



klrn 
Media Kit

KLRN IS MORE THAN JUST A TV STATION

We are America's largest classroom. We provide quality educational programming to children - preparing them for school and life.

We are America's largest stage. We bring music, theatre, dance, art, and drama straight into the living rooms of 30 South Central Texas counties.

We are a window to the world. We address important issues across various subjects with fairness and trust.

We are community. We host community events that align with our commitment to drive education and culture.

KLRN is PBS. No one else does what we do.





WAYS TO **SPONSOR**



ON-AIR

We broadcast to 30 counties across South Central Texas with an estimated three million viewers.



EVENTS

Throughout the year we have events that bring the community together including: film screenings, the Blazing Gavels Auction, and Boots, Beer and BBQ.



EDUCATION

We organize educational initiatives to help children, their parents and caregivers, and professionals within the community.



ONLINE

We offer unique online content and our 28,000 email subscribers look forward to seeing what we're working on.



**We can be your
instrument to reach
a **loyal audience** who
support companies
that also support their
community.**



OUR AUDIENCE

Influential

They drive trends through word of mouth and influence corporate and social networks.

83% Masterpiece viewers are more likely to have been an active member of a group that tries to influence public policy or government¹

43% Contributors to PBS are more likely to hold the job title of President¹

Lifelong Learners

They make education a priority for themselves, their children and their grandchildren.

25% PBS viewers are more likely to attend adult education courses¹

18% PBS viewers are more likely to have a post-graduate degree¹



OUR AUDIENCE

Art Lovers

They are passionate about the arts.

367% PBS Drama viewers are more likely to attend a classical music/opera performance¹

144% Great Performances viewers are more likely to go to live theater¹

Community-minded

Our viewers care about the future of their community, participating in local initiatives and are highly active within the community.

75% PBS contributors are more likely to have attended a public meeting on town or school affairs¹

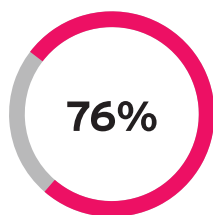
45% PBS News and Public Affairs viewers are more likely to be affiliated with a charitable organization¹

**Partnering with KLRN
is much more than
traditional advertising.
The long-standing
trust the American
public has for PBS
translates into a
tangible benefit for
sponsors.**

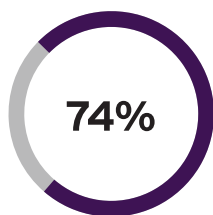


Our viewers attribute specific qualities including excellence, integrity, innovation, and concern for the community with PBS and, by association, with our sponsors.

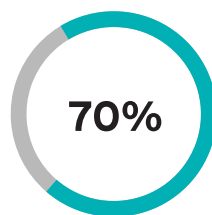
We call this the **Halo Effect.**



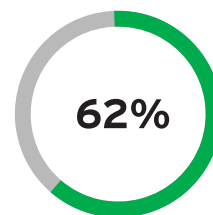
PBS viewers that say those who advertise on PBS have a commitment to quality and excellence²



Viewers that say those who advertise on PBS provide a valuable public service²



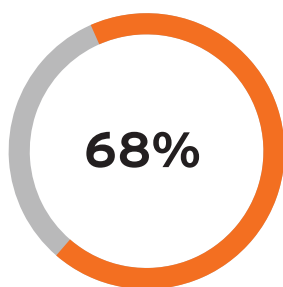
Viewers that say those who advertise on PBS are high quality brands²



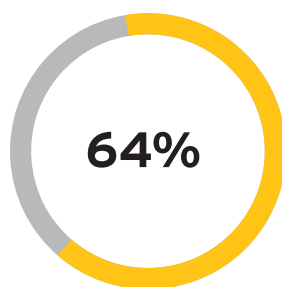
Viewers that say those who advertise on PBS are industry leaders²



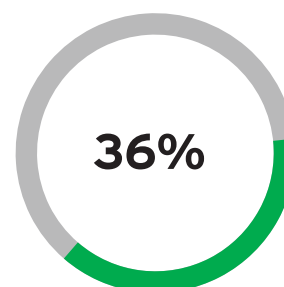
Our audience values our programming and they have **the same high expectations of sponsors that they have of PBS content.**



Viewers who expect advertising on PBS to look and sound better than on other networks²



Viewers that say the advertising on PBS is more trustworthy than on other networks²



Viewers who research more information on a company, product, or service advertised on PBS.²

“People really feel connected. If you’re watching PBS or if you’re watching KLRN, you’re watching it for a reason and you’re really connecting with those personalities or you’re connecting with that type of programming. It is definitely a niche of individuals and [SWBC has] been able to really tap into that niche.”

Deborah Gray Marino, SWBC
Vice President of Community Relations



OUR CHANNELS

klrn 

Arts, drama, science,
history, news, public
affairs, and children



klrn 

Educational children's
programming 24/7



WORLD

News, public affairs,
documentaries,
science, and world
affairs

The logo for the 'create' channel, featuring the word 'create' in a lowercase, sans-serif font. The letter 'c' is stylized as a brown spiral.

Cooking, travel,
home improvement,
and arts and crafts



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I attended the Saturday STEAM training, I love the messages that your guest presenters bring to teachers. I am inspired by all the hands on activities and ideas that are shared. My passion for creating life-long learners is one of the reasons I love attending KLRN's Saturday trainings for teachers.

- Carolina R Lopez via Facebook



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EDUCATIONAL INITIATIVES

KLRN's Education department cultivates programs that support the station's mission. This "beyond television" strategy prepares children for academic success and shares resources with educators to enhance classroom instruction.

You can make a difference in our community by sponsoring one of our many ongoing educational initiatives.





EVENTS

We have events throughout the year that focus on our different audiences, which can work to your company's advantage.



KLRN is different.

Our approach to lifelong learning through quality programming and community outreach, creates a varied audience of loyal fans who appreciate and value our work and our mission.

Let us show you what we can do for your business.



klrn 

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Sources:

1. Doublebase Mediamark Research Inc., 2015
2. PBS Sponsorship Study: Audience Attitudes and Behaviors, City Square Associates, March 2015