

# American Public Broadcasting



APB - American Public Broadcasting  
Think Different...

## ***Latest News***

[\*\*PBS Producer Remembers Ed Sullivan Show With Upcoming Special\*\*](#)



A full service media firm specializing in Corporate Funding  
Regional and Independent producers in the Public Broadcast





# Corporate Sponsorship

Think Different...  
Create Something New...  
Grow Your Image...

APB - American Public  
Broadcasting

Innovative Media Services

**Become a Community Partner with National Recognition**

***~ Allocating your marketing \$\$'s could pay off with BIG returns ~***

Branding your company through public media highlights you and your business as a trusted community partner providing access to like-minded individuals who are typically well educated, higher-net worth individuals, care about their community and are charitable givers.

A recent NPR Case Study for a leading financial services firm found:  
85% of partners agreed with their company's decision to sponsor NPR  
43% received unsolicited positive comments from clients regarding NPR sponsorship. The "halo effect" solidified the firm's reputation as a safe, responsible money manager.





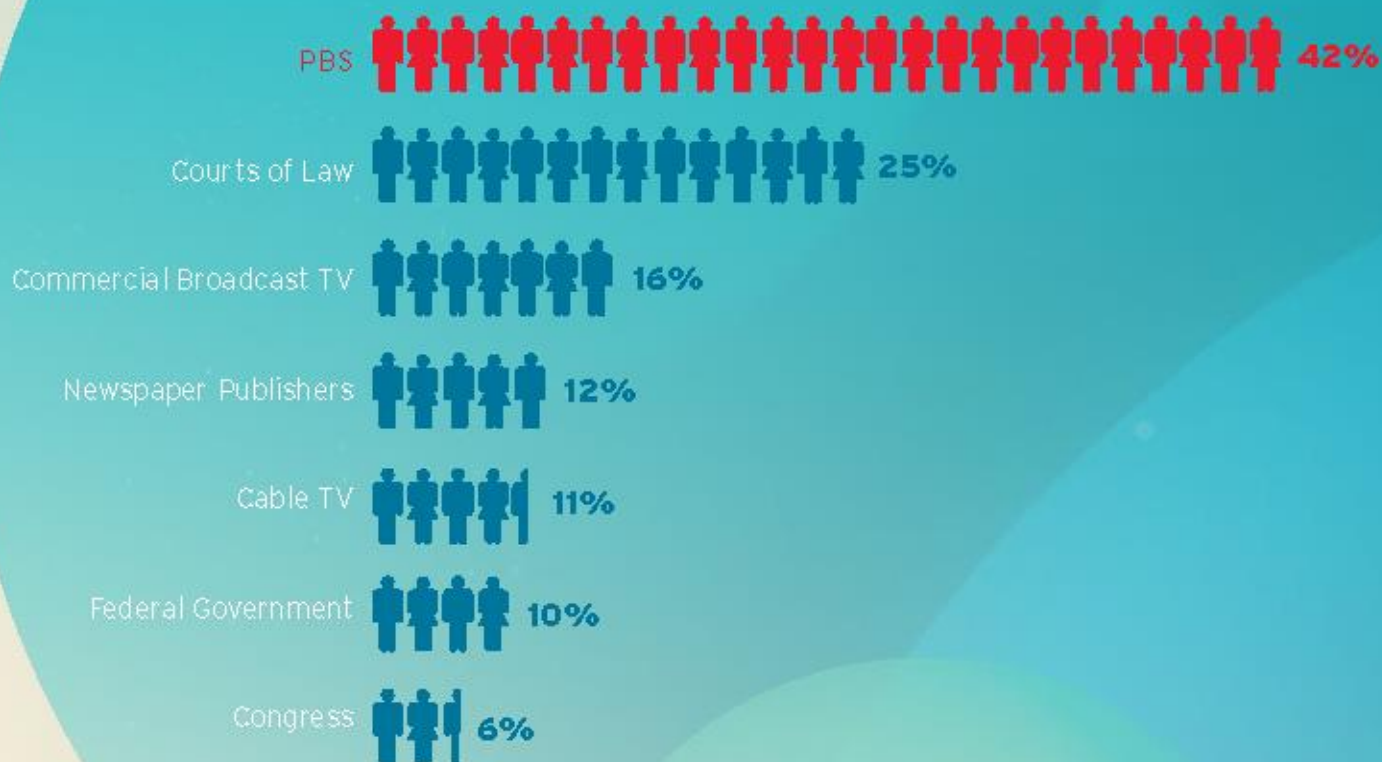
PBS

A Trusted & Valued  
Public Institution

# PBS is #1 in public trust

How much do you trust each organization?

Percent saying they trust the organization "a great deal" (on a 4-point scale: a great deal, somewhat, not very much, not at all).



Source: CARAVANORC International, January 2014



Source: Nielsen NPower 9/24/2012-9/22/2013

IN 2013 AMERICANS  
VIEWED MORE THAN  
**3 BILLION**  
VIDEOS ACROSS ALL  
PBS DIGITAL PLATFORMS

Source: Google Analytics, January-December 2013

# PBS is money **well** spent

Is the money given to PBS stations from government, corporations and individuals money well spent?



