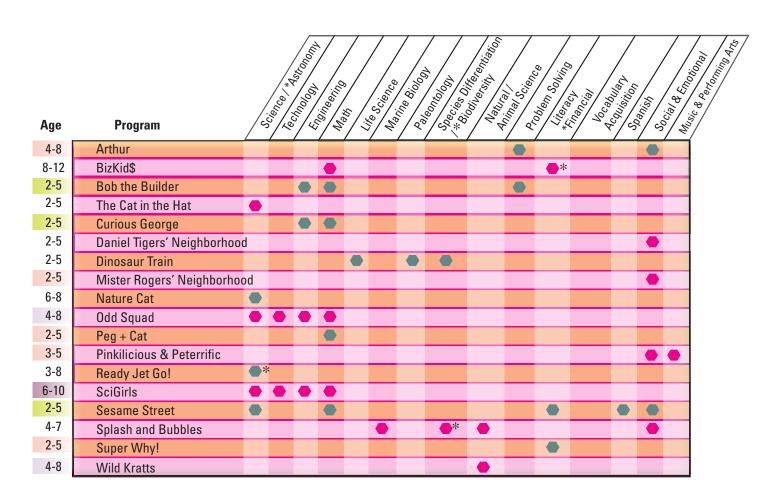




## WHY SPONSOR PBS KIDS?

- 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, Jan., 2015; ORC Parent CARAVAN, Apr., 2014



### 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



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