

Network  **Chicago**

Welcome to WTTW11

WTTW 11 links advertisers to tuned in consumers in search of award winning information and entertainment programming. Our consumers see quality and excellence in WTTW sponsors, because they see those characteristics in our programs. With renowned programs for both children and adults, advertisers increase their corporate or business image in an environment free from commercial clutter. WTTW 11 brings loyal consumers who trust the sponsors we broadcast. From building a brand to generating and maintaining a reputation, WTTW 11 is the only place to be seen.

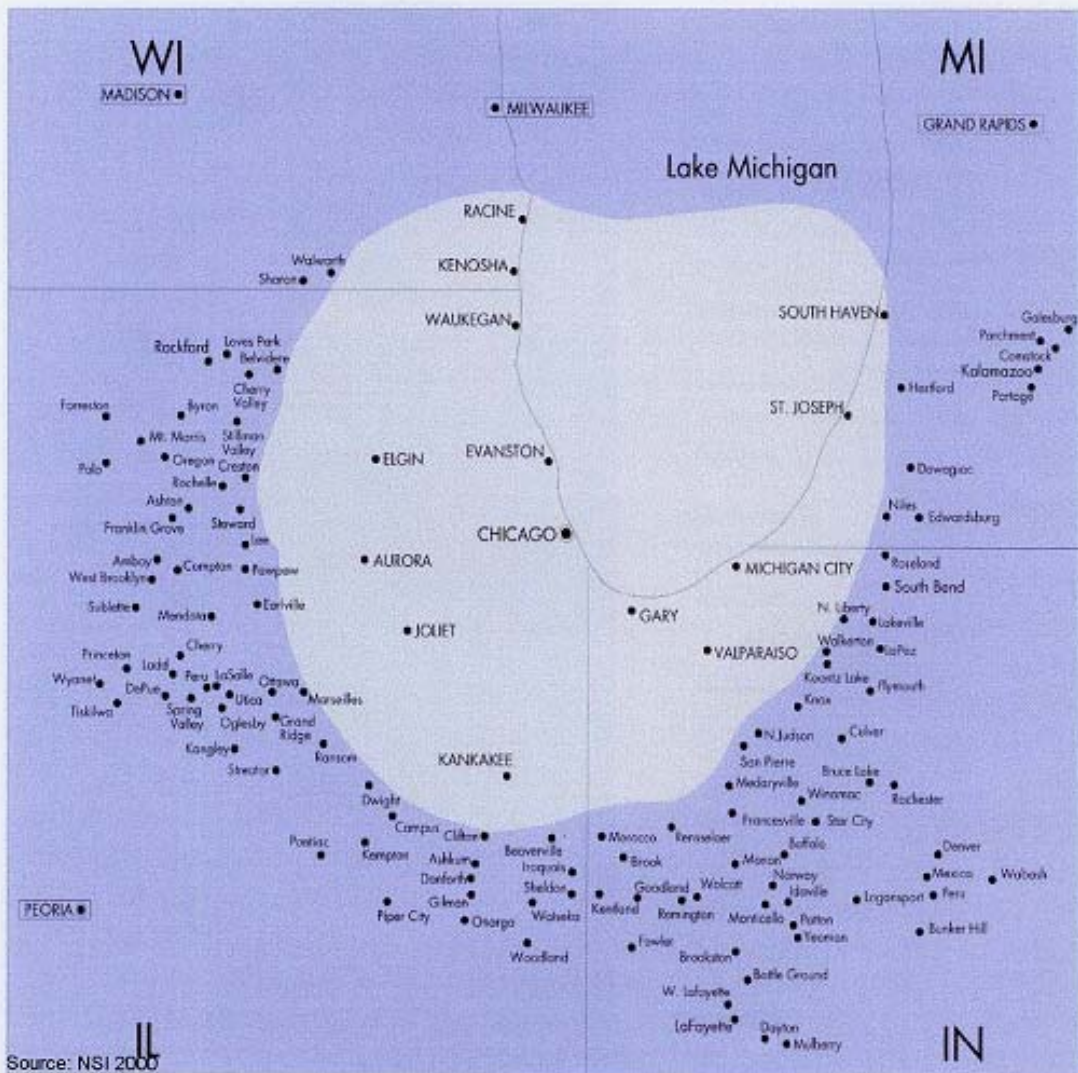
WTTW 11, is America's most-watched public television station, and a major exporter of Chicago's cultural wealth. This powerful institution brings quality television to nearly 2 million households on a regular weekly basis and reaches 75% of Chicago's entire DMA in one month.

