NATIONAL CORPORATE SPONSORSHIP OPPORTUNITIES 2015–16

PBS

Masterpiece
Frontline
Arthur
Nova
The Cat in the Hat Knows a Lot About Fishes
Antiques Roadshow
Phils
Pov

SGPTV  Sponsorship Group for Public Television
The best sponsorships on PBS

sgptv.org  |  800.886.9364
A PBS sponsorship is a positively different way to set your brand apart

Only PBS offers sponsors this powerful combination!

**POSITIVELY Outstanding CONTENT**
Align with award-winning drama, news & investigative journalism, history, science, food & travel, children’s programming and more.

**POSITIVELY Exceptional AUDIENCE**
Reach our large and loyal audience of smart, affluent, influential viewers.

**POSITIVELY Unique ENVIRONMENT**
On-air and online, only PBS delivers a dominant share of voice for sponsors in a clutter-free and category exclusive environment.

Impact your bottom line
A PBS sponsorship increases purchase preference and positions your brand as a leader.

The likelihood to purchase from sponsors or advertisers is nearly twice as high for PBS viewers than viewers of cable or commercial broadcast television.

% likely to purchase a sponsor’s or advertiser’s product or service

PUBLIC BROADCASTING

PBS 34%

Source: SGPTV Harris Poll, Feb 2015, Nielsen Consumer Insights.

For more information on corporate sponsorships on PBS, visit sgptv.org, contact the Sponsorship Group for Public Television at 800.886.9364 or email sgptv@wgbh.org.

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**AMERICAN EXPERIENCE®**

Airs: Mondays @ 9pm  January–December 2015

For over two decades *American Experience* has served as the nation’s storyteller, chronicling the unforgettable events and people that made us who we are today. From “Freedom Riders” to “The Presidents,” from “The Amish” to “Jesse Owens,” *American Experience* focuses on the events that have shaped our nation, and profiles the innovators, politicians, artists, and leaders in American history who dared to have new ideas.

**Exclusive corporate sponsor:** Liberty Mutual

**ANTIQUES ROADSHOW®**

Airs: Mondays @ 8pm & 9pm  January–December 2015

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

**FRONTLINE®**

Airs: Tuesdays @ 10pm  October 2015 – September 2016

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.

**Current corporate sponsors:** Brigham and Women’s Hospital
**I’LL HAVE WHAT PHIL’S HAVING**  
*NEW*

**Airs:** Mondays @10pm  
**September 28, 2015—November 2, 2015**

Expect the unexpected as host Phil Rosenthal, Emmy award winning producer and creator of *Everybody Loves Raymond*, brings his unique brand of humor to his search for the world’s best food. *I’ll Have What Phil’s Having* is an unforgettable 6-part food and travel series that dishes up sublime fare bursting onto the international culinary scene, hidden delicacies, and a healthy dose of laughs.

Current corporate sponsors:  
JP Morgan, First Republic

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**MASTERPIECE™**  
*NEW*

**Airs:** Sundays @ 9pm  
**January–December 2015**  
**Plus 20 new additional hours @ 8pm & 10pm**

No one does drama like *Masterpiece!* Home of the wildly popular “Downton Abbey,” this legendary series continues to enthral 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 River Cruises

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**Mercy Street**  
*NEW*

**Airs:** Sundays @ 10pm  
**Premieres January 17, 2016**

*Mercy Street* is PBS’s new Civil War medical drama that takes viewers beyond the battlefield and into the lives of Americans on the home front. Airing right after *Downton Abbey* series finale episodes, this 6-part series is centered on the intersection of North and South as doctors push medical boundaries, women leave the confines of home and escaped slaves get their first taste of freedom.

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*See last page for trademark and copyright information*

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**PRIMETIME**

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**COMMON CARRIAGE**

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>% OF AUDIENCE</th>
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<td>HH</td>
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<tr>
<td>A25-54</td>
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</tr>
<tr>
<td>A35-64</td>
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<td>W25-54</td>
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<td>26%</td>
</tr>
<tr>
<td>W35-64</td>
<td>0.6</td>
<td>22%</td>
</tr>
</tbody>
</table>

Projection US TV HH Coverage: 97%*

Source: NTI Live+7 Nielsen National NPOWER Q4 2012-2014 time period estimates | * SGPTV estimate based on Tribune Media Services 09/23-10/20/13 time period

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<table>
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<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>% OF AUDIENCE</th>
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<tbody>
<tr>
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<td>A35-64</td>
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<tr>
<td>W25-54</td>
<td>1.7</td>
<td>17%</td>
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<tr>
<td>W35-64</td>
<td>2.7</td>
<td>31%</td>
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</table>