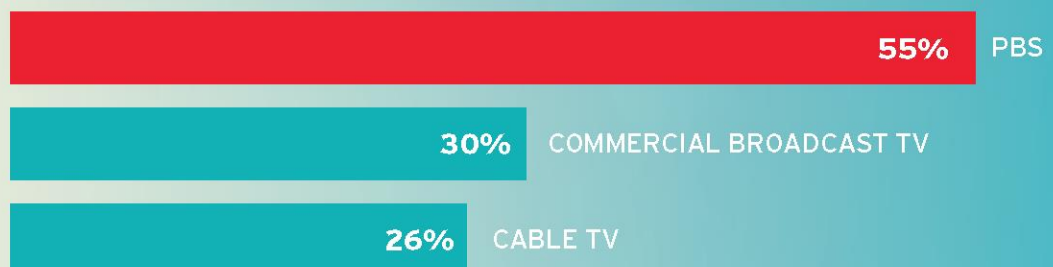
Source: CARAVAN ORC International, January 2014



# PBS is **#1** in importance

How important is it that each of the following types of television are available?

Percent saying each type of television is "very important" (on a 4-point scale: very important, somewhat important, not too important, not at all important).



Source: CARAVAN ORC International, January 2014

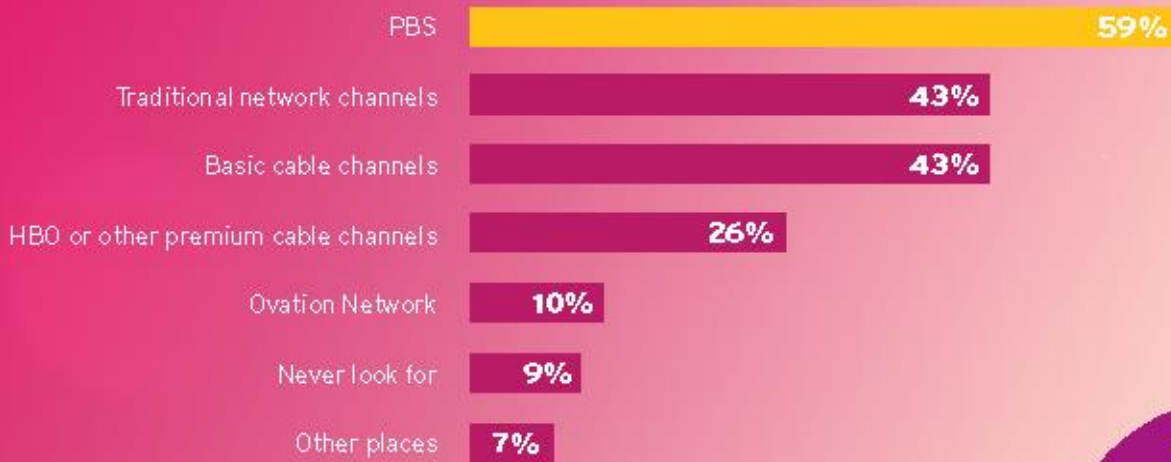


PBS

The Nation's  
Largest Stage

# PBS: most frequently turned to for arts programming

Where do you look for television programming on the arts, such as music performances, dance, drama, opera or the visual arts?



Source: CARAVANORC International, January 2014

PBS and its local member stations ensure that the worlds of music, theater, dance and art remain available and free to all Americans, many of whom might never have the opportunity to experience them otherwise.



# PBS arts

# American Public Broadcasting



APB - American Public Broadcasting  
Create Something New...



**PBS** - The Public Broadcasting System **THE MOST TRUSTED NETWORK IN AMERICA**  
[www.pbs.org](http://www.pbs.org)

## More than 119 million monthly viewers

If America's top decision makers are the people you want to reach, then PBS and PBS Member Stations is the one place you need to be. Deliver your message in an environment of unrivaled credibility, exploration and excellence on a network watched by 91% of all U.S. households.

### UNCLUTTERED & TRUSTED ENVIRONMENT

Sponsors shine on PBS and benefit from association with one of the most trusted services in America.

- PBS viewers are 2x more likely to buy a product or service from PBS sponsors than from any other media advertisers
- PBS viewers are nearly 3x more likely to believe PBS sponsors are more committed to quality and excellence than other media advertisers
- PBS viewers pay attention to sponsor messages on PBS 2x more than advertisements on other media outlets

Source: Harris Interactive SGIPTV/WGBH Attitudes and Sponsorship Favorability Study

### UNPARALLELED PROGRAMMING

#### NEWS AND INFORMATION

Programs like PBS NewsHour and Frontline provide viewers a trusted window to the world

#### CULTURE AND PERFORMANCE

From the drama of Downton Abbey to the intimate performances on Live from the Artists Den, PBS is the nation's largest stage

#### SCIENCE AND EXPLORATION

Nature and NOVA are peerless brands and programs for education and adventure fueling an environment of lifelong learning

#### PBS KIDS & PBS Kids GO!

PBS KIDS is committed to making a positive impact on the lives of children through curriculum-based entertainment with a 360-degree approach towards learning.

