

SPONSORSHIP



HOWARD UNIVERSITY TELEVISION



# CORPORATE SPONSORSHIP

MAKE AN IMPACT WITH A WHUT MULTIMEDIA CAMPAIGN



# FIVE REASONS TO SUPPORT WHUT

## 1

### INCREASE YOUR VISIBILITY AND BRAND AWARENESS BEFORE A LARGE AND LOYAL AUDIENCE.

WHUT is the first and only Public Television Station owned and operated by a historically black university. WHUT is based in Washington, DC, the nation's capital, and the eighth largest US media market (DMA). The station broadcasts its current digital signal to a radius of 60 miles in the greater Washington Metro area.

- Nearly 90% of all U.S. television households watch PBS
- In a typical month, 120 million people watch their local PBS Station
- WHUT reaches over 2 million households, from Baltimore, Maryland in the north, to Richmond, Virginia in the South.

## 2

### ENHANCE YOUR PUBLIC IMAGE AND BOTTOM LINE.

WHUT seeks to promote and enhance the exchange of ideas and information among all members of society with special emphasis given to those individuals, groups, and institutions that have been denied full access to the traditional media.

Public television reaches a huge audience— there is no need to subscribe to view it. This means PBS delivers more viewers than the cable competition, so more viewers see sponsor's message.

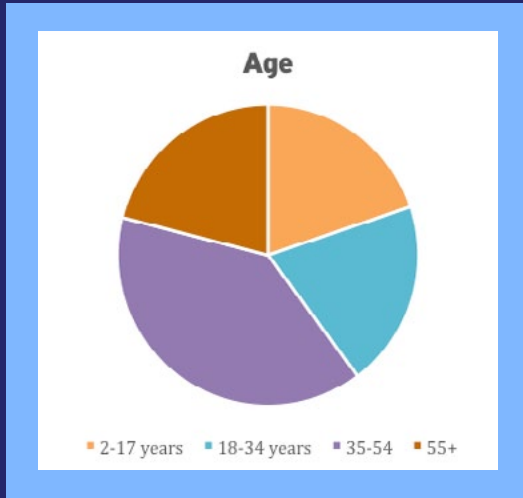
- PBS reaches 99% of all TV HH
- Discovery reaches 87%
- A&E reaches 86%
- MSNBC reaches 81%
- Disney reaches 85%

## 3

### REACH AN INFLUENTIAL, EXCLUSIVE AUDIENCE

WHUT is not just public television, but quite literally the public's television, a community resource that is dedicated to serving a diverse audience through our quality television programs, our educational services, our outreach projects, and our involvement in the community. WHUT is your voice to Capitol Hill.

- WHUT is unique in delivering an affluent, influential, educated, politically active audience.
- DC Metro outranks many major television markets in the ethnic viewing
- Within the Hispanic Community, English (44%) is the dominant language followed by Spanish (34%) and dual language households (21%)



**RANK: #19 - 216,470**

HISPANIC TV HH 2012

**RANK: #4 - 570,530**

BLACK TV HH 2012

**RANK: #6 - 189,390**

ASIAN TV HH 2012

**4**

### BREAK THROUGH THE MEDIA CLUTTER.

Your spot will be seen in the absence of any competitors, WHUT limits sponsors and number of messages per program so your message stands out.

3:22 non-programming minutes on PBS

14:49 on commercial TV and

14:23 on cable TV

**5**

### PARTNER YOUR COMPANY WITH A MULTIPLATFORM PBS STATION, AMERICA'S MOST TRUSTED INSTITUTION.

US Public considers PBS the most trusted nationally known institution. Americans believe PBS provides the 2nd best use of tax dollars, behind the US military.

Parents Trust WHUT

-84% of parents consider PBS as a trusted and safe place for children to watch television<sup>1</sup>

-74% of parents feel PBS is a trusted and safe place for children to visit online<sup>2</sup>

Parents trust public television because it treats their children as precious resources, not just young consumers. Parents know that WHUT children's programs like, Sesame Street, Dinosaur Train, Super Why!, Peg + Cat to name a few are non-violent, non-commercial, and educational. They know that these programs teach reading and math skills, convey concepts, and teach values.

<sup>1</sup>ORC's Caravan, March 2011

<sup>2</sup>ORC's Caravan, March 2011

# BUILD A POWERFUL MULTIMEDIA SPONSORSHIP WITH WHUT

WHUT uses a variety of media platforms to serve our community, making us an important part of the lives of our citizens whether at home, or on the go.