US TV HH Coverage: 97%  
Total Weekly Viewers P2+ (000): 5,882

Source: NTI Live+7 Nielsen National NPOWER, 1/14-12/14

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**COMMON CARRIAGE**

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>% OF AUDIENCE</th>
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<tr>
<td>HH</td>
<td>4.4</td>
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<td>A25-54</td>
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<td>W25-54</td>
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<td>21%</td>
</tr>
<tr>
<td>W35-64</td>
<td>3.3</td>
<td>21%</td>
</tr>
</tbody>
</table>

Projection US TV HH Coverage: 93%*

NTI Live+7 Nielsen National NPOWER average of select PBS Sunday 10PM 2015 programs

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*See last page for trademark and copyright information*
**NOVA®**

Airs: Wednesdays @ 9pm   January–December 2015

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:
Google, Cancer Treatment Centers of America

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**Point Taken**

Airs: Tuesdays @ 11pm   Premieres Late March/Early April 2016

This spring, PBS premieres *Point Taken*, an innovative, cross-platform series championing civil debate in the digital age. The weekly, half-hour series features a panel discussion on pivotal issues and extensive viewer engagement through social media. The objective of these debates is to effect a shift of minds through passionate and persuasive arguments.

---

**POV**

Airs: Mondays @ 10pm   June–October 2016, plus additional specials

POV is television’s longest-running showcase for independent, non-fiction films. Known for unforgettable storytelling and timeliness, POV puts a human face on contemporary issues. The series has earned every major film and broadcasting award, including 32 Emmys, 15 George Foster Peabody Awards, 11 Alfred I. duPont Columbia University Awards and 3 Academy Awards.
### THE STORY OF CHINA

**Airs: Primetime**  
Premieres Fall 2016

The rich history of the world’s oldest and most populous civilization unfolds in PBS’s epic new documentary series, *The Story of China*. Renowned historian Michael Wood takes viewers on a chronological journey through China’s past to its present, exploring the culture, landscapes and people to better understand the distinctive character of this powerful and influential country.

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<tr>
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<th>RATINGS</th>
<th>% OF AUDIENCE</th>
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<tbody>
<tr>
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<td>1.3</td>
<td></td>
</tr>
<tr>
<td>A25-54</td>
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<td>25%</td>
</tr>
<tr>
<td>A35-64</td>
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<td>46%</td>
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<tr>
<td>M35-64</td>
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<td>13%</td>
</tr>
<tr>
<td>W35-64</td>
<td>0.7</td>
<td>23%</td>
</tr>
</tbody>
</table>

US TV HH Coverage: 90%
Total Weekly Viewers P2+ (000): 1,796

Source: NTI Live+7 Nielsen National NPOWER — Select limited series / specials from past 4 seasons

### RARE

**Airs: Primetime**  
Premieres Winter 2017

RARE is a timely 3-part series on a mission to save the world, one species at a time. The series follows Joel Sartore, a National Geographic photographer with a quirky sense of humor, as he puts his camera’s spotlight on some of the world’s most endangered animals, creating a visual, emotional connection between these animals and the people who can help protect them.

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<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>% OF AUDIENCE</th>
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<tbody>
<tr>
<td>HH</td>
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<td>A25-54</td>
<td>0.5</td>
<td>25%</td>
</tr>
<tr>
<td>A35-64</td>
<td>0.9</td>
<td>45%</td>
</tr>
<tr>
<td>M35-64</td>
<td>1.0</td>
<td>23%</td>
</tr>
<tr>
<td>W35-64</td>
<td>0.9</td>
<td>22%</td>
</tr>
</tbody>
</table>

US TV HH Coverage: 90%
Total Weekly Viewers P2+ (000): 2,436

Source: NTI Live+7 Nielsen National NPOWER, Wed 8pm–11pm, Nature and similar programming, Q1 2015

© Maya Vision International

© Joel Sartore

© PBS
**LIDIA’S KITCHEN**

**Airs:** Weekends  
**October 2015 – April 2016**  
**26 Episodes**

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:  
Grana Padano, Cento, Monini Olive Oil

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**SIMPLY MING®**

**Airs:** Weekends  
**October 2015–April 2016**  
**26 Episodes**

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:  
Ocean Spray, Wan Ja Shan, Melissa Spices, Ernie Boch Automotive

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*See last page for trademark and copyright information*
**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:  
Chuck E. Cheese’s, ABCMouse.com

**CURIOUS GEORGE®**

Airs: Monday–Friday  
**Daily**

Curious George is a sensational hit and is television’s top-rated children’s series among kids and moms. 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:  
ABCMouse.com

**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:  
Chuck E. Cheese’s
**MARTHA SPEAKS®**

Airs: Monday–Friday  Daily

Here’s Martha, the talking dog! One day, Martha’s dish of alphabet soup travels to her brain instead of her stomach, and — *Martha Speaks!* Adapted from the best-selling book series by Susan Meddaugh, this animated series is aimed at 4–7 year olds with a mission in mind — to boost young children’s vocabulary in a fun and entertaining way.

