
Sponsor Prairie Public programming, and get noticed.

Media Kit 2023
Since 1964, Prairie Public Broadcasting has provided quality radio, television, and public media services that educate, involve, and inspire the people of the prairie region.

Each month, more than 600,000 people watch Prairie Public.¹

Digital public media average monthly consumption ²
- Passport .......... 725,427 minutes
- YouTube TV....... 509,190 minutes
- PBS KIDS......... 716,962 streams
- Radio Streams ... 39,734 sessions
- Podcasts .......... 10,044 downloads
- Website ............ 47,406 visits

PBS and its member stations are America’s largest classroom, the nation’s largest stage for the arts, and a trusted window to the world. In addition, PBS KIDS programming helps prepare children for success in school and opens up the world to them in an age-appropriate way. Informing and inspiring, Prairie Public provides iconic PBS and locally relevant programming.

NPR is fueled by great storytelling and rigorous reporting. In partnership with member stations, NPR is in the business of telling stories, small and large, that start conversations, increase understanding, enrich lives, and enliven minds. Local news and NPR programming is heard on the radio, online, and on your smart device.
The Halo Effect

**Viewers and listeners respect PBS and NPR sponsors**
_An association with our brand instills a halo effect that inspires a desire to do business with you._

56% of viewers are twice as likely to buy from a PBS sponsor.³

72% of listeners prefer to buy products from companies that sponsor an NPR station.⁴

76% of parents trust sponsors on PBS KIDS more than the advertisers on other children’s networks.³

63% of viewers believe PBS sponsors have a greater commitment to quality and excellence.³

54% of viewers say they are more likely to pay attention to a sponsor message on PBS.³

74% of listeners have a more positive opinion of a brand when they find out it sponsors an NPR station.⁴

Reach a premium audience of engaged, affluent, educated, influential consumers.

Public media affluents rank #1 in:⁵

_Having a postgraduate degree_  
_Spending on groceries_  
_Home decorating & remodeling_  
_Owning mutual funds_  
_Using a financial planner_  
_Planning to take a domestic trip/vacation_

**Prairie Public’s Demographics** ⁶

53% Women  
47% Men  
32% 25-54  
45% 35-64
Public Television programming has established an unmatched reputation for quality.

PBS KIDS is committed to making a positive impact on the lives of children through curriculum-based entertainment. With a 360-degree approach toward learning and reaching children, PBS KIDS leverages the full spectrum of media and technology to build knowledge, critical thinking, imagination, and curiosity. By involving parents, teachers, caregivers, and communities as learning partners, PBS KIDS’ beloved programs empower children for success in school and in life.

Antiques Roadshow is part adventure, part history lesson, and part treasure hunt as specialists from the country’s leading auction houses and independent dealers reveal fascinating truths about family treasures and flea market finds.

Masterpiece has been essential Sunday night viewing for millions of fans since 1971 and is known for recent hits such as *Sherlock*, *Downton Abbey*, and *Victoria*, and beloved classics such as *Prime Suspect*, *The Forsyte Saga*, and *Poldark*.

Nature brings the beauty and wonder of the natural world into homes and has long been the benchmark for natural history programs.

NOVA offers stories from the frontlines of science and engineering, answering the big questions of today and tomorrow—from how our ancestors lived, to whether parallel universes exist, to how technology will transform our lives.

Millions of Americans turn to PBS for the solid, reliable reporting that has made PBS NewsHour one of the most trusted news programs in television.

Washington Week is the longest-running primetime news and public affairs program on television and has won George Foster Peabody Awards, Alfred duPont–Columbia University Awards, Emmy Awards, and more for its highly-respected news coverage.

Independent Lens and POV offer exceptional independent documentary films—each telling timely and fascinating stories that raise critically important questions and reflect the times in which we’re living.

This Old House is television’s original home-improvement show, and still the best—setting a standard that home improvement show imitators haven’t managed to surpass.

For the 19th year in a row Americans rank PBS the most trusted media institution.

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Every weekday for over three decades, **Morning Edition** has taken listeners around the country and the world with two hours of multi-faceted stories and commentaries that inform, challenge, and occasionally amuse. **Morning Edition** is the most listened-to news radio program in the country.

**All Things Considered** is the most listened-to afternoon drive-time news radio program in the country. Every weekday the two-hour show offers the biggest stories of the day, thoughtful commentaries, insightful features on the quirky and the mainstream in arts and life, and music and entertainment.

