Media Kit
Nashville Public Television is Middle Tennessee’s Public Broadcasting television station. We provide diverse uninterrupted programming that reaches viewers from all walks of life. We value curiosity, imagination, and learning as the foundation of understanding. At NPT we believe in the power of diverse perspectives to strengthen our community.

Our Viewers

NPT is available free and over the air to nearly 2.3 million people throughout the Middle Tennessee and Southern Kentucky viewing area, and is watched by nearly 450,000 households every month. We reach an audience that is affluent, educated, and influential.

Business and Corporate Support

• Providing corporate support for NPT brings your organization a strong association with the quality and trustworthiness of public broadcasting. Underwriting on NPT will help enhance your image by sending a message to audiences that you practice community responsibility. Audiences have positive opinions of organizations that support public television and perceive underwriters to have the same attributes as PBS.

• Your business will be presented across all of Middle Tennessee using sight, sound, color motion and emotion, which only the powerful medium of television can provide.

Our Programming

NPT is Nashville’s source for award-winning programs that have been appreciated and loved by viewers for 50 years. Our lineup includes smart, informative, and entertaining shows such as Antiques Roadshow, Frontline, NOVA, Nature, Masterpiece and Tennessee Crossroads. We air respected news programming such as PBS NewsHour and BBC World News. And we are renowned for our PBS Kids children’s shows, which include Sesame Street, Curious George, and Cat in the Hat.

NPT is committed to local programs that engage the community in meaningful ways like Next Door Neighbors and NPT Reports: Aging Matters, our major initiative focusing on issues affecting the growing population of seniors. Projects like these demonstrate what public television was meant to do: tell stories that no one else will, while building community and understanding.

NPT chronicles Middle Tennessee’s local history and culture though productions such as The Citizenship Project, Tennessee Civil War: 150, Nashville: The 20th Century in Photographs, The Gift: The Alfred Stieglitz Collection at Fisk University, Memories of Nashville, and our Beautiful Tennessee series.

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Programming that Engages the Whole Brain

NPT offers our audience spectacular on-air content. Each week nearly 450,000 viewers tune in to the variety of programming available because it stimulates every part of their minds. Your business will be branded as one that appreciates shows that encourage social consciousness and intellect.

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American Experience
As television’s longest-running, most-watched history series, American Experience brings to life the incredible characters and epic stories that helped form this nation.

Frontline
As PBS’s premier public affairs program, Frontline is the undisputed leader in producing compelling documentaries that explore the key stories and issues of our time.

Finding Your Roots
Henry Louis Gates, Jr. hosts Finding Your Roots, and has explored the ancestry of dozens of influential people from diverse backgrounds, taking millions of viewers deep into the past to reveal the connections that bind us all.

Great Performances
Television’s longest running performing arts anthology continues to broadcast the best in music, dance, and theatre.

American Masters
American Masters documents the role important individuals, groups, and movements have played in the formation of our cultural identity. It is an ongoing series of award-winning primetime specials examining the lives, works, and creative processes of our most outstanding cultural artists.

Antiques Roadshow
They came, they saw, they appraised! From St. Paul to Omaha, an army of Antiques Roadshow appraisers travel each year on a search-and-describe mission to find America’s hidden treasures.

Independent Lens
This acclaimed Emmy Award winning anthology series is television’s largest showcase of independent documentary films. Independent Lens introduces a new documentary film each week from among the best independent filmmakers working today – creating an independent film festival in your living room.

Masterpiece
For more than 30 years Masterpiece has enthralled audiences with the works of the finest classic and contemporary writers interpreted by the world’s foremost actors.

Nature
Television’s longest-running weekly natural history series.

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PROGRAMMING

NOVA

NOVA shows the human side behind the science story as it mixes investigative journalism with scientific reporting. Seen in over 100 countries, NOVA is one of television’s premier science series.

Rick Steves’ Europe

This series has been an introduction to Europe for thousands of many would-be travelers. Rick’s many destinations range from Amsterdam to Istanbul, as he provides his viewers with a virtual tour. What to see, what to eat, and where to stay are all addressed by this “happy traveler.”

Volunteer Gardener

Continues to be one of the most-watched locally produced television shows in the nation and is the definitive entertaining resource on gardening and agricultural trends in Tennessee. Celebrating its 25th year, Volunteer Gardener features eight local gardening experts who share their love and knowledge of gardening and present it with both the novice gardener and the seasoned plant enthusiast in mind.

PBS NewsHour

This program became the nation’s first hour-long nightly broadcast of national news. The program is delivered in a low-key, evenhanded, inclusive of all perspectives style. It has been awarded several Emmy and Peabody awards for quality television and outstanding journalism.

Tennessee Crossroads

Now in its 30th year, Tennessee Crossroads continues its run as the most-watched locally-produced public television program in the nation. The program travels the highways and byways of Tennessee, highlighting the personalities, crafts, places, foods and events that make Tennessee special and its character unique.