More Information on PBS, PBS programming and PBS Member Stations available at [www.pbs.org](http://www.pbs.org)



# TJL PRODUCTIONS

PROVIDER OF AMERICA'S TOP CULTURAL MUSIC, TELEVISION & FILM MOMENTS

TJL has PTV exclusive broadcast license arrangements and the keys to the seminal television and motion picture performance archives of popular culture. TJL archive affiliations include strategic partnerships with the owners and producers of The Ed Sullivan Show, Dick Clark Media Archives, Don Kirshner's Rock Concert, The Perry Como Show, The Andy Williams Show, CBS/Viacom, Paramount Pictures, Universal Studios, 20th Century Fox, Warner Brothers, ABC/Buena Vista, MGM and more. Some key moments TJL has brought to PBS include these performers:

## THE BEST OF BRITISH ROCK AND POP



## MOTOWN AND CLASSIC SOUL



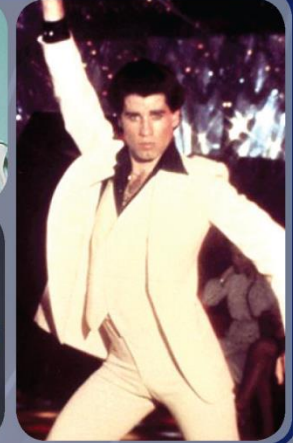
## AMERICAN FOLK LEGENDS



## CLASSIC AMERICAN ROCK AND POP



## DISCO & SOUL CLASSICS



# TJL SAMPLE AIRINGS BY CHANNEL SINCE 2005

Source: Trac Media



## MY MUSIC: 50s Pop Music Series

*Magic Moments: The Best of 50s Pop*

**All Channel Airings: 15,136**

*Moments to Remember, Moments to Remember My Music #204, My Music: 50s Pop Parade*

**All Channel Airings: 12,161**



## MY MUSIC: Big Band Series

*Big Band Cavalcade, Big Band Vocalists, The Big Band Years*

**All Channel Airings: 12,903**



## MY MUSIC presents The Ed Sullivan Series

*Classic Christmas from The Ed Sullivan Show, Ed Sullivan's All-Star Comedy Special, The Ed Sullivan Comedy Special, Ed Sullivan's Rock 'n' Roll Classics, Ed Sullivan's Rock and Roll Classics---The Sixties, Ed Sullivan's Top Performers 1966-1969, Rock 'n' Roll Forever: Ed Sullivan's Greatest Hits*

**All Channel Airings: 14,246**



## MY MUSIC: Doo Wop Series

*American Soundtrack: Doo Wop's Greatest Hits, Doo Wop 50, Doo Wop Cavalcade: The Definitive Anthology, Doo Wop Discoveries, Doo Wop Fifty: Celebrating Five Decades of Vocal Magic, Doo Wop Jukebox, Doo Wop Love Songs, Doo Wop's Best, More Rock, Rhythm and Doo Wop, My Music: Doo Wop Lost and Found, My Music: Doo Wop Love Songs, Rock Pop and Doo Wop (My Music), Rock, Pop and Doo Wop, Rock, Rhythm & Doo Wop, Soul and Inspiration: Doo Wop Spirituals*

**All Channel Airings: 42,480**





### **MY MUSIC Folk Rock Series**

*John Sebastian Presents: Folk Rewind, This Land Is Our Land: The Folk Rock Years II, This Land Is Your Land*

**All Channel Airings: 11,213**



### **MY MUSIC Motown and Classic Soul Series**

*70s Soul Jam, Aretha Franklin Presents: Soul Rewind, Funky Soul Superstars, Get Down Tonight: The Disco Explosion, Motown Memories, Motown: Big Hits and More, Motown: The Definitive Performances, Motown: The Early Years, Rhythm, Love and Soul, Superstars of Seventies Soul*

**All Channel Airings: 16,639**



### **MY MUSIC: 60s Pop and Rock Series**

*The '60s Live!: My Generation, My Music, '60s Pop Rock, 60's Experience, 60's Generation, 60's Pop, Rock & Soul, A 60s Pop Flashback: Hullabaloo, 60s Pop, Rock & Soul, My Music: My Generation---The 60s*

**All Channel Airings: 18,468**

List does not include TJL back-catalogs from 1998 – 2005 airings

**Total Sample Broadcasts since 2005:**

**143,246 airings**

**Total Program Hours since 2005:**

**358,115 airings**

**TJ Lubinsky on-air host hours since 2005:**

**179,000 hours**

**Total Pledge Dollars since 1998:**

**\$355,056,495\***

\*excluding renewals at 38% average, excludes sustainers, excludes ticket revenues.



Total Pledge Dollars Raised

\$367,690,476

And Counting...