- WTTW and its programs have been awarded some of the most prestigious accolades the industry offers, including seven George Foster Peabody Awards, considered by many to recognize the highest achievement in television.
- The station has received more than 200 Emmy Awards from the Chicago Television Academy, Iris Awards from the National Association of Television Programming Executives for Best Public Affairs programs, DuPont/Columbia University Awards, and recognition from the Corporation for Public Broadcasting as well as the Chicago and New York International Film Festivals.
- Entering its fifth decade, WTTW continues as a leader in technical innovation.
- Having co-developed stereo sound for television, WTTW was the first station in the United States to broadcast in stereo.
- WTTW is also a pioneer in high definition television (HDTV) and in 1988 became the first television station in the country to produce a program in HDTV.

WTTW's mission:

...to provide distinctive television programming for diverse audiences in Chicago and the nation. Through production, broadcast, cable and other means, we offer programming that informs and inspires, educates and entertains. Our programs aim to improve understanding of public affairs and current events; to provide access to excellence in the performing arts; to create awareness of different times, places, and cultures; to explore the natural world; to excite children about learning; and to foster lifelong skills for better living.

WTTW11 Coverage Map



Tower Location: Sears Tower, Chicago

Reach: 60 mile circumference servicing Illinois, Indiana, Michigan, and Wisconsin

***Population Reach:** 65% of Illinois
12% of Indiana

***Nearly 2 million households view WTTW11 on a regular weekly basis. In one month, WTTW11 reaches 75% of Chicago's entire DMA. Outside the broadcast signal, WTTW11 is carried to 20 counties over four states, reaching 900,000 households weekly via 162 cable systems.**

WTTW11 A Profile of the Prime-Time Viewer

WTTW11 offers access to a wide audience and a targeted reach into Chicago's best-educated, most affluent households. WTTW11's audience is:

Upscale

WTTW11 delivers a high concentration of hard-to-reach professionals. Compared to Chicago area adults, they are:

- 23% more likely to have liquid assets of \$250K or more*
- 15% more likely to have an advanced college degree*
- 75% more likely to own a home with a market value of \$500,000 or more

Opinion Leaders

Public television viewers are involved in their communities. Compared to the total U.S. adults, they are:

- 45% more likely to have addressed a public meeting
- 56% more likely to have written to a magazine or newspaper
- 62% more likely to have taken part in local civic issue

Culturally Active

WTTW11 viewers lead active lifestyles and attend cultural events. Compared to Chicago area adults, they are:

- 117% more likely to attend a symphony concert or opera
- 61% more likely to attended live theater
- 142% more likely to attend a ballet or professional dance performance

Local Research Source: Scarborough Mar '03-Feb '04. * Media Audit Jan-Feb 04. National Research Source: MRI 2003.

Salesshare/Media Kits/WTTW/WTTW Viewer Profile Text

WTTW11's Prime Time Viewers are Affluent, Cultured, and Educated

Compared to the general Chicago population WTTW11 primetime viewers are:

- 77% more likely to have a post graduate degree
- 33% more likely to have a household income of \$250,000 or more
- 75% more likely to own a home with a market value of \$500,000 or more

- 40% more likely to own a second home or real estate property
- 31% more likely to own money market funds
- 30% more likely to have bonds

- 82% more likely to have used an accountant in the past year
- 74% more likely to have used a financial planner in the past year
- 41% more likely to have used a full-service stockbroker in the past year

- 97% more likely to have taken 10+ domestic overnight vacation trips in past year
- 11% more likely to have dined at any "upscale" restaurant in the past 30 days

- 149% more likely to have attended any Northwestern University sports event
- 142% more likely to have attended dance or ballet performance in the past year
- 117% more likely to have visited an art museum in the past year
- 117% more likely to have attended symphony concert, opera, etc. in the past year
- 93% more likely to have visited Ravinia Festival in the past year
- 61% more likely to have attended live theater in the past year
- 59% more likely to have visited an antique show in the past year

<u>Viewer Demographics</u>	<u>Percent of Audience</u>
25-54 Years of Age	38%
35-64 Years of Age	46%
Men	48%
Women	52%
4 Years of College or More	40%
HH Income of \$75K+	35%
Weekly supermarket expenditures \$125+	24%

Source: Scarborough Mar '03-Feb '04. WTTW11 primetime viewers: M-Fri 7-10pm.