## TELEVISION

### CHANNEL 32

When it comes to high-quality, award-winning television, WHUT has the best sponsorship opportunities on TV, including primetime series like Masterpiece Classic, **Democracy Now** and Charlie Rose, an award-winning children's lineup (seven Emmy Awards for SESAME STREET, nine Parents' Choice Awards, four Parents' Choice Awards for Television including silver awards for DANIEL TIGER'S NEIGHBORHOOD and WILD KRATTS) and your favorite lifestyle shows.



## DIGITAL

### WHUT.ORG

Expand your reach of the WHUT audience through an online sponsorship on [www.whut.org](http://www.whut.org). WHUT fans turn to WHUT.org for unique online content, streaming video plus detailed TV schedule.



## EVENTS

Connect face-to-face with active and engaged WHUT fans through sponsorship of a wide range of events that are sure to reach your target market.



## PRINT

Post your message on our membership directory.



## SPONSOR A STUDIO

WHUT has three studios that can be named after you or your company through this sponsorship you and your company will benefit from the added visibility you will get in the DC community.

# IT'S AS PLANE AS THE NOSE ON OUR FACE!

Children watch and learn from WHUT. That's important, because when school is out for summer, math and reading skills drop - especially for children in low-income families.

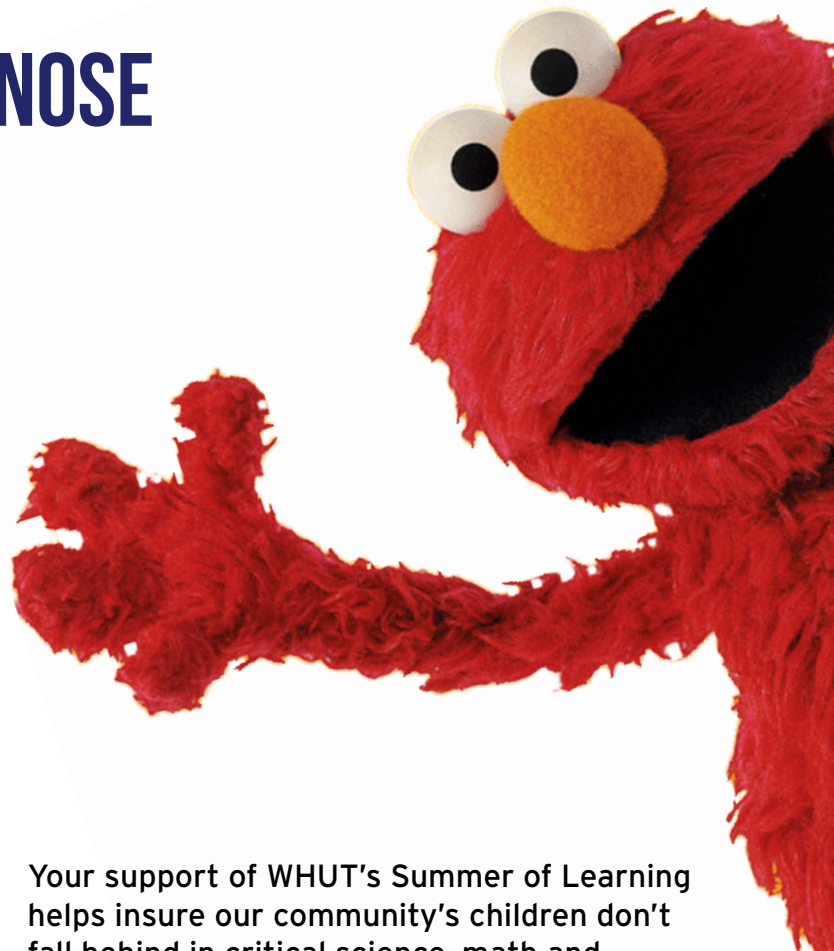
That's why WHUT's Summer of Learning is so important - and why parents and kids turn to WHUT during summer vacation.

WHUT's Summer of Learning is Washington, DC's classroom for young learners. More children watch WHUT's proven, standards-based programs in the critical summer months than at any other time of the year.



Your support of WHUT's Summer of Learning helps insure our community's children don't fall behind in critical science, math and reading skills.

The facts are plain to see - learning shouldn't take a break in the summer, and WHUT's Summer of Learning makes sure it doesn't - with your support.



# WHUT'S WIDE RANGE OF PROGRAM GENRES



## Children's Programming

WHUT is the place to signal your support for high-quality, educational children's shows. Associate your company with programs that both kids and parents love— TV series like Sesame Street, Curious George and Super WHY!.

### You'll Reach...

- Children of all ages
- Parents who value the trusted PBS environment

## News & Public Affairs

More choices, more voices. Current affairs fans find on WHUT more of the in-depth reporting, analysis and discussion they value. From TV's BBC News, Democracy Now, to This is America and the World and White House Chronicles. WHUT offers the best local, national and international coverage.