21% of all shows are in the Doo Wop Genre

68 programs have been released, 84 programs have been commissioned

TJL Productions Pledge Shows have covered over 10 Genres

5 shows have each raised over \$15,000,000

Average show has raised an average of \$5,407,212

All shows released during an August drive have raised at least \$1,100,000

# SERIES FOURTEEN



## Ed Sullivan's Rock & Roll Classics: The '60s

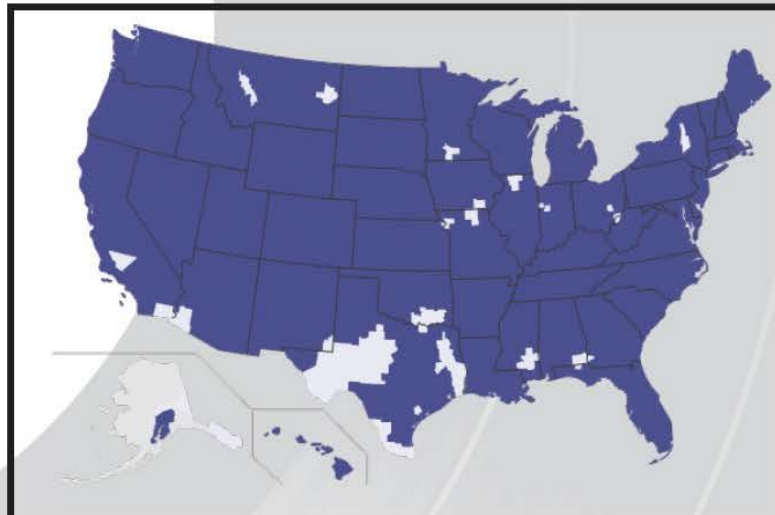
Ed Sullivan's 60's Rock & Roll is an archival concert style program featuring acts from the Ed Sullivan Show including The Beatles, The Rolling Stones, The Mamas & The Papas, The Beach Boys, and many more performers.

### Past Performance:

2009 All Channel Airings: 2,868  
2009 All Channel Coverage: 95.73%

Lifetime\* All Channel Airings: 9,160  
Lifetime\* All Channel Coverage: 97.74%

\*Lifetime spans 8/22/09 - 12/29/12



Lifetime Coverage Map

March 2014  
One x120 Minutes Pledge Event



The Top Provider of Reliable Pledge Hits since 1998

## Carriage Summary

### Ed Sullivan's Rock and Roll Classics---The Sixties

12/1/2009 - 12/31/2010

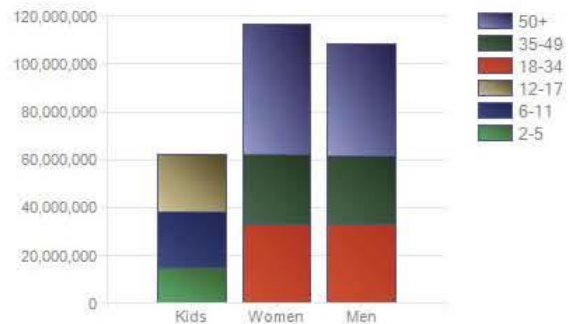
	Telecasts	Channels	Markets	States	% Coverage
All Channels	6484	554	185	49	97.74 %
Main Channels	4736	346	182	49	97.32 %
Primary Channels	2435	173	172	48	95.00 %
Metered Channels	2912	179	56	34	69.98 %
Sub Channels	1748	208	97	37	57.85 %
Secondary Channels	4049	381	136	46	78.80 %

### Distribution of Airings by Day and Daypart



### Demographic Information of Potential Audience

Demo Group	Men	Women	Total
People 2+			287,371,587
DMA Households			113,191,920
Kids 2-5			15,122,748
Kids 6-11			23,116,979
Kids 12-17			23,946,428
Adults 18-34	32,993,475	32,927,281	65,920,756
Adults 35-49	28,432,833	29,543,288	57,976,121
Adults 50+	47,097,790	54,190,765	101,288,555



### Distribution of Airings by Time Zone

Other	Pacific	Mountain	Central	Eastern
0 %	16 %	8 %	27 %	49 %



### Penetration by Market Rank

Rank	Percent
Top 25	100 %
26 to 50	100 %
51 to 100	98 %
101+	78 %

### Episodes

Century	Percent
Unknown	100 %



# SERIES FOURTEEN

Total Pledge Dollars Raised

**\$367,690,476**

And Counting...

21% of all shows are  
in the Doo Wop Genre

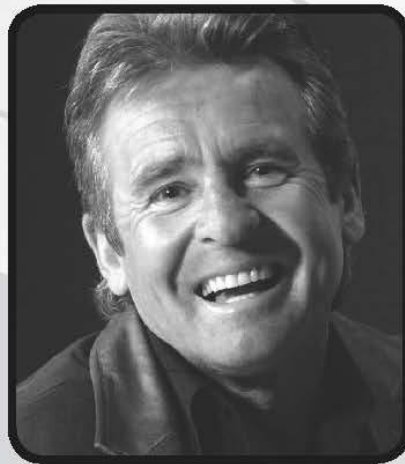
68 programs have  
been released, 84  
programs have been  
commisioned

TJL Productions  
Pledge Shows have  
covered over  
10 Genres

5 shows have  
each raised over  
\$15,000,000

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## '60s Pop, Rock & Soul

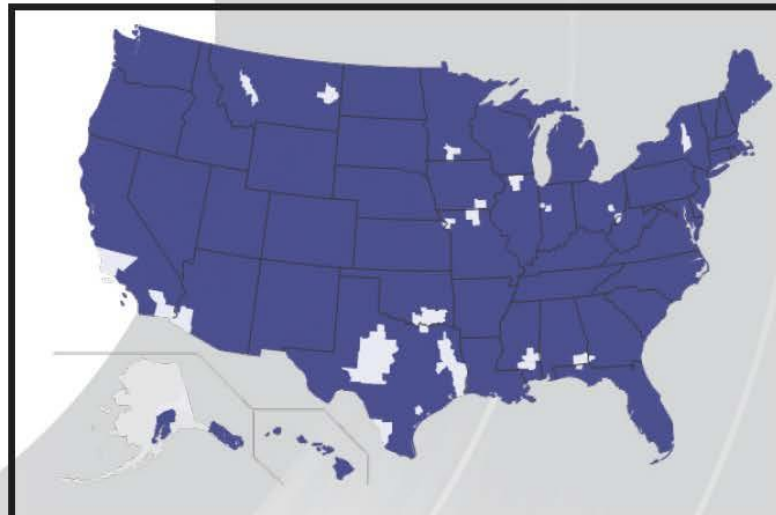
A concert hosted by beloved icons Peter Noone of Herman's Hermits and Davy Jones of The Monkees. The special features hits and favorites of the AM radio era. Every song is a classic from the decade of peace, love and profound social change —sung by performers who represent a period of time that resonates through the generations.