This Old House

The crew of This Old House travels to the homes of perplexed homeowners around the nation, responding to home challenges presented to them from viewers. These shows take do-it-yourself to a whole new level.

PBS Kids

We offer 12 hours daily of the best in children’s programming. Including such beloved names as Sesame Street, Arthur, Clifford the Big Red Dog, Curious George, Cat in the Hat and many more.

A Word on Words

Airing Sunday mornings and Thursday evenings, A Word on Words invites you into a discussion between hosts J.T. Ellison and Mary Laura Philpott and some of the today’s finest novelists, journalists, historians, memoirists and more.

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Audience

NPT Viewers are your best customers…

NPT viewers are among the most educated and affluent audiences watching television. NPT viewers place a high value on creativity, curiosity, and social consciousness and they have a strong attachment to nature and the environment. They are open to trying new products and services, but are less likely to be influenced by the usual means of reaching consumers. They are an audience that is difficult to reach through traditional broadcast television.

NPT Delivers a Good Return on Your Investment

• 66% would choose to buy a product from a company that supports PBS/NPT, all other things equal

• Builds Brand Loyalty and Trust

• Cultivates Clients and Consumers

• 46% of PBS/NPT viewers have bought a company’s products or services in the past because they appreciated their charity or involvement in the community

• Shows Your Good Business Citizenship

• 68% of PBS/NPT viewers feel that business or organizations who fund PBS/NPT have a commitment to quality and excellence

Source: Harris Interactive Study
Audience By Program

**Masterpiece**
Gender: Men: 30% / Women: 70%
Median Age: 61
Median Income: $69,600
4+ Years of College: 57%

**American Masters**
Gender: Men: 46% / Women: 54%
Median Age: 62
Median Income: $49,100
4+ Years of College: 42%

**Antiques Roadshow**
Gender: Men: 42% / Women: 58%
Median Age: 64
Median Income: $45,400
4+ Years of College: 32%

**Frontline**
Gender: Men: 49% / Women: 51%
Median Age: 58
Median Income: $50,700
4+ Years of College: 43%

**Nature**
Gender: Men: 51% / Women: 49%
Median Age: 61
Median Income: $44,200
4+ Years of College: 40%

**PBS NewsHour**
Gender: Men: 45% / Women: 55%
Median Age: 66
Median Income: $52,000
4+ Years of College: 43%
Benefits

Benefits to underwriters on NPT include the following:

• Your 15-second message is presented in an uncluttered environment before or after the uninterrupted programming, which promotes visibility and retention. In fact, 64% of PBS viewers were able to recall sponsoring organizations. (PBS Image Tracking Study)

• You will inform and educate a targeted audience about your organization’s products, services, purpose, and achievements. Our audience consists of affluent consumers, influential business decision makers, civic-minded individuals, and other key leaders. 57% agree that underwriters are usually industry leaders. (PBS Image Tracking Study)

• You will build brand loyalty and trust by being associated with PBS, the #1 most-trusted institution in the United States. 82% of PBS viewers consider PBS underwriters to be trustworthy organizations. (Cone Roper Poll/Study)

• You will generate goodwill by visibly investing in the community. 70% of PBS viewers feel that companies that fund PBS have a commitment to quality and excellence. (Total Research Tracking Study)

• Through our diverse programming, you can choose a genre or niche that best targets your potential customers, or best represents your community interests.

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Copy Guidelines

NPT will work with you to create a 15-second underwriting announcement that meets your needs and adheres to designated FCC guidelines for public television. Underwriting announcements are strictly for the identification of the sponsor, their products and services and should not promote these products and services.

Do’s and Don’ts for Underwriters

**DO:**
- Establish organization’s name and location
- Describe your main products or services
- Include a telephone number or website
- Mention well established, recognizable corporate slogan
- Make value-neutral statements about your product or service
- Broadcast how long you have been in business, if you wish
- State that you support NPT or one of the programs it airs
- Use muted background music, if you wish

**DON’T:**
- Use comparative, qualitative or suggestive language
- Address the usefulness, convenience or advantages of the product or service
- Mention prices, interest rates, or indications of savings associated with product
- Put your message in the form of a question
- Include any use of the first or second person – i.e. omit “you,” “yours” etc.
- Employ inducements to buy, sell, rent, lease, borrow or loan
- Issue any calls to action
- Advocate any matter of public interest
- Use jingles or any language in music
- Produce moving pictures which may be considered promotional or commercial in nature. Rather they should be identifiers only. For further details check with NPT.

All underwriting messages are reviewed on a case by case basis by NPT.
Broadcast Coverage Area

Nashville Public Television serves 2.3 million television viewers in Middle Tennessee and Southern Kentucky and is watched by nearly 450,000 households each month.

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