### You'll Reach...

- Affluent Consumers
- Well-educated investors

## Culture & Arts

When it comes to drama and the performing arts WHUT fans have the best seats in the house with award-winning television series like Masterpiece Classic, Infinity Hall Live and Austin City Limits.

### You'll Reach...

- Arts and culture enthusiasts

*\*More than 21 million children watch PBS Kids on TV, and more than 20 million engage with PBS Kids online each quarter.*

*-Nielsen NTI and Google Analytics. 2009.*

*\*PBS Kids is the #1 source of TV and online content used by Pre-K teachers in the classroom.*

*-Grunwald Study, 2009.*

# REACH YOUR TARGET AUDIENCE



## History and Documentaries

Award winning series like Independent Lens, Voces on PBS, African Americans: Many Rivers to Cross, and Civil War: The Untold Story.

### You'll Reach...

- Well-educated individuals
- Affluent consumers

## Lifestyle

### Home, Cooking, Travel & Health

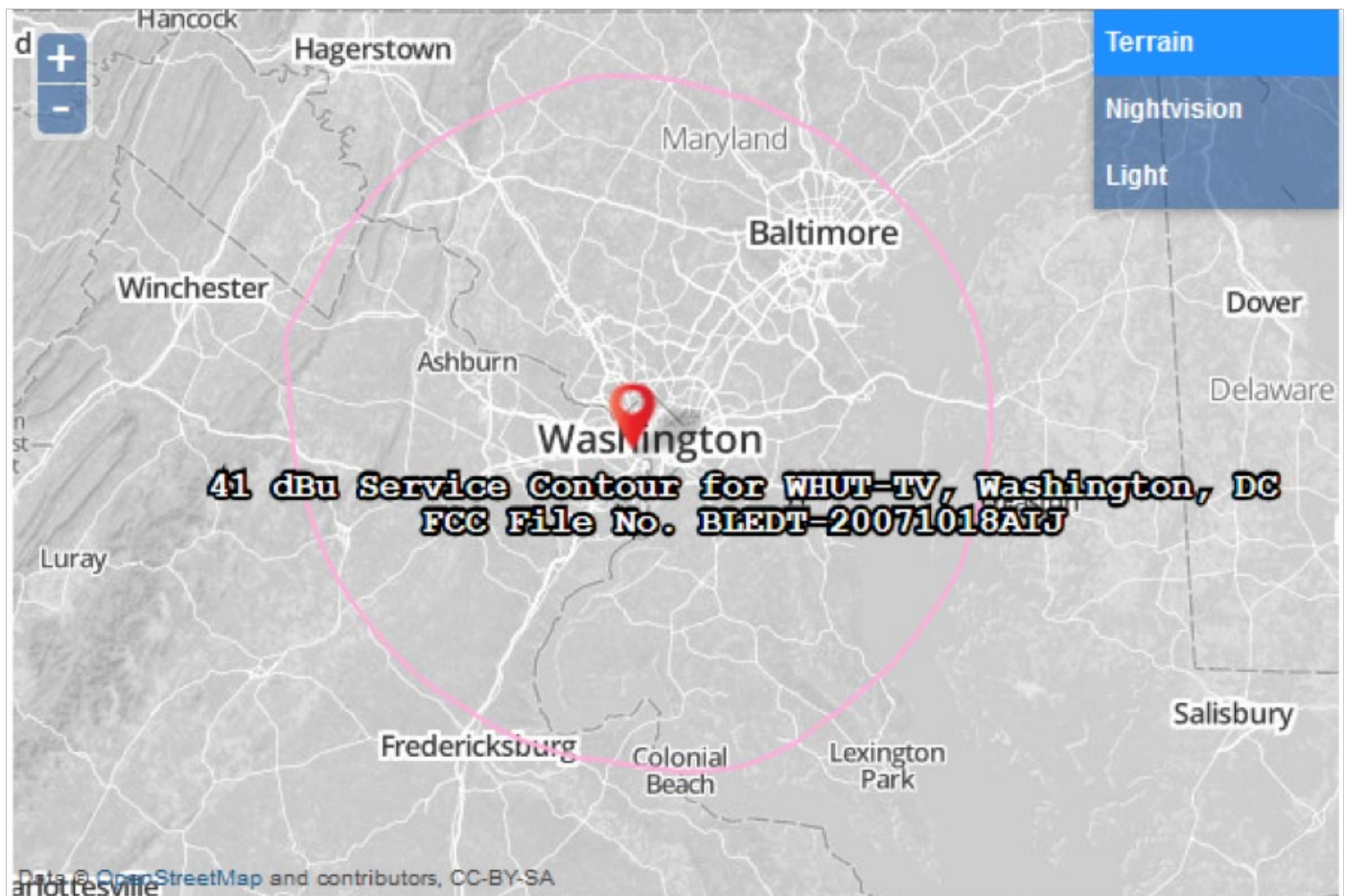
From Julia Child and Simply Ming to Jazzy Vegetarian and This Old House, WHUT's Lifestyle programming enriches the lives of our viewers