**Current corporate sponsors:**

ABCMouse.com

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>% OF AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>HH</td>
<td>0.2</td>
<td></td>
</tr>
<tr>
<td>Kids 2-5</td>
<td>0.6</td>
<td>30%</td>
</tr>
<tr>
<td>Kids 2-11</td>
<td>0.5</td>
<td>57%</td>
</tr>
<tr>
<td>W18-49 w/K&lt;3</td>
<td>0.3</td>
<td>9%</td>
</tr>
<tr>
<td>W18-49 w/K2-5</td>
<td>0.2</td>
<td>10%</td>
</tr>
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</table>

US TV HH Coverage: 70%
Total Weekly Viewers P2+ (000): 1,283

Source: NTI Live+7 Nielsen National NPOWER, 10/14-9/15 | Tribune Media Services 10/14-9/15

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**PLUM LANDING**

New on PBSKIDS.org

*Plum Landing* is a web-original 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!

<table>
<thead>
<tr>
<th>MONTHLY ENGAGEMENT</th>
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<tbody>
<tr>
<td>Page Views: 4.5 million</td>
</tr>
<tr>
<td>Users: 1.1 million</td>
</tr>
<tr>
<td>Sessions: 2.6 million</td>
</tr>
<tr>
<td>Time Spent: 5:46</td>
</tr>
</tbody>
</table>

Source: Google Analytics 7/14-9/14

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**READY JET GO!**

Airs: Monday–Friday  Premieres February 16, 2016

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!

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
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<td>0.9</td>
<td></td>
</tr>
<tr>
<td>Kids 2-5</td>
<td>3.3</td>
<td>30%</td>
</tr>
<tr>
<td>Kids 2-11</td>
<td>2.4</td>
<td>55%</td>
</tr>
<tr>
<td>W18-49 w/K&lt;3</td>
<td>1.2</td>
<td>7%</td>
</tr>
<tr>
<td>W18-49 w/K2-5</td>
<td>1.2</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: NTI Live+7 Nielsen National NPOWER, Projected based on *Arthur & Wild Kratts* 14/15 Full Seasons, 10/14-9/15

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© Wind Dancer
SUPER WHY!

**Airs:** Monday–Friday  **Daily**

Created to help kids learn the fundamentals of reading, *Super WHY!* uses literacy-based super hero characters to engage children 3-6 years old in the love of reading. *Super WHY!* aims to teach critical reading skills such as the alphabet, spelling, pronunciation, writing, phonics and word usage.

Current corporate sponsors:
Chuck E. Cheese’s, ABCMouse.com, Kiddie Academy

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>% OF AUDIENCE</th>
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</thead>
<tbody>
<tr>
<td>HH</td>
<td>0.3</td>
<td></td>
</tr>
<tr>
<td>Kids 2-5</td>
<td>1.6</td>
<td>41%</td>
</tr>
<tr>
<td>Kids 2-11</td>
<td>0.8</td>
<td>53%</td>
</tr>
<tr>
<td>W18-49 w K&lt;3</td>
<td>0.7</td>
<td>12%</td>
</tr>
<tr>
<td>W18-49 w K2-5</td>
<td>0.7</td>
<td>15%</td>
</tr>
</tbody>
</table>

US TV HH Coverage: 90%
Total Weekly Viewers P2+ (000): 2,161

Source: NTI Live+7 Nielsen National NPOWER 10/14-9/15 | Tribune Media Services 10/14-9/15

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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.