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WTTW11 Rates and Conditions

	<u>R.O.S.</u>	<u>Fixed</u>	<u>Sponsorship*</u>
	:30	:30	:30
Daytime (Children/Family Programs)			
Mon-Fri 6am-5:30pm	\$595	\$700	\$825
Sat-Sun 7am-11am	\$450	\$530	\$625
Early News			
Mon-Fri 5:30pm-7pm	\$550	\$650	\$765
Prime Time			
Mon-Sat 7pm-10pm	\$1530	\$1800	\$2120
Sun 6pm-10pm			
Late Night			
Mon-Sun 10pm-Signoff	\$595	\$700	\$825
Weekend Middays			
Sat 11am-7pm	\$765	\$900	\$1060
Sun 11am-6pm	\$450	\$530	\$625

Campaign Discounts: 13 weeks - 5%
 26 weeks - 10%
 52 weeks - 15%

*Sponsorships must include two messages—open and close—per program.
 All programs available for co-sponsorship. Co-sponsored programs are exclusive by category.

All rates are gross. Rates commissionable to recognized agencies.
 Special features/program rates available upon request.

11/30/01



LINK WITH THE VALUED PBS BRAND

The PBS brand is a mark of dependable quality in a confusing and constantly changing media marketplace. This stature allows PBS sponsors to leverage and align themselves with the recognition and respect Americans feel towards PBS.

Value of PBS affiliation:

- A third of respondents were "more likely to trust advertising on this network (PBS) for my family" (44% above the average network)
- More than half (55.1%) of respondents agreed that PBS consistently fulfills their expectations (31% above the average)

Source: The Myers Media Brand Tracker 2008.

Power of the PBS brand:

- When asked to rate the importance from a list of community institutions, PBS ranked third. PBS beat out local museums, performing art centers, and NPR public radio. Public parks were named first, followed closely by public libraries in second.
- Twenty-eight corporations/brands (93% of those measured) received a quality lift for sponsoring a PBS program

Source: Hantz Interactive Inc. 2008.

Studies show that association with the PBS brand can both enhance and increase your bottom line:

- 70% of PBS viewers would choose to buy a product from a company that supports PBS, all other things being equal
- 67% of PBS viewers have noticed announcements of companies and foundations on PBS that provide funding
- 59% of PBS viewers agree that sponsors are usually industry leaders
- 72% agree that PBS sets the standard for television

Source: Total Research Corp., PBS Image Tracking Study 2000.

Advertise on WTTW 11

And

Avoid TV Clutter*



ABC	15:31 minutes/hour
FOX	15:13 minutes/hour
NBC	15:07 minutes/hour
CBS	14:18 minutes/hour
PBS	2:00 minutes/hour
WTTW	5:16 minutes/hour

***Clutter** – all non-programming content, including commercial time, public service announcements, public service promotions, program credits not run over continuing program action, "other" unidentified gaps within a commercial pod.

- Source: 2003 CMR (Commercial Monitoring Report). Comparisons reflect national primetime daypart. WTTW refers to Chicago market primetime daypart.

"... respect for the consumer can be demonstrated in choosing the quality of a message over the repetition of it. Let's face it. The amount of advertising out there has gotten ridiculous. And the answer to clutter isn't more clutter. Let's quit making the media buys that replay a commercial every five and a half minutes."

- Mike Shine, Adweek, August 18, 2003

WTTW11 Underwriting Opportunities

Program Sponsorship

- Sponsors are identified at the opening and closing of the program
- Messages can be :15, :30, or :60 in length
- Messages are preceded by an audio and video billboard, accompanied by the sponsor's logo and slogan

"This uninterrupted Chicago presentation of "Nature" is made possible in part by (Sponsor)."

Spot Adjacencies

- Available throughout the WTTW schedule on a flighted basis
- Messages can be :15, :30, or :60 and appear in program intervals
- Messages are preceded by *"programming on Channel 11 is made possible in part by members like you and by the following..."*

How To Buy Sponsorships and Spot Adjacencies on PBS

PBS programming is sold in a similar manner as commercial television:

	Local	Multi-Market	National
Public Television	WTTW	NPB	PBS Sponsorship Group
Commercial Television	WLS	ABC National Spot	ABC Network

Local Buying Source:

WTTW Chicago

Companies may sponsor a particular program or purchase spot adjacencies on WTTW. With a sponsorship, companies have a direct association with a program and are identified at the opening and closing with a 15-, 30- or 60-second message preceded by an audio/video billboard. Spot adjacencies are available throughout the WTTW schedule on a flighted basis and appear in program intervals.