### You'll Reach...

- Home Improvement buffs
- Food aficionados

# WHUT COVERAGE

The station's signal reaches over 2 million households in the greater Washington Metro area within a sixty miles radius. WHUT is a full power television station reaching from Baltimore, Maryland in the north to Fredericksburg, Virginia in the South.



WHUT Local Corporate Sponsorship  
2222 Fourth Street, NW  
Washington, DC 20059  
202-806-3200  
[www.whut.org/sponsorship](http://www.whut.org/sponsorship)



# SPONSORSHIP

## Program Sponsorship

WHUT air programs that attract a diverse audience. Some of the programs include The American Experience, Vocal Point, Dinosaur Train, and Simply Ming, all of which cater to a specific target audience. WHUT gives you and your company the opportunity to match your brand with a renowned program and engage its loyal audience.

## Genre Sponsorship

WHUT is known for its array of program genres that range from news and public affairs, cooking, arts, or children's programming. WHUT encourages companies to sponsor a program genre whose target audience's passions also align with the station's iconic programs.

## Run-of-Schedule Sponsorship

Broaden your reach of the valuable public TV audience with a run-of-schedule sponsorship across a wide range of quality programs.



HOWARD UNIVERSITY TELEVISION

# SPONSORSHIP OPTIONS

## Spots may contain:

Video, Animation, or Still Images

## Duration:

10-Second Spot, 15-Second Spot, 30-Second Spot

**Underwriting announcements are use for identification of the sponsor, their products and services and should not promote these products and services:**



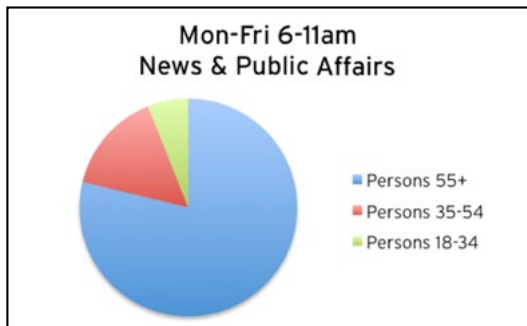
**Above: Example Underwriting Announcement for restaurant Lebanese Taverna, located in Washington, DC. 30 second video produced in house at WHUT.**

**WHUT will work with you to create an underwriting announcement that meets your needs and adheres to designated FCC guidelines for public television.**

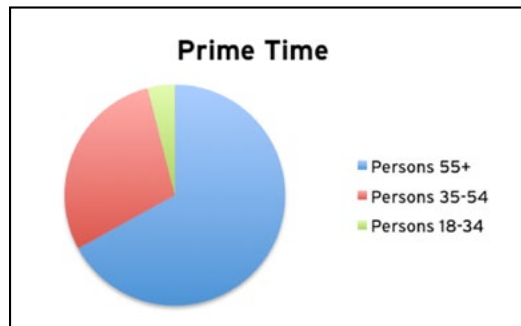
# LOOK HERE TO FIND THE CONSUMERS YOU'RE LOOKING FOR!

## The people you want to reach watch WHUT.

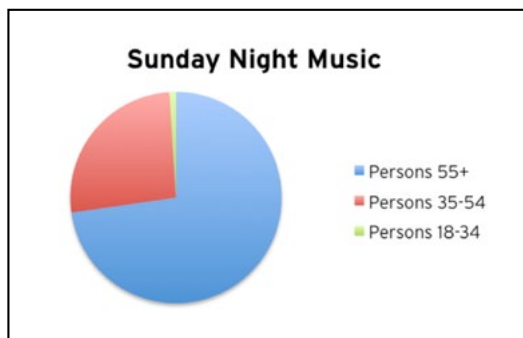
People 50+ represent 25% of the US population, have 70% of the net worth - but less than 5% of advertising is geared to them. \*



**78% of WHUT's news audience are the people you want to reach.**



**67% of WHUT's Prime Time audience are the people you need to reach.**



**72% of WHUT's Sunday music audience are the people you have to reach.**

People who watch WHUT are more likely to have disposable income - and they're more likely to be overlooked by advertisers.

Reach the people you need with WHUT's news and public affairs programming and the best from PBS.