### Past Performance:

2011 All Channel Airings: 2,250  
2011 All Channel Coverage: 96.77%

Lifetime\* All Channel Airings: 5742  
Lifetime\* All Channel Coverage: 97.85%

\*Lifetime spans 8/31/11 - 8/31/13



Lifetime  
Coverage  
Map

**March 2014  
One x120 Minutes Pledge Event**

# TJL

## The Top Provider of Reliable Pledge Hits since 1998

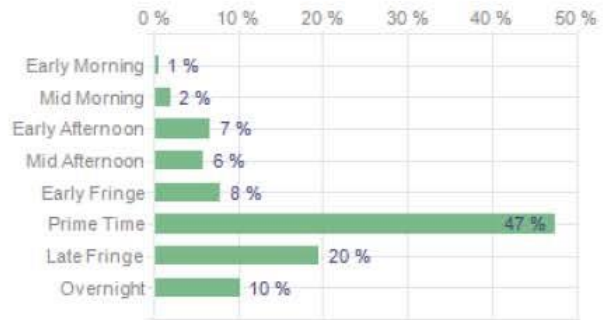
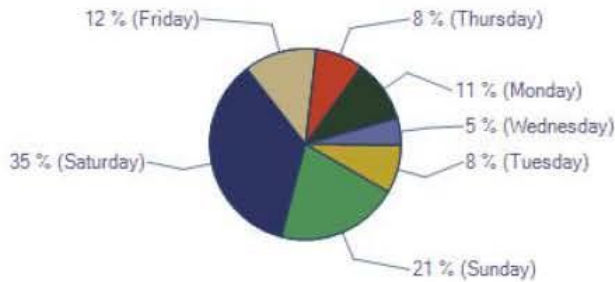
## Carriage Summary

### 60's Pop, Rock & Soul, 60s Pop, Rock & Soul

1/1/2011 - 12/31/2011

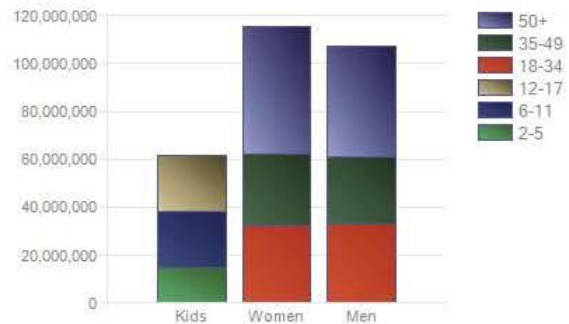
	Telecasts	Channels	Markets	States	% Coverage
All Channels	2250	503	183	48	96.77 %
Main Channels	1756	336	181	48	96.48 %
Primary Channels	970	170	169	47	92.73 %
Metered Channels	906	163	54	33	68.90 %
Sub Channels	494	167	81	30	46.73 %
Secondary Channels	1280	333	127	44	75.87 %

### Distribution of Airings by Day and Daypart



### Demographic Information of Potential Audience

Demo Group	Men	Women	Total
People 2+			284,917,211
DMA Households			112,068,410
Kids 2-5			15,009,605
Kids 6-11			22,957,266
Kids 12-17			23,779,569
Adults 18-34	32,704,834	32,655,392	65,360,226
Adults 35-49	28,203,455	29,324,279	57,527,734
Adults 50+	46,622,342	53,660,469	100,282,811



### Distribution of Airings by Time Zone

Other	Pacific	Mountain	Central	Eastern
0 %	12 %	8 %	32 %	48 %



### Penetration by Market Rank

Rank	Percent
Top 25	100 %
26 to 50	96 %
51 to 100	98 %
101+	77 %

### Episodes

Century	Percent
Unknown	100 %



# SERIES FOURTEEN

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## Rock, Pop & Doo Wop

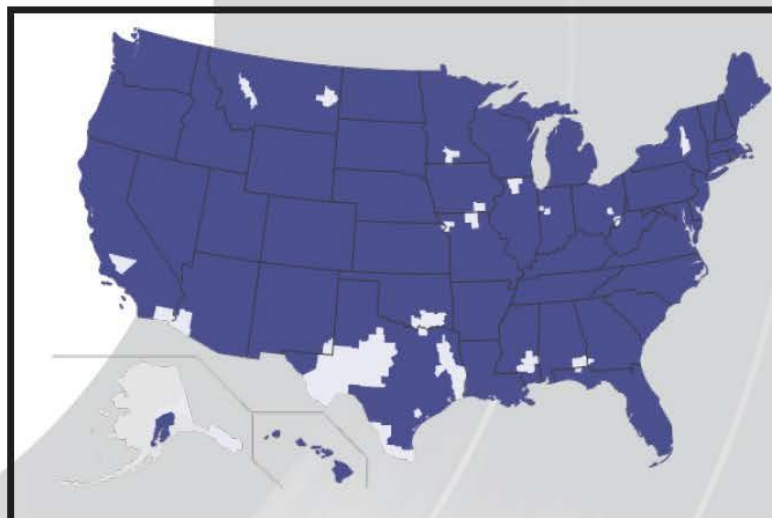
Rock and pop legends Jon (Sha Na Na) "Bowzer" Bauman and Ronnie Spector (of the Ronettes) bring back the best songs from the late 1950s and early 1960's rock, pop and doo wop era in a My Music concert event.