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>% OF AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>HH</td>
<td>0.4</td>
<td></td>
</tr>
<tr>
<td>Kids 2-5</td>
<td>1.5</td>
<td>37%</td>
</tr>
<tr>
<td>Kids 2-11</td>
<td>0.8</td>
<td>50%</td>
</tr>
<tr>
<td>W18-49 w K&lt;3</td>
<td>0.8</td>
<td>13%</td>
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<tr>
<td>W18-49 w K2-5</td>
<td>0.7</td>
<td>15%</td>
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</tbody>
</table>

US TV HH Coverage: 93%
Total Weekly Viewers P2+ (000): 2,343

Source: NTI Live+7 Nielsen National NPOWER 10/14-9/15

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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:
Chuck E. Cheese’s

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>% OF AUDIENCE</th>
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</thead>
<tbody>
<tr>
<td>HH</td>
<td>1.1</td>
<td></td>
</tr>
<tr>
<td>Kids 2-5</td>
<td>4.4</td>
<td>31%</td>
</tr>
<tr>
<td>Kids 2-11</td>
<td>3.2</td>
<td>58%</td>
</tr>
<tr>
<td>W18-49 w K&lt;3</td>
<td>1.5</td>
<td>7%</td>
</tr>
<tr>
<td>W18-49 w K2-5</td>
<td>1.6</td>
<td>10%</td>
</tr>
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</table>

US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 5,145

Source: NTI Live+7 Nielsen National NPOWER 10/14-9/15
INNOVATION HUB

Airs: Weekends  Weekly

*See last page for trademark and copyright information

PRI’S THE WORLD®

Airs: Monday–Friday in Midday and PM drive  Daily

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
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</thead>
<tbody>
<tr>
<td>AQH (12+)</td>
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<tr>
<td>AQH (25-54)</td>
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</tr>
<tr>
<td>AQH (35-64)</td>
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</tr>
</tbody>
</table>

US Coverage: 77%
Weekly Listeners (program cume): 2,852 (000)

Source: Nielsen Audio Nationwide-Act 1 Systems, DMA Persons 12+

Current corporate sponsor:
TIAA-CREF

INNOVATION HUB

PRI’s The World

SCIENCE FRIDAY

Airs: Fridays in Midday  Weekly

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
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<tbody>
<tr>
<td>AQH (12+)</td>
<td>0.2</td>
</tr>
<tr>
<td>AQH (25-54)</td>
<td>0.2</td>
</tr>
<tr>
<td>AQH (35-64)</td>
<td>0.3</td>
</tr>
</tbody>
</table>

US Coverage: 89%
Weekly Listeners (program cume): 1,516 (000)

Source: Nielsen Audio Nationwide-Act 1 Systems, DMA Persons 12+

Innovation Hub is a 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.

PRI’S The World is the only global radio news program developed specifically for an American audience. Each weekday, The World draws on its extensive network of resources to provide listeners with compelling, thought-provoking content about world events.

From the outer reaches of space to the tiniest microbes in our bodies, Science Friday is the trusted source for news and entertaining stories about science and technology. Each week, veteran science correspondent and award-winning journalist Ira Flatow mixes it up with people in the know and those who want to be on top of the latest science news.

CURRENT CORPORATE SPONSOR:
TIAA-CREF

© WGBH

*See last page for trademark and copyright information

CURRENT CORPORATE SPONSOR:
TIAA-CREF

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INNOVATION HUB

PRI’S THE WORLD®

SCIENCE FRIDAY

SGPTV
Sponsorship Group for Public Television
sgtv.org  800.886.9364  sgtv@wgbh.org

PBS. POSITIVELY different
**STUDIO 360**

**Airs:** Weekends

*Studio 360* is public radio's smart and surprising guide to what's happening in pop culture and the arts. Listeners rely on *Studio 360* to steer them to a must-see movie, the next book for their nightstand, or the song that will change their life. Each week, host Kurt Anderson introduces listeners to the people who are creating and shaping our culture.

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
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</thead>
<tbody>
<tr>
<td>AQH (12+)</td>
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<tr>
<td>AQH (25-54)</td>
<td>0.1</td>
</tr>
<tr>
<td>AQH (35-64)</td>
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</tr>
</tbody>
</table>

US Coverage: 56%
Weekly Listeners (program cume): 642 (000)

Source: Nielsen Audio Nationwide-Act 1 Systems, DMA Persons 12+

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**THE TAKEAWAY**

**Airs:** Monday–Friday in Midday and PM drive

*The Takeaway* is the fastest growing news program in public media. The series explores all the news since the morning papers, with conversations on the issues of the day with experts and people of diverse voices and perspectives. Host John Hockenberry invites listeners to discuss the political, scientific and economic events that shape our lives.

<table>
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<tr>
<th>DEMOS</th>
<th>RATINGS</th>
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<tbody>
<tr>
<td>AQH (12+)</td>
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<tr>
<td>AQH (25-54)</td>
<td>0.1</td>
</tr>
<tr>
<td>AQH (35-64)</td>
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</table>

US Coverage: 59%
Weekly Listeners (program cume): 1,839 (000)

Source: Nielsen Audio Nationwide-Act 1 Systems, DMA Persons 12+

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