**Wait Wait... Don't Tell Me!** is NPR’s hugely popular and colossally hilarious weekly quiz program. Listeners can test their knowledge against some of the best and brightest in the news and entertainment world.

**This American Life** is a weekly public radio program and podcast that’s built around compelling people, funny moments, big feelings, and surprising plot twists. Among many other awards, it was the first news program to win the Pulitzer Prize.

For more than 30 years, **World Cafe** has been the place where audiences get their first “before they were famous” look at emerging musicians and connect deeply with legendary performers. A celebrated music tastemaker, it spans an array of genres including classic rock, indie rock, Americana, alt-country, blues, world music, R&B, and soul.

From Sitting Bull to Phil Jackson, cattle to prairie dogs, knoephla to lefse—North Dakota’s legacy includes many strange stories of eccentric towns, war heroes, and various colorful characters. Hear all about them on **Dakota Datebook**, your daily dose of North Dakota history.

**The Great American Folk Show** is a little place on the radio where we commune with you to share stories, sing songs, and talk to some good people with great voices.

Recorded live on the Prairie Public soundstage, **Prairie Musicians** amplifies our region’s musical artists and puts the spotlight on a variety of genres including reggae, polka, country-western, hip-hop, Americana, jazz, rock, pop, and more.

**Prairie Mosaic** features a patchwork of stories about the people and places that contribute to the arts, culture, and history of our region. It tours fascinating destinations, impresses us with artists of all stripes, and introduces us to the newsmakers who get us talking.
Concise sponsorship messages in a no-hype tone make the most of this high credibility environment.

**Television**
Sponsorship on Prairie Public delivers reach, frequency, influence, and impact in front of a highly desirable audience.

**Radio**
15-second messages are written in an objective style that listeners expect and appreciate.

**Digital**
Advertising on prairiepublic.org allows our sponsors to provide a direct call to action in an uncluttered environment.

**PBS KIDS 24/7**
PBS is the #1 educational media brand. Support our mission to inspire learning and growth with a multi-platform (broadcast, streaming, web, and mobile) sponsorship opportunity.

**Events**
By supporting Prairie Public’s events, you will increase visibility and engage with valuable target markets. Examples of past and current events include The Moth Mainstage and Share A Story Family Literacy Event.

**Challenge Grants**
Challenge grants are matching funds your business or organization provides to help increase support for Prairie Public during membership drives and Giving Hearts Day.

**Podcasts**
Reach Prairie Public’s affluent, educated audience with a pre-roll or mid-roll spot.
Spot Length
The most popular sponsorship announcements on Prairie Public are 15 seconds in length.

Announcements may do the following:
- Describe a business
- Identify products or services
- Express a corporate philosophy
- Include a logo, business location, website, and phone number
- Express support of Prairie Public and its programming

Sample 15-second scripts
Support is provided by—AARP North Dakota. Offering events and opportunities that connect people and enrich communities. Proudly empowering people 50 plus to choose how they live and age. Learn how you can stay connected and get informed at aarp.org/ND.

Support is provided by—Dr. Christine Dino of McPhillips Hearing and Audiology. Helping people hear better and enhancing their quality of life with hearing aids. Northgate Shopping Centre, Winnipeg.

Prairie Public reaches all corners and borders of North Dakota with vital, beloved television and radio.

Audiences love Prairie Public programming—and they validate this passion with their checkbooks each year, contributing more than $2 million annually to support the station. AND they appreciate the sponsors who help to bring them the programming they love.
Sources

1. Nielsen Live+7, Reach, October 2022, M–Su 3a–3a, P2+

2. Average Monthly Audience from January-June 2022, CDP Analytics Engine, YouTube TV, DOMO, Triton, NPR Studio, and Google Analytics.

3. KANTAR Media/SGPTV Viewer Attitudes and Behaviors Study, 4/27–5/16 2020


5. 2020 Ipsos Affluent Survey, USA, Adults 18+ with $125k+ HHI, N=24,000+. PBS Ranks #1 in these statements vs. ABC, CBS, CNN, MSNBC, NBC, FOX, FOX News Channel.

6. Nielsen Live+7, Reach, Fargo-GF-Valley City, September 2022, M–Su 3a–3a, KFME+, P2+

7. M&RR fielded 27 questions during the window of January 7-19, 2022. The survey was conducted among a sample of 1,108 adults ages 18+, 535 men, 572 women, and 1 respondent preferred to self-identify. The results are weighted to be nationally representative of the U.S. adult population.