### Past Performance:

2011 All Channel Airings: 4,873  
2011 All Channel Coverage: 97.53%

Lifetime\* All Channel Airings: 7,990  
Lifetime\* All Channel Coverage: 97.88%

\*Lifetime spans 12/29/10 - 12/21/13



Lifetime  
Coverage  
Map

**March 2014  
One x120 Minutes Pledge Event**

# TJL

## The Top Provider of Reliable Pledge Hits since 1998

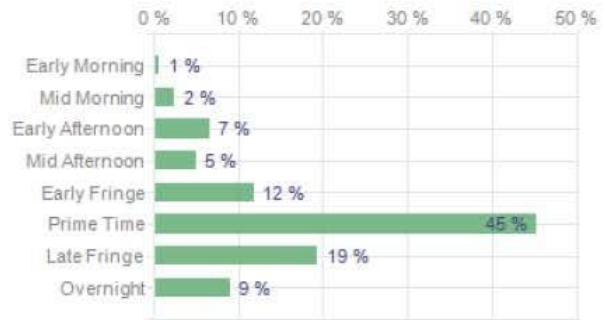
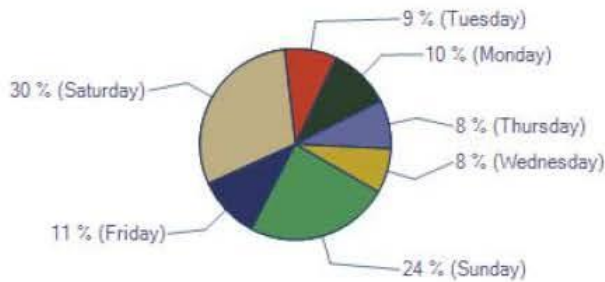
## Carriage Summary

### Rock Pop and Doo Wop (My Music), Rock, Pop and Doo Wop

1/1/2011 - 12/31/2011

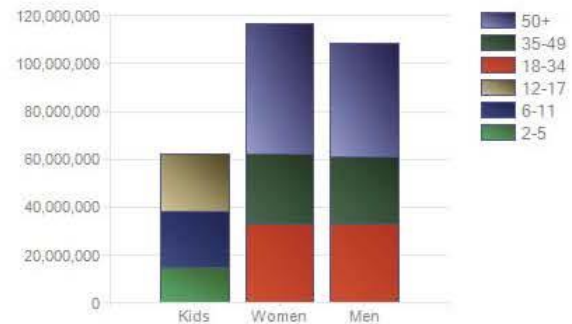
	Telecasts	Channels	Markets	States	% Coverage
All Channels	4873	512	184	50	97.53 %
Main Channels	3778	356	184	50	97.53 %
Primary Channels	2000	177	173	48	95.05 %
Metered Channels	1983	171	56	35	69.98 %
Sub Channels	1095	156	86	32	47.90 %
Secondary Channels	2873	337	134	47	78.69 %

#### Distribution of Airings by Day and Daypart



#### Demographic Information of Potential Audience

Demo Group	Men	Women	Total
People 2+			286,737,388
DMA Households			112,955,770
Kids 2-5			15,096,872
Kids 6-11			23,075,730
Kids 12-17			23,898,434
Adults 18-34	32,914,648	32,858,440	65,773,088
Adults 35-49	28,377,416	29,490,288	57,867,704
Adults 50+	46,972,523	54,053,037	101,025,560