\*Source: Nielsen Media Research (2012)



# PROGRAM SCHEDULE

WHUT-TV Program Schedule July 2020								
	Sun 6/28	Mon 6/29	Tue 6/30	Wed 7/1	Thurs 7/2	Fri 7/3	Sat 7/4	12-May
12M 0000	Longevity Paradox continues	Chaka Khan Homecoming (CHAK)	World on Fire on Masterpiece [MAST 5014 of 5020]	America ReFramed #805: Vision Portraits (4/21)	Reel South (RLSO 509) Attache	POV (AMDO 2907) All the Difference	WHUT Night at the Movies: The Baby-Sitters Club (1 hour 26 min)	0000 12M
12:30am 0030			0030 12:30am					
1am 0100	Aretha Franklin Remembered (My Music) (AFMM)	Count Basie - Through His Own Eyes (CBOE)	World on Fire on Masterpiece [MAST 5015 of 5020]	First Degree (FDEG) 4/21	Musical Evening With Harry Lennox (MEHL)	Grooming a Generation (GRGN)	On Story (ONST 1008) Megan Amram	0100 1:00am
1:30am 0130			0130 1:30am					
2am 0200	Relieving Stress with Yoga with Peggy Cappy (RESY) new	Retire Safe & Secure with Ed Slott (RSSE 2020)	Democracy Now	Democracy Now	Democracy Now	Democracy Now	Democracy Now	0200 2:00am
2:30am 0230			0230 2:30am					
3am 0300	Elvis: Aloha from Hawaii (ELVH)	Retire Safe & Secure with Ed Slott (RSSE 2020)	Amanpour and Company [APOC] fed Mon night	Amanpour and Company [APOC] fed Tue night	Amanpour and Company [APOC] fed Wednesday night	Amanpour and Company [APOC] fed Thursday night	Amanpour and Company [APOC] fed Friday night	0300 3:00am
3:30am 0330			0330 3:30am					
4am 0400	Peg + Cat	Body Electric (1723 of 26)	Museum Access (MUZE 304 of 10)	This Old House (use Sat 1300/HD01)	Mike Colamacco's Real Food (MCRF 1515 of 18)	Best of the Joy of Painting (fed Sat 15:00 on SD05)	America's Socialist Experiment (AMSE)	0400 4:00am
4:30am 0430			0430 4:30am					
5am 0500	Cyberchase	Wai Lana Yoga (WALA 514 of 26)	MotorWeek (Fri 1500/HD03)	Ask This Old House (feeds Sat 1400/HD01)	Pat's Mexican Table (PATM 511 of 13)	Paint This with Jerry Yarnell (PTJY 2913 of 13)	Daniel Tiger	0500 5:00am
5:30am 0530			0530 5:30am					
6am 0600	Ready Jet Go	Allaire Back Fitness (ABFT 224 of 26)	Classical Stretch: The Esmonde Technique (CSET 1002 of 30)	Body Electric (1724 of 26)	Classical Stretch: The Esmonde Technique (CSET 1003 of 30)	Body Electric (1725 of 26)	Mister Rogers' Neighborhood	0600 6:00am
6:30am 0630			0630 6:30am					
6:30am 0630	Odd Squad	Wai Lana Yoga (WALA 515 of 26)	Allaire Back Fitness (ABFT 211 of 26)	Sit and Be Fit (STFT 1216 of 20)	Allaire Back Fitness (ABFT 212 of 26)	Allaire Back Fitness (ABFT 225 of 26)	Cat in the Hat	0600 6:00am
7am 0700			0700 7:00am					
7:30am 0730	Into the Outdoors (INTO 113 of 13)	BBC World News	Consuelo Mack Wealthtrack (SUEL) fed Fri 1600/HD03	Firing Line with Margaret Hoover (FLMH 352)	Open Mind (OPNM) fed Mon 1600/HD04	GZero World with Ian Bremmer (GZIB 252 of 52)	One Carbon Footprint at a Time (OCFP)	0630 6:30am
7:30am 0730			0730 7:30am					
7:30am 0730	SciGirls (SGIR 403 of 6)	BBC World News	BBC World News	BBC World News	BBC World News	BBC World News	Ready Jet Go	0700 7:00am
8am 0800	Retire Safe & Secure with Ed Slott (RSSE 2020)	NewsLine	BBC World News	BBC World News	BBC World News	BBC World News	Ready Jet Go	0700 7:00am
8:30am 0830			0830 8:30am					
8:30am 0830	Retire Safe & Secure with Ed Slott (RSSE 2020)	The Journey #113	NewsLine	NewsLine	NewsLine	NewsLine	Let's Go Luna	0730 7:30am
9am 0900			0900 9:00am					
9:30am 0930	Brain Secrets with Dr. Michael Merzenich (BBMS)	Amanpour and Company [APOC] fed Friday night	Democracy Now	Democracy Now	Democracy Now	Democracy Now	Molly of Denali	0800 8:00am
10am 1000			0830 8:30am					
10:30am 1030	Brain Secrets with Dr. Michael Merzenich (BBMS)	Amanpour and Company [APOC] fed Friday night	White House Chronicle	Story in the Public Square (SPSQ 425 of 26)	Overheard with Evan Smith	This is America & The World (feeds Thurs. 1930/HD03)	Happy Yoga with Sarah Starr (HPYG 109 of 9)	0900 9:00am
11am 1100			0930 9:30am					
11:30am 1130	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Classical Stretch: The Esmonde Technique (CSET 923 of 30)	Body Electric (BELE 1723 of 26)	Classical Stretch: The Esmonde Technique (CSET 924 of 30)	Classical Stretch: The Esmonde Technique (CSET 925 of 30)	American Spiritual Ensemble (SPEN)	0930 9:30am
12N 1200			1000 10am					
12:30pm 1230	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	My Greek Table with Diane Kochilas (MGDK 307 of 13)	Magic of a Dish: New York Top Chef Goes to Japan (MDNY 101 of 3)	Christina Cooks: Back to the Cutting Board (CCCB 112 of 13)	New Orleans Cooking with Kevin Belton (BELT 118 of 26)	Pat's Mexican Table (PATM 801 of 13)	1000 10am
1pm 1300			1030 10:30am					
1:30pm 1330	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Sesame Street	Sesame Street	Sesame Street	Sesame Street	Sesame Street	1100 11am
2pm 1400			1130 11:30am					
2:30pm 1430	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Sesame Street	Sesame Street	Sesame Street	Sesame Street	Sesame Street	1200 12N
3pm 1500			1230 12:30pm					
