A SOLID INVESTMENT FOR YOUR COMMUNITY IS A SOLID INVESTMENT FOR YOUR BRAND!

LAKESHORE PUBLIC MEDIA
Lakeshore PBS reaches 3.4 million households in both Indiana and Illinois. 9 million potential viewers!

Source: Nielsen 20w15-16

60% via CABLE

Source: Nielsen Spring 2015

15% via ANTENNA

Source: Nielsen Spring 2015

25% via SATELLITE

Source: Nielsen Spring 2015

YOUR REACH WILL BE EXPANSIVE

Lakeshore PBS broadcasts to more than 14 counties in Indiana and Illinois, reaching thousands of people in rural areas, small towns, and major cities with our unique blend of national and regionally focused programming.
LAKESHORE FRIENDS & NEIGHBORS
Explore what it means to live and work in Northwest Indiana and celebrate the idea that behind all of the many good things in the Region are a diverse group of people making it happen.

LOCAL PROGRAMMING
Lakeshore PBS reflects the Region’s diversity of thought and viewpoint through local programming such as Lakeshore FOCUS and Friends & Neighbors.

FRIENDS & NEIGHBORS
Explore what it means to live and work in Northwest Indiana and celebrate the idea that behind all of the many good things in the Region are a diverse group of people making it happen.

EYE ON THE ARTS
John Cain from South Shore Arts hosts a forum highlighting the arts from all perspectives in the Region.

MAKING THE GRADE
A challenging and fun quiz show produced in-studio at Lakeshore, highlighting the brightest high school students in Northwest Indiana.

PREP FOOTBALL REPORT
Joe Arredondo and Wayne Svetanoff provide a weekly review of regional high school match ups and scores.

LAKESHORE CLASSIC MOVIES
Film buff Charlie Blum is on the case to find some lost gems of Hollywood cinema as he hosts Lakeshore Classic Movies, every Saturday night and Sunday morning.

PROGRAMMING
Year after year, PBS is regarded by Americans as the #1 most trusted brand. Research shows that PBS viewers are exceptionally loyal PBS consumers.

You’ll be associated with the quality of public broadcasting and our audience.
**Audience Profile (Cume)**
- Total Income: $31,186,085,750
- Median Income: $67,952
- Median Age: 49
- Home Owners: 72%
- Median Home Value: $205,134
- Median Miles Past Week: 113

**Ethnicity Profile (Cume)**
- WHITE: 54.7%
- BLACK: 21.3%
- HISPANIC: 14.4%
- ASIAN: 7.9%
- OTHER: 1.8%

**Age Analysis (Cume)**
- 18-24: 1.9%
- 21-24: 3.7%
- 25-34: 18.8%
- 35-44: 18.8%
- 45-49: 6.9%
- 50-54: 13.4%
- 55-64: 15.1%
- 65-74: 11.4%
- 75+: 10%

**Gender Profile (Cume)**
- MALE: 45.8%
- FEMALE: 54.2%

**Annual Income (Cume)**
- < 15K: 2.8%
- 15K-25K: 9.5%
- 25K-35K: 9.7%
- 35K-50K: 9.7%
- 50K-75K: 19.9%
- 75K-100K: 18.7%
- 100K-150K: 19.4%
- 150K-200K: 2.4%
- 200K PLUS: 8%

**Education Profile (Cume)**
- H.S. GRADUATE: 18%
- SOME COLLEGE: 18.3%
- COLLEGE DEGREE: 34%
- ADVANCED DEGREE: 29.4%

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**EDUCATED**
PBS viewers value education, making higher education and lifelong learning a priority for themselves and their families.

**INFLUENTIAL**
PBS viewers drive trends through word of mouth and influence corporate and social networks.

**AFFLUENT**
With discretionary income, PBS viewers have immense purchasing power.

**CULTURAL**
Explorers who are passionate about the arts, PBS viewers relish music, theatre and museums.

**COMMUNITY MINDED**
PBS viewers participate in local initiatives and are highly active leaders in the community.
PBS sponsors stand out in just two :60 category exclusive sponsor pods

PBS is the #1 most trusted network for the 15th year in a row (M&RR January 2018)

SPECIAL RELATIONSHIP WITH AUDIENCE

UNINTERRUPTED, UNCLUTTERED ENVIRONMENT

THE PBS "HALO EFFECT"
Viewers’ love of PBS transfers to sponsors, with increased brand favorability and intent to buy

A SMART, ENGAGED, INFLUENTIAL, DISCERNING AUDIENCE... with disposable income

A TRUSTED, BRAND-SAFE ENVIRONMENT FOR SPONSORS

SPONSORS COME TO PBS FOR EXCLUSIVE BENEFITS

THE PBS "HALO EFFECT"
Viewers’ love of PBS transfers to sponsors, with increased brand favorability and intent to buy
Lakeshore Public Radio broadcasts to more than 5 counties in Indiana, reaching thousands of people in rural areas, small towns, and major cities with our unique blend of national and regionally focused programming.
Each week, more Americans tune into radio (93%) than watch tv, use smartphones or tablets or computers. And NPR stations have the highest drive time audience in the country.

THE VOICE OF NORTHWEST INDIANA
Covering lawmakers to hit makers, and hosting casual to serious forums, Lakeshore Public Radio offers locally produced unique, informative, educational and entertaining programming.

REGIONALLY SPEAKING
Veteran radio host and Northwest Indiana native Chris Nolte addresses key issues facing the Region during an hour of stimulating conversation with local policy makers.

EYE ON THE ARTS RADIO
John Cain from South Shore Arts hosts a conversation highlighting the arts from all perspectives in the Region.

