

Kansas City



Early Childhood Services

Reach 100,000 Kids and the 50,000 Parents
Who Co-View With Them Each Week

Kansas City PBS' early children's services combine a trusted TV channel, a livestream on digital platforms and an interactive gaming feature.

Together, this triple play supports our mission to reach all children with high-quality educational content.

Kansas City PBS is dedicated to serving the whole child by providing free content that's proven to help develop critical skills. The impact is deepened by support from our local partnerships.

Kansas City PBS broadcasts PBS KIDS shows 24 hours a day on 19.4 and local cable carriers, and offers a livestream, making it easy for children to watch their favorite series during prime time and other after-school hours, when viewing among families is high.

PBS KIDS programs reach 66% of all children ages 2-8.* More children from low-income families and more moms with young children are watching PBS than any other kids TV network.

*Nielsen NPOWER, 9/24/2018 - 9/22/2019, (L+7 M-Su 6A-6A TP reach, All PBS Stations, 50% unif., 1+min)

www.kansascitypbs.org

Anytime, Anywhere



For the first time in our nearly 60-year history, Kansas City PBS provides truly unlimited children's services to the Kansas City community – 24 hours a day, seven days a week.

Children can find PBS KIDS content on Kansas City PBS' channel – 19.4 – and on digital livestream. PBS KIDS has also rolled out an interactive gaming component, allowing children to toggle between a video and an activity designed to extend their learning.

PBS Kids Programming Schedule

Time	Monday-Friday	Saturday-Sunday
5:00 a.m. - 5:30 a.m.	Cyberchase	Cyberchase
5:30 a.m. - 6:00 a.m.	Cyberchase	Cyberchase
6:00 a.m. - 6:30 a.m.	Arthur	Ready Jet Go!
6:30 a.m. - 7:00 a.m.	Odd Squad	The Cat in the Hat Knows a Lot About That
7:00 a.m. - 7:30 a.m.	Ready Jet Go!	Splash and Bubbles
7:30 a.m. - 8:00 a.m.	Peg + Cat	Peg + Cat
8:00 a.m. - 8:30 a.m.	Clifford the Big Red Dog	Sid the Science Kid
8:30 a.m. - 9:00 a.m.	Pinkalicious & Peterrific	Pinkalicious & Peterrific
9:00 a.m. - 9:30 a.m.	Sesame Street	Sesame Street
9:30 a.m. - 10:00 a.m.	Super WHY!	Esme & Roy
10:00 a.m. - 10:30 a.m.	WordWorld	Super WHY!
10:30 a.m. - 11:00 a.m.	Splash and Bubbles	Daniel Tiger's Neighborhood
11:00 a.m. - 11:30 a.m.	Sid the Science Kid	Daniel Tiger's Neighborhood
11:30 a.m. - 12:00 p.m.	Caillou	Dinosaur Train
12:00 p.m. - 12:30 p.m.	Peep and the Big Wide World	Dinosaur Train
12:30 p.m. - 1:00 p.m.	Martha Speaks	Pinkalicious & Peterrific
1:00 p.m. - 1:30 p.m.	Sesame Street	Let's Go Luna!
1:30 p.m. - 2:00 p.m.	Daniel Tiger's Neighborhood	Nature Cat
2:00 p.m. - 2:30 p.m.	Daniel Tiger's Neighborhood	Arthur
2:30 p.m. - 3:00 p.m.	Pinkalicious & Peterrific	Arthur
3:00 p.m. - 3:30 p.m.	The Cat in the Hat Knows a Lot About That	Odd Squad
3:30 p.m. - 4:00 p.m.	Dinosaur Train	Odd Squad
4:00 p.m. - 4:30 p.m.	Let's Go Luna!	Molly of Denali
4:30 p.m. - 5:00 p.m.	Nature Cat	Xavier Riddle
5:00 p.m. - 5:30 p.m.	Wild Kratts	Wild Kratts
5:30 p.m. - 6:00 p.m.	Wild Kratts	Wild Kratts
Time	Monday-Thursday	Friday-Sunday
*6:00 p.m. - 6:30 p.m.	Xavier Riddle	Family Night Block
6:30 p.m. - 7:00 p.m.	Molly of Denali	
7:00 p.m. - 7:30 p.m.	Odd Squad	
7:30 p.m. - 8:00 p.m.	Arthur	
8:00 p.m. - 8:30 p.m.	Ready Jet Go!	
8:30 p.m. - 9:00 p.m.	WordGirl	
9:00 p.m. - 4:30 a.m.	Repeat of 1 p.m. to 8:30 p.m. Schedule	

Why Sponsor PBS KIDS 24-Hour Services?

Since the launch of the PBS KIDS 24/7 channel, **CHILDREN'S ENGAGEMENT WITH PBS CONTENT HAS GROWN DRAMATICALLY.** KIDS FROM UNDER-SERVED HOMES ARE BENEFITTING THE MOST.

Children's time spent viewing PBS has improved by:



in low-income families



in broadcast homes



in rural homes



On digital platforms, children who watch the PBS KIDS 24/7 live stream are, on average, **36% more engaged** than other viewers on PBS KIDS streaming platforms.

Why Sponsor PBS KIDS 24-Hour Services?

PBS KIDS IS THE #1 EDUCATIONAL MEDIA BRAND

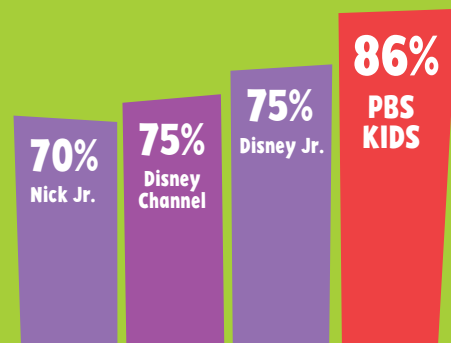


Source: (Marketing & Research Resources, Inc., (M&RR) 1/2020)

PBS KIDS IS A TRUSTED AND SAFE PLACE TO WATCH TELEVISION

How much do you agree with the statement that _ is a trusted and safe place for children to watch television and play digital games and mobile apps?

Percent saying "agree strongly/agree somewhat" (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).



Source: Marketing & Research Resources, Inc. (M&RR), 1/3/2019-1/8/2019

Why Sponsor PBS KIDS 24-Hour Services?



80% of MOMS

agree that companies that support
PBS KIDS programs and services are

**TRUSTWORTHY
& EXCEPTIONAL**

More than
half of **PARENTS**



say they pay attention to the
sponsor messages on **PBS KIDS**

24/7: Time To Feature Local Messaging

THE OPPORTUNITY

Presenting Sponsor – \$5,000

- **Sponsor a campaign around one of our 6 pillars**
 - **Literacy**
 - **STEM**
 - **Social/Emotional well-being**
 - **Health**
 - **Arts & Culture**
 - **Financial Literacy**
- **Partnership and local initiative brand messaging**
- **Shareable with your partners via Kansas City PBS Kids YouTube channel and social media**
- **Link to your organization on kansascitypbskids.org**
- **Underwriting schedule featuring a :30 spot to air on both Kansas City PBS 19.1 (50 spots) and Kansas City PBS Kids 19.4 (260 spots) with the opportunity to change out spot one time per year**
- **Promotion of community events and educational opportunities**

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