#### Distribution of Airings by Time Zone

Other	Pacific	Mountain	Central	Eastern
0 %	11 %	8 %	32 %	49 %



#### Penetration by Market Rank

Rank	Percent
Top 25	100 %
26 to 50	100 %
51 to 100	98 %
101+	77 %

#### Episodes

Century	Percent
Unknown	100 %



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# SERIES FOURTEEN



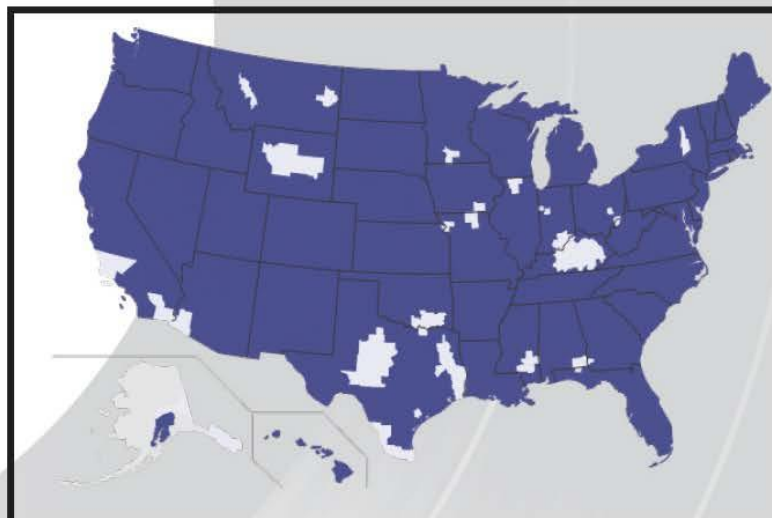
## Moments To Remember

Patti Page and Nick Clooney return to co-host all new performances and archival classics from the vault with co-hosts, Peter Marshall, Wink Martindale, and the Lawrence Welk Show's Mary Lou Metzger. This program features many more legends of the late 50s and early 1960s pop era.

### Past Performance:

2011 All Channel Airings:	1,958
2011 All Channel Coverage:	93.47%
Lifetime* All Channel Airings:	2,933
Lifetime* All Channel Coverage:	96.41%

\*Lifetime spans 6/4/11 - 6/30/13



Lifetime Coverage Map

March 2014  
One x150 Minutes Pledge Event



The Top Provider of Reliable Pledge Hits since 1998



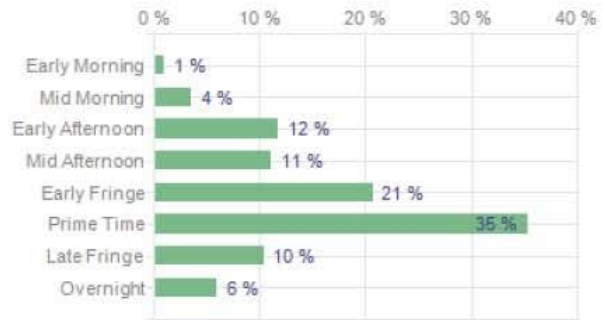
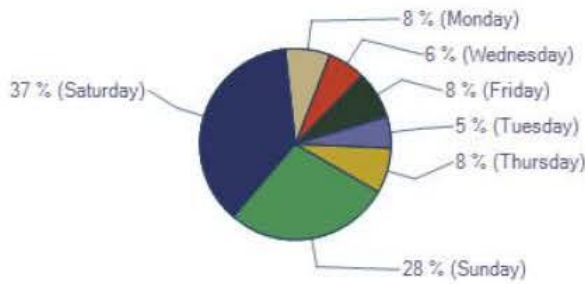
# Carriage Summary

## Moments to Remember, Moments to Remember My Music #204

### 1/1/2011 - 12/31/2011

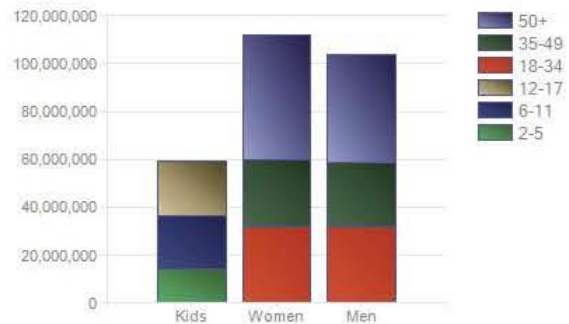
	Telecasts	Channels	Markets	States	% Coverage
All Channels	1958	422	169	44	93.47 %
Main Channels	1441	293	167	43	92.84 %
Primary Channels	854	156	155	42	89.07 %
Metered Channels	694	137	54	33	68.62 %
Sub Channels	517	129	71	31	44.30 %
Secondary Channels	1104	266	117	43	74.81 %

### Distribution of Airings by Day and Daypart



### Demographic Information of Potential Audience

Demo Group	Men	Women	Total
People 2+			275,048,369
DMA Households			108,253,990
Kids 2-5			14,442,533
Kids 6-11			22,083,609
Kids 12-17			22,889,360
Adults 18-34	31,576,790	31,526,304	63,103,094
Adults 35-49	27,246,112	28,329,652	55,575,764
Adults 50+	45,064,718	51,889,291	96,954,009