3:30pm 1530	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Peg + Cat	Peg + Cat	Peg + Cat	Peg + Cat	Peg + Cat	1200 12N
4pm 1600			1230 12:30pm					
4:30pm 1630	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Pinkalicious & Peterrific	Pinkalicious & Peterrific	Pinkalicious & Peterrific	Pinkalicious & Peterrific	Pinkalicious & Peterrific	1300 1pm
5pm 1700			1330 1:30pm					
5:30pm 1730	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Hero Elementary (HERE)	Hero Elementary (HERE)	Hero Elementary (HERE)	Hero Elementary (HERE)	Hero Elementary (HERE)	1300 1pm
6pm 1800			1330 1:30pm					
6:30pm 1830	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
7pm 1900			1400 2pm					
7:30pm 1930	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
8pm 1800			1430 2:30pm					
8:30pm 1830	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
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9:30pm 1930	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
10pm 2000			1430 2:30pm					
10:30pm 2030	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
11pm 2100			1430 2:30pm					
11:30pm 2130	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
12M 0000			1430 2:30pm					
12:30am 0030	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
1am 0100			1430 2:30pm					
1:30am 0130	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
2am 0200			1430 2:30pm					
2:30am 0230	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
3am 0300			1430 2:30pm					
3:30am 0330	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
4am 0400			1430 2:30pm					
4:30am 0430	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
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5:30am 0530	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
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6:30am 0630	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
7am 0700			1430 2:30pm					
7:30am 0730	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
8am 0800			1430 2:30pm					
8:30am 0830	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
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10:30am 1030	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
11am 1100			1430 2:30pm					
11:30am 1130	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
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12:30am 0030	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
1am 0100			1430 2:30pm					
1:30am 0130	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
2am 0200			1430 2:30pm					
2:30am 0230	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
3am 0300			1430 2:30pm					
3:30am 0330	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
4am 0400			1430 2:30pm					
4:30am 0430	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
5am 0500			1430 2:30pm					
5:30am 0530	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
6am 0600			1430 2:30pm					
6:30am 0630	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
7am 0700			1430 2:30pm					
7:30am 0730	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
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8:30am 0830	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
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10am 1000			1430 2:30pm					
10:30am 1030	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
11am 1100			1430 2:30pm					
11:30am 1130	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
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12:30am 0030	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
1am 0100			1430 2:30pm					
1:30am 0130	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
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4:30am 0430	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
5am 0500			1430 2:30pm					
5:30am 0530	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
6am 0600			1430 2:30pm					
6:30am 0630	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
7am 0700			1430 2:30pm					
7:30am 0730	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
8am 0800			1430 2:30pm					
8:30am 0830	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
9am 0900			1430 2:30pm					
9:30am 0930	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
10am 1000			1430 2:30pm					
10:30am 1030	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
11am 1100			1430 2:30pm					
11:30am 1130	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
12M 0000			1430 2:30pm					
12:30am 0030	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
1am 0100			1430 2:30pm					
1:30am 0130	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
2am 0200			1430 2:30pm					
2:30am 0230	Accidental Studio: The Story of Handmade Films (HMAD) new	Body Electric (BELE 1706 of 26)	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	Let's Go Lunal	1400 2pm
3am 0300			1430 2:30pm					
3:30am 0330	Accidental Studio: The Story of Handmade Films							