Multimarket Buying Source:

National Public Broadcasting (NPB)

Companies that prefer to focus on selected markets, may benefit from multi-market sales and sponsorship. NPB is the exclusive national rep firm for major public television stations throughout the U.S. NPB provides one-stop service and offers an array of flexible packages to meet your needs.

News & Current Affairs



Chicago Tonight

Monday-Thursday 7:00-8:00 p.m.

Rebroadcasts: Midnight, 1:30 & 4:30 a.m.

Every weeknight national and local Emmy Award-winning writer, producer, and on-air personality **Bob Sirott** hosts a **full-hour** Chicago Tonight. Emmy Award-winning journalist **Phil Ponce** continues to provide single-topic analysis by carefully chosen panelists on news and public affairs issues important to Chicago, while Bob Sirott covers such Chicago-focused issues as arts and culture, sports, health, finance, science, and more.

Chicago Tonight: The Week in Review

Friday, 7:00-8:00 p.m. Rebroadcasts: Midnight, 1:30 & 4:30 a.m.

Hosted by veteran journalist Joel Weisman, *Chicago Tonight: The Week in Review* travels beyond the headlines to deliver in-depth summary of the news from a unique perspective - the writers and broadcasters who do the reporting rather than the newsmakers themselves.

The McLaughlin Group

Saturday, 6:30-7:00 p.m.

Each week, John McLaughlin and his panel of journalists/commentators debate the issues of the day in a way that is both informative and entertaining. In its 20th year, the Emmy Award-winning *The McLaughlin Group* is a WTTW11 favorite.



The NewsHour with Jim Lehrer

Monday-Friday, 6:00-7:00 p.m.

In its 27th year, *The NewsHour* continues to provide in-depth analysis of current events with a news summary, live studio interviews and discussions, and documentary reports. It is the nation's only hour-long newscast on broadcast television.



The Nightly Business Report

Monday-Friday 11:00-11:30 p.m.

Nightly Business Report combines in-depth analysis, market updates, corporate profiles, features, and regular commentaries by noted economists. In the past year NBR has received six national awards.



Washington Week in Review

Friday, 9:00-9:30 p.m.

Washington Week in Review, public television's longest running public affairs program, features Washington's top journalists participating in in-depth analysis of major news events.



Wall Street Week with FORTUNE

Sunday, 11:00-11:30 a.m.

PBS' weekly series on money and investing is hosted by financial journalists Karen Gibbs and Geoff Colvin. Broadcast television's only primetime investment series provides unparalleled depth of content, excellence in reporting, and credible information. An interactive Web site offers investors additional news, analysis, and program information.

Business & Finance



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Louis Rukeyser's Wall Street

Saturday, 6:30-7:00 a.m.

Financial news pioneer Louis Rukeyser and a rotating, three-person panel of prestigious market mavens dissect the week's top business and economics stories, offering commentary and insight. An interview with a top market newsmaker rounds out each episode.

Produced by CNBC, in association with Rukeyser Television.

Drama & the Arts – Summer/Early Fall 2004



Artbeat Chicago

Regular segments in *Chicago Tonight*.

Introduced by Phil Ponce and hosted by Fawn Ring. Segments cover music, dance, theater and the visual arts throughout the Chicago area. From current exhibits at the Museum of Contemporary Art, to a Joffrey Ballet rehearsal, or a night under the Stars at Ravinia, *Artbeat Chicago* is there to capture the original, the unusual, and the significant.



Mystery!

Sundays, 8:00 p.m., July 11-October 10, 2004 (lengths vary)

One of the longest-running and most popular programs on television, MYSTERY! boasts 4 million loyal viewers who tune in every week to feed their craving for criminal capers, malevolent motives and the devoted detectives who investigate them. Presentations include Tony Hillerman's *A Thief of Time*; *Foyile's War II*; *Inspector Morse* and *Inspector Lynley* episodes; and *Death in Holy Orders*.