### Distribution of Airings by Time Zone

Other	Pacific	Mountain	Central	Eastern
0 %	13 %	8 %	35 %	43 %



### Penetration by Market Rank

Rank	Percent
Top 25	100 %
26 to 50	92 %
51 to 100	90 %
101+	69 %

### Episodes

Century	Percent
Unknown	100 %



# SERIES FOURTEEN

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## Folk Rewind

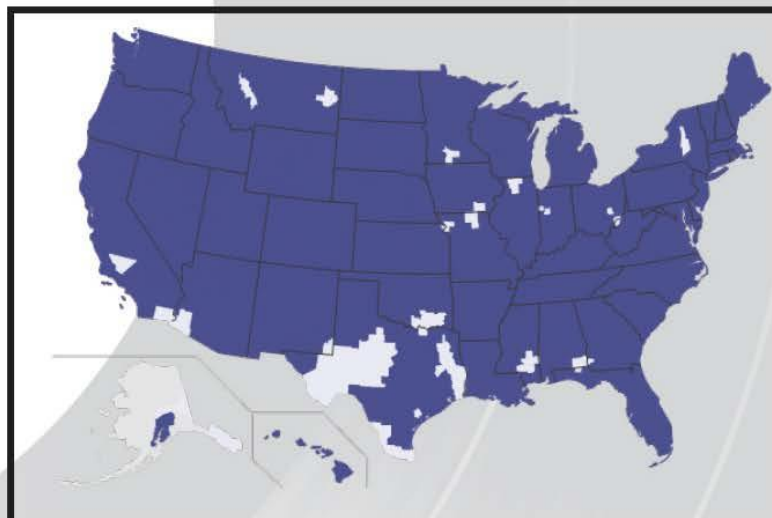
Presented by John Sebastian of The Lovin' Spoonful, FOLK REWIND features a treasure trove of historical footage that has not been seen in over four decades plus new performances by artists who are still appearing in concert today. The MY MUSIC series is dedicated to the preservation of American music and is produced exclusively for PBS.

### Past Performance:

2010 All Channel Airings: 2,225  
2010 All Channel Coverage: 95.46%

Lifetime\* All Channel Airings: 7,748  
Lifetime\* All Channel Coverage: 97.74%

\*Lifetime spans 8/28/10 - 12/21/13



Lifetime  
Coverage  
Map

**March 2014**  
**One x120 Minutes Pledge Event**

**TJL**

**The Top Provider of Reliable  
Pledge Hits since 1998**

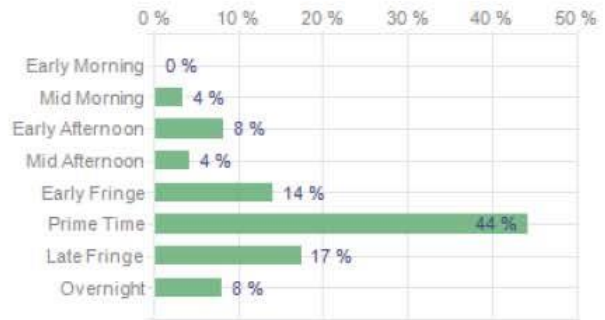
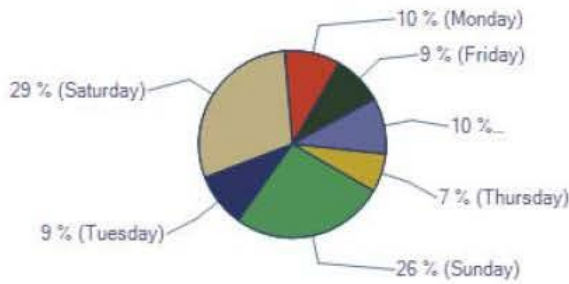
## Carriage Summary

### John Sebastian Presents: Folk Rewind

#### 1/1/2010 - 12/31/2010

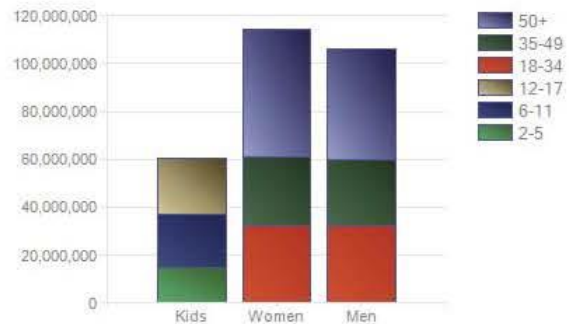
	Telecasts	Channels	Markets	States	% Coverage
All Channels	2225	463	177	48	95.46 %
Main Channels	1685	327	174	48	95.04 %
Primary Channels	874	162	161	47	91.32 %
Metered Channels	945	149	53	32	68.27 %
Sub Channels	540	136	77	30	42.82 %
Secondary Channels	1351	301	130	45	76.29 %

### Distribution of Airings by Day and Daypart



### Demographic Information of Potential Audience

Demo Group	Men	Women	Total
People 2+			280,810,401
DMA Households			110,557,490
Kids 2-5			14,759,059
Kids 6-11			22,572,653
Kids 12-17			23,396,576
Adults 18-34	32,237,711	32,179,108	64,416,819
Adults 35-49	27,796,220	28,900,814	56,697,034
Adults 50+	46,001,290	52,966,970	98,968,260



### Distribution of Airings by Time Zone

Other	Pacific	Mountain	Central	Eastern
0 %	17 %	10 %	29 %	44 %



### Penetration by Market Rank

Rank	Percent
Top 25	100 %
26 to 50	92 %
51 to 100	96 %
101+	74 %

### Episodes

Century	Percent
Unknown	100 %

# How Sponsorship Works

- Choose the TJJ Production show(s) your company wishes to sponsor
- Your Company will receive 2 (two) :15 second announcements per show
- Your announcements will be edited into the show(s) as an opening and closing credit by the producer and sent to PBS for distribution
- Show(s) will be distributed to all PBS stations nationwide.\*
- Shows with your announcements will air during fundraising drives on individual PBS Stations nationwide\*
- Because sponsorships will air on PBS Stations, they will be seen on Americas most trusted network for a total of 4 or more fundraising drives.
- Shows air at the stations discretion, and history tells us that each market runs these shows multiple times during each drive throughout the year.

\*Shows typically air in over 95% of the United States including all top 10 markets over the course of a year with the highest percentage of airings occurring in primetime. See airings by station handouts provided by tracmedia.



# American Public Broadcasting



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