# PROGRAM DESCRIPTIONS



## The Journey

"The Journey" with Dr. Wayne A.I. Frederick covers multiple aspects of the Howard University Experience from the lens of inspirational faculty, student and staff. A riveting series of interviews with the university's own newsmakers, politicians celebrities, and real people."



## King Lecture Series

"Commissioned by Howard University, The Gwendolyn I and Colbert S. King Endowed chair in Public Policy Lecture series showcases political landscape in Washington DC. Chaired by Donna Brazile"



## Independent Lens

"Independent Lens is television's largest showcase of independent documentary film. Each week we bring you another original documentary film, made by one of the best independent filmmakers working today. In its first eleven seasons, Independent Lens received 7 Emmy Awards, 10 Peabody Awards, 5 DuPont Awards, and has been nominated for 7 Academy Awards."



## America's Test Kitchen

"America's Test Kitchen is the most-watched cooking show on public television—nearly 2 million viewers tune in each week—and in January 2014, America's Test Kitchen launched its 14th season. The test kitchen chefs cook America's favorite recipes with host Christopher Kimball, and deconstruct each recipe to reveal the test kitchen secrets to foolproof cooking at home."



## Democracy Now!

"Democracy Now! is a national, daily, independent, award-winning news program hosted by journalists Amy Goodman and Juan Gonzalez. Pioneering the largest public media collaboration in the U.S., Democracy Now! is broadcast on Pacifica, NPR, community, and college radio stations; on public access, PBS, satellite television, and on the internet. DN!'s podcast is one of the most popular on the web."

# PROGRAM DESCRIPTIONS



## **BBC World News**

**BBC WORLD NEWS:** The latest global news from the world's largest news broadcaster. The newscasts contain all the most up-to-date news, interviews, analysis, business reports and world sports news.



## **Masterpiece:**

"At the unfashionable end of Oxford Street in 1909 London, an American retail tycoon arrives to jettison fusty British tradition and open one of the finest department stores the world has ever seen: Selfridges. Three-time Emmy® winner Jeremy Piven stars as Harry Gordon Selfridge, the flamboyant entrepreneur and showman seeking to provide London's shoppers with the ultimate merchandise and the ultimate thrill."



## **This Old House**

"This Old House, with pros Norm Abram, Tom Silva, Richard Trethewey, Roger Cook, and host Kevin O'Connor, is TV's original home-improvement show, following one whole-house renovation over several episodes."



## **Body Electric**

"Popular exercise host Margaret Richard uses a unique style of strenuous, but non-impact workouts combined with the artistic elements of dance and the athletic benefits of exercise, with an emphasis on enjoyment."



## **NewsLine**

"Newsline is, 'Your Eye on Asia,' this program provides news and breaking news from around the world, including coverage of the latest in politics, business, technology and culture in Asia. Regular reports from Beijing, Seoul, Bangkok and Tokyo offer different perspectives on what's happening in the region."



## **Vocal Point**

"Vocal Point is a new series from WHUT focuses on a wide variety of important issues and concerns relevant to the greater DC metro area. We bring together subject matter experts, advocates, community leaders and personal stories from those directly affected to gain a deeper understanding of the issues as well as identify resources within the immediate community."

# PROGRAM DESCRIPTIONS



## Motor Week

"MotorWeek is television's longest running and most respected automotive series. MotorWeek debuted in 1981 and launched a new television genre by becoming the first weekly series to offer consumer-oriented car and truck reviews, do-it-yourself car care tips, and the latest auto industry news."



## Second Opinion

"Second Opinion, an American television series, is the only regularly scheduled health series on public television. Each week, series host Dr. Peter Salgo engages a panel of medical professionals and patients in honest, in-depth discussions about life-changing medical decisions. Using intriguing, real-life medical cases, the specialists grapple with diagnosis and treatment options to give viewers the most up-to-date, accurate medical information."