LET’S EAT WITH CHEF NICK
Celebrates the world of food in Northwest Indiana. Chef Nick Liapis brings in a diverse group of eateries and drinkeries in the Region.

GAMENIGHT
Tommy Williams and Wayne Svetanoff capture the excitement of every game across the Region with play-by-play and up-to-the-minute scores. From Gary to Michigan City, from Chesterton to Lowell, Tommy and Wayne provide up-to-the-minute action and commentary from the first kickoff to the final whistle in this exciting and high energy show.

MIDWEST BEAT WITH TOM LOUNGES
Region radio and music scene icon Tom Lounges hosts a weekly hour of music and conversation.

SUNDAYS WITH SHEP
Dedicated to Hammond’s legendary radio raconteur, Jean Shepard, best known for “A Christmas Story,” host Ryan Priest digs into the archives to deliver an hour from the master storyteller.

LAKE SHORE UPDATE
Host Dee Dotson, recaps the news week that was. It’s easy to miss the local and statewide news that matters to you; Lakeshore Update keeps you updated.
Sponsors choose to support us because they believe in the work Lakeshore Public Radio does, and also because it provides real benefits to their organizations. One benefit is our audience reach.

**LAKESHORE PUBLIC RADIO + SPONSORS = A WIN-WIN RELATIONSHIP**

<table>
<thead>
<tr>
<th>Education</th>
<th>Influence</th>
<th>Affluence</th>
<th>Cultural</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>216% more likely to have a postgraduate degree</td>
<td>146% more likely to be employed in a top management position</td>
<td>111% more likely to earn a household income of $150K+</td>
<td>217% more likely to contribute to arts/cultural organization</td>
<td>122% more likely to have served on a committee for a local organization in the last 12 months</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Home</th>
<th>Away</th>
</tr>
</thead>
<tbody>
<tr>
<td>MON-SUN 6am-Mid</td>
<td>32%</td>
<td>68%</td>
</tr>
<tr>
<td>AM DRIVE 6am-10am</td>
<td>35%</td>
<td>65%</td>
</tr>
<tr>
<td>MIDDAY 10am-3pm</td>
<td>26%</td>
<td>74%</td>
</tr>
<tr>
<td>PM DRIVE 3pm-7pm</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>EVENINGS 7pm-Mid</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>WEEKENDS 6am-Mid</td>
<td>41%</td>
<td>59%</td>
</tr>
</tbody>
</table>

SOURCE: Nielsen Radar 134 of Average Quarter Hour Audience by listen for person 18+
YOUR UNDERWRITING MESSAGE

YOUR MESSAGE MAY INCLUDE

» Underwriters must be identified by name

» The message may include factually, value-neutral descriptive information about the underwriter’s products, product line or services

» The information may not be qualitatively or promotionally descriptive, but may include location, phone number, website, etc.

» The message may include the underwriter’s well-established, trademarked corporate tagline

» The message may include brand or trade names that help identify the underwriter, but that do not promote nor induce to buy

» May include corporate logo, support statement and phone number/web address

» Plausible, appropriate and value-neutral backgrounds may appear behind corporate logos or products but may not emphasize superiority or illustrate consumer satisfaction

» Company spokespersons may appear on camera for underwriting messages as long as the underwriter agrees to follow station guidelines, FCC guidelines or is consistent with the station environment and sound

» Talent from Lakeshore Public Media will voice underwriting messages

YOUR MESSAGE MAY NOT INCLUDE

» Superlatives or comparatives, such as “bigger” or “best”

» Calls to action

» Comparison with other products or businesses

» References to prices

» Third-party endorsements

» Demonstrations of consumer satisfaction

» Political messaging or the views of any person with respect to any matter of public importance or interest

» No underwriting credit may depict or refer to any tobacco products, distilled spirits, or firearms

You’ll be associated with the quality of public broadcasting and our audience.
VIDEO PRODUCTION SERVICES

Our expert videographers/producers can create video for you too! Hire our staff to produce your web, promotional or educational video.

A one minute video is worth 1.8 MILLION WORDS
(DR. JAMES MCQUIVEY, FORRESTER RESEARCH)

3 WAYS VIDEO CAN HELP YOUR BUSINESS

WEBSITE
Engage with your online audience by projecting a specific message or product to ensure your branding

SALES
Tell an emotional or inspirational story that helps sell your company and mission to prospective clients

EDUCATE
Inform employees on proper workplace guidelines or pertinent information regarding the release of a new product

100 MILLION INTERNET USERS watch online video each day (COMSCORE)
INDIANA BROADCASTERS ASSOCIATION
Cardinal Community Service Award – 2017, 2018 & 2019
Spectrum Award for Local Community Involvement – 2017
Runner-Up For Station of the Year In Market 2 – 2017

   “Lakeshore Report”
   “Built to Last”
   “Lakeshore Focus”

CHICAGO/MIDWEST EMMY AWARD – 2017
   Nominee: “CounterPoint w/Gerrard McClendon”

   “Stay Healthy”
   Edgewater Systems Anti Drug PSA
   “Eye on Fire Safety”
   Media Kit
   “Built to Last”

   “Built to Last”

INDIANA ASSOCIATED PRESS
BROADCASTERS ASSOCIATION – 2011, 2016, 2017
   Cultural Programming
   Best Reporter: Steve Lattimore
   Best Reporter: Chris Nolte
   Best Enterprise Story
   Best Local Impact
Sponsorship of programming isn’t just an investment into your community, it’s also a solid investment in your brand.

Schedule a meeting with one of our reps to match your brand with our programming to reach your target audience.

CALL YOUR REP TODAY!