Soundstage

Thursdays, 9:00-10:00 p.m.

It's back ... and better than ever! The original *Soundstage* produced by WTTW11 aired nationally on PBS from 1974 to 1985 to critical acclaim. Now *Soundstage* is reborn. Season II of the new *Soundstage* features a talent line-up including Fleetwood Mac, Sheryl Crow, Russell Crowe and Kris Kristofferson, Cyndi Lauper, Joan Baez, and many more.



Front Row Cinema

Saturdays, 8:00-10:00 p.m. (end times varies)

Throughout the year WTTW11 brings you classic movies. Whether it's a musical, a drama, a love story, or a sci-fi thriller, there's something to appeal to every taste.



Great Performances

Lengths Vary/Dates TBA

For 30 years Great Performances has featured the best in music, dance and theater. Performances in Summer 2004 include *From the Acropolis: A Salute to the Games*; *All-Star Piano Extravaganza*; *The Verbier Festival*; *Elton John at the Royal Opera House*; and *John Lennon's Jukebox*.



Sound Opinions

Sundays, 11:00-11:30 p.m.; overnight Fridays, 1:00-1:30 a.m., and Saturdays, 11:30 p.m.-Midnight

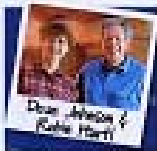
The "world's only rock 'n roll talk show" developed for WXRT radio by Jim DeRogatis, pop music critic for the Chicago Sun-Times, and Gret Kot, rock critic for the Chicago Tribune, comes to public television.

How-To Programming – Summer 2004



New Yankee Workshop

Saturday, 11:30 a.m.-Noon (Currently on Summer hiatus; will return Fall)
 America's favorite master carpenter, Norm Abram, guides viewers through a range of woodworking projects designed to offer a challenge to woodworkers of all skill levels. Individual programs offer step-by-step instructions for building heirloom-quality furniture and woodworking projects.



Hometime

Saturday, Noon-12:30 p.m. (Currently on Summer hiatus; will return Fall)
 Dean John and Robin Hartl co-host this do-it-yourself series that features some of today's most popular home improvement projects, providing clear, easy-to-understand overviews to help the average do-it-yourselfer achieve professional-looking results.



P. Allen Smith's Garden Home

Sunday, 10:30-11:00 a.m.
 P. Allen Smith brings "The Garden Home" to life. As he takes viewers on a delightful and motivating excursion through some of the most beautiful gardens in this country and abroad, pointing out design principles that can be used to create their own garden home.



ANTIQUES ROADSHOW

Antiques Roadshow

Monday, 8:00-9:00 a.m.
 Saturday, 3:00-4:00 p.m.

Antiques Roadshow is part adventure, part history lesson, part treasure hunt. Specialists from the country's leading auction houses - Butterfield & Butterfield, Christie's, William Doyle Galleries, Skinner, and Sotheby's - together with independent dealers and appraisers from across the nation, travel to various U.S. cities offering free appraisals of antiques and collectibles.



This Old House

Saturday, new time (through September): 11:30 a.m.-12:30 p.m.
 (2 half-hour programs)

Ask This Old House Saturday, 6:00-6:30 p.m.

America's favorite "home team" continues to be the most well-known home improvement program on television. Each season, host Steve Thomas and master carpenter Norm Abram work together with homeowners, contractors, architects and other specialists to provide an entertaining and fascinating look at the home renovation process.

Ask This Old House joins the original series with an interactive Q&A format addressing viewer-driven questions from the Internet, TV series, and magazine.

Science & Nature



NATIONAL GEOGRAPHIC TELEVISION

Occasional series.

Celebrating 36 years on television, *National Geographic Specials* is the longest-running, most honored documentary series of its kind ever produced. The series has won nearly 60 Emmy Awards and continues to be committed in examining in-depth, gripping stories of adventure, history, science, conservation and culture.



Nature

Sunday, 7:00-8:00pm

Imagine a TV series whose stage is our planet and whose stars are lions, falcons, leopards, penguins, and wolves. Now in its 20th year *Nature* finds drama, suspense, majesty, and poetry in the heart of the natural world, a series of breathtaking beauty that

has raised the environmental consciousness of millions, while single-handedly launching a new genre of television programming.