# CHILDRENS PROGRAMING



## SuperWhy!

"Super WHY is an animated adventure series designed to provide children ages 3 to 6 with the critical skills they need to read and love to read! The show is based on the adventures of four fairytale friends who live in Storybrook Village: Whyatt Beanstalk, Jack's younger brother; Red, from Little Red Riding Hood; Pig, from the Three Little Pigs; and Princess, from The Princess and the Pea. In each episode, they transform into their superhero alter egos, the Super Readers, and literally fly inside books using the power of literacy to solve problems. All the while they engage a fifth superhero, Super You, who is actually the viewer."



## Curious George

"Aimed at preschool viewers (ages three to five), the goal of the series is to inspire children to explore science, engineering, and math in the world around them."



## Peg + Cat

"This animated preschool series follows the adorable, spirited Peg and her sidekick Cat as they embark on adventures and learn foundational math concepts and skills."



# RATE CARD

Weekday Parts			:15	:30
Monday-Friday				
4:00 am -06:00 am	How-To and Exercise	Per Spot	\$100.00	\$150.00
6:00 am - 11:00 am	News and Public Affairs	Per Spot	\$200.00	\$300.00
11:00 am - 12:00 pm	Exercise	Per Spot	\$200.00	\$300.00
12:00 pm - 6:00 pm	Children's Programs	Per Spot	\$50.00	\$80.00
6:00 pm - 7:30 pm	News and Public Affairs	Per Spot	\$200.00	\$300.00
7:30 pm - 8:00 pm	Home and Travel	Per Spot	\$200.00	\$300.00
8:00 pm - 11:00 pm	Prime Time	Per Spot	\$250.00	\$400.00
11:00 pm - 12:00 pm	News and Public Affairs	Per Spot	\$200.00	\$300.00
12:00 am - 3:00 am	Repeat of Prime Time	Per Spot	\$200.00	\$300.00
03:00 am - 04:00 am	News and Public Affairs	Per Spot	\$200.00	\$300.00

Weekend Parts			:15	:30
Saturday				
4:00 am -05:00 am	How-To and Exercise	Per Spot	\$100.00	\$150.00
5:00 am - 9:00 am	Children's Programs	Per Spot	\$50.00	\$80.00
9:00 am - 10:00 am	Exercise	Per Spot	\$100.00	\$150.00
10:00 am - 11:00 am	News, Public Affairs	Per Spot	\$100.00	\$150.00
11:00 am - 1:00 pm	Travel	Per Spot	\$100.00	\$150.00
1:00 pm - 2:00 pm	How-To	Per Spot	\$100.00	\$150.00
2:00 pm - 5:00 pm	Cooking	Per Spot	\$100.00	\$150.00
5:00 pm - 7:00 pm	Home Improvement, Finance	Per Spot	\$100.00	\$150.00
7:00 pm - 7:30 pm	News and Public Affairs	Per Spot	\$100.00	\$150.00
7:30 pm - 11:00 pm	PBS / APT Special/ Local Production	Per Spot	\$200.00	\$300.00
11:00 pm - 12:00 am	Public Affairs	Per Spot	\$100.00	\$150.00
12:00 am - 3:00 am	Repeat of Prime Time	Per Spot	\$100.00	\$150.00

Weekend Parts			:15	:30
Sunday				
4:00 am -05:00 am	Travel	Per Spot	\$100.00	\$150.00
5:00 am - 8:00 am	Children's Programs	Per Spot	\$50.00	\$80.00
8:00 am - 12:30 pm	News and Public Affairs	Per Spot	\$100.00	\$150.00
12:30 pm - 2:00 pm	Cooking	Per Spot	\$100.00	\$150.00
2:00 pm - 3:00 pm	Travel	Per Spot	\$100.00	\$150.00
3:00 pm - 8:00 pm	PBS / APT Special and Public Affairs	Per Spot	\$150.00	\$250.00
8:00 pm - 11:00 pm	Music Specials	Per Spot	\$100.00	\$150.00
11:00 pm - 4:00 am	PBS / APT Special, travel	Per Spot	\$100.00	\$150.00



# SPECIAL EVENTS



In Studio Brunch With Amy Goodman



PBS Kids Writers Contest



Premiere Screening of Emmy Nominated "Fate of A Salesman"





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IN THE SPOTLIGHT

ON NOW



# DIGITAL REACH

## 1614

Daily Page Engaged Users for 2018

Daily: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)

## 46041

Daily Total Reach for 2018

Daily: The number of people who have seen any content associated with your Page. (Unique Users)

## 7670

Daily Organic Reach For 2018

Daily: The number of people who visited your Page, or saw your Page or one of its posts in news feed or ticker. These can be people who have liked your Page and people who haven't. (Unique Users)

## 140,092

Total Pageviews for 2018



HOWARD UNIVERSITY TELEVISION

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