Nova

Tuesday, 8:00-9:00pm

Since its debut in 1974, *Nova* has become the gold standard for television science documentaries. From investigating ants to searching for our ancient ancestors, *Nova* weekly blazes the trail of intelligent adventure, taking viewers to places they've never been and to insights they've never imagined.



Alan Alda in Scientific American Frontiers

Six new one-hour programs in 2004

Alan Alda investigates a spectrum of fascinating topics in the sciences and beyond. Among other subjects, upcoming programs explore how the brain processes memory, the future evolution of the automobile, global warming, and the attempt to find out who the first Americans were.

British Comedies

Laughter with a British accent reigns on WTTW11!



Keeping Up Appearances

Saturday, 7:00-7:30 p.m.

When it comes to snobbery, Hyacinth Bucket (pronounced "bouquet") is in a class of her own. She's so obsessed with etiquette and breeding that she makes her husband's life a perfect misery. Patricia Routledge stars as Hyacinth, who goes to incredible lengths in her quest for perfection.

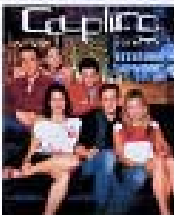


As Time Goes By

Saturday, 7:30-8:00 p.m.

In the early 50's, a young army officer and a student nurse fell in love and enjoyed a brief magical affair before he was posted to Korea. But his letter went astray and she never saw him again ... until now.

Judi Dench stars as Jean, a hardworking widow who runs a secretarial agency with her twice-divorced daughter, Judith. Geoffrey Palmer is Lionel, a divorced ex-army officer and coffee planter who has returned to London to write his autobiography. When Lionel becomes displeased with the temporary secretary from the agency, Judith tries to placate him and makes such a good impression that he invites her out to dinner. Inevitably, Lionel and Jean meet, with the strangest feeling they have met before. Just a reunion ... or a romance rekindled?



Coupling

Sundays, 10:00-10:30 p.m.

It's been described as *Friends* with edge. When two people get together they bring all sorts of other people with them – their exes, their best friends. A little community forms around the couple. The result is a sitcom about chatting in bars and kitchens and getting close to just the sort of people you think you ought to hate. While NBC is carrying the American version of *Coupling*, **WTTW11 is the only broadcast channel showing the original British version!**

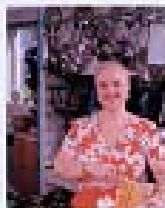
Cooking Shows – Summer 2004



Caprial and John's Kitchen: Cooking for Family and Friends

Saturday, 10:00-10:30 a.m. (premiering June 26)

TV's only married chefs focus on the healthy benefits of family cooking and the even greater emotional benefits, as they cook together to produce wonderful culinary creations.



Lidia's Italian-American Kitchen

Saturday, 10:30-11:00 a.m.

Lidia Matticchio Bastianich presents enduringly popular cuisine from her repertoire of recipes, highlighting traditional dishes with origins in authentic regional fare that, throughout the years, were adapted to the modern American palate and pantry.

America's Test Kitchen

Saturday, 11:00-11:30 a.m.

Cooking equipment and techniques are tested and recipes and ingredients are tasted to provide viewers with recommendations on preparing delicious meals while saving money, time, and effort.



Weir Cooking in the City

Saturday, 12:30-1:00 p.m.

Shot in Joanne Weir's hometown, San Francisco, WEIR COOKING IN THE CITY invites viewers to experience more than 80 recipes and follows Joanne as she prepares fresh and exciting dishes based on seasonal ingredients and draws on the full resources of a culturally diverse city.



Barbecue America

Saturday, 1:00-1:30 p.m. (premiering July 11)

Chef Rick Browne continues his quest for America's best barbecue and grilling recipes. Each episode features a different barbecue event, festival, cook-off or restaurant.



Mexico - One Plate at a Time, with Rick Bayless – Season III

Friday, 8:30-9:00 p.m., Saturday, 1:30-2:00 p.m.

Rick Bayless has been acclaimed widely as America's foremost proponent of Mexico's diverse cuisine. With the skill of a restaurant chef, the passion of a home cook and the knowledge of a scholar-gypsy, Rick Bayless crosses borders and opens new worlds.

Barbecue University™ with Steven Raichlen

Saturday, 2:00-2:30 p.m.

Each episode of Barbecue U focuses on a theme. The "classroom" is a mountaintop lodge at the spectacular Greenbrier Resort, complete with a state-of-the-art collection of grillers and smokers.

