



# MEDIA KIT



# PBA 30

PBA 30 is Atlanta's Public Broadcasting television station. We provide diverse uninterrupted programming that reaches viewers from all walks of life. We value curiosity, imagination, and learning as the foundation of understanding. At PBA30, we believe in the power of diverse perspectives to strengthen community.

## Our Viewers

PBA30 broadcasts to over half a million households per week. We reach an audience that is affluent, educated, and influential... audiences in which 52% are male and 48% are female, more than 72% are adults 25-64, 73% homeowners, almost half have an annual household income of \$75,000 or more, 16% have attained a post graduate degree (43% more likely than the market average), and 90% are more likely to own a \$1 million home. It is an audience that is difficult to reach anywhere else.

## Corporate Support

- You can have your message seen and heard in an un-cluttered environment by loyal viewers who recognize the sponsors of their favorite programs and reward those companies with their patronage.
- You can increase your organization's visibility and strengthen your corporate image by establishing an association with Public Broadcasting's reputation for excellence, prestige, and commitment to education and public service.

## Our Programming

PBA 30 is Atlanta's source for award-winning programs that have been appreciated and loved by viewers for decades. Our lineup includes smart, informative, and entertaining shows such as *Antiques Roadshow*, *Nova*, *Nature*, and *Masterpiece Theatre*. We broadcast the animated shorts of *StoryCorps*. And we are renowned for our children's shows, which include *Sesame Street*, *Curious George*, *Arthur*, *Electric Co.* and *Clifford the Big Red Dog*.

PBA 30 is also home for exclusive original productions that are created for and about the people, places, and events around Atlanta. Among these programs are *This is Atlanta with Alicia Steele*, *Atlanta Shorts*, *Kissed by Fire: Atlanta's Best BBQ*, *Atlanta Voices*, *Atlanta Road Trip: A Day Away*, *Four Days @ Dragon Con*, the *Get Delicious!* series, and *The Stories of Atlanta*.



# Programming

## Programming that Engages the Whole Brain

From *Nova* to *Downtown Abbey*, PBA 30 offers our audience spectacular on-air content. Over one half million households weekly tune in to the variety of programming available because it stimulates every part of their minds. Your company will be branded as one that appreciates shows that encourage social consciousness and intellect. Showcase your business/service on PBA 30, and you'll engage their minds too.



# Programming

## American Experience

As television's longest-running, most-watched history series, *American Experience* brings to life the incredible characters and epic stories that helped form this nation.

## American Masters

American Masters is a growing film library documenting the role important individuals, groups, and movements have played in the formation of our cultural identity. It is an ongoing series of award-winning primetime specials examining the lives, works, and creative processes of our most outstanding cultural artists.

## Antiques Roadshow

They came, they saw, they appraised! From St. Paul, to Omaha, an army of *Antiques Roadshow* appraisers swept across the U.S. on a search-and-describe mission to find America's hidden treasures.

## Charlie Rose

Acclaimed interviewer and broadcast journalist Charlie Rose engages America's best thinkers, writers, politicians, athletes, entertainers, business leaders, scientists and other newsmakers in one-on-one interviews and roundtable discussions.

## Downton Abbey

Set in the Yorkshire country estate of Downton Abbey, the series depicts the lives of the aristocratic Crawley family and their servants in the post-Edwardian era — with the great events in history having an effect on their lives and on the British social hierarchy.

## Globe Trekker

*Globe Trekker* transports viewers to unforgettable destinations through its stunning photography, rhythmic indigenous music and spirit of adventure. In each episode, one vibrant young traveler ventures off the beaten path to soak up the local culture, sample the cuisine and revel in breathtaking vistas.

## Great Performances

Television's longest running performing arts anthology continues to broadcast the best in music, dance, and theatre.

## History Detectives

Using traditional investigative techniques, modern technologies, and plenty of legwork, the *History Detectives* team of experts discovers that artifacts, buildings, and stories can give us new (and sometimes shocking) insights into our national history.

## Masterpiece Theatre

For more than 30 years *Masterpiece Theatre* has enthralled audiences with the works of the finest classic and contemporary writers interpreted by the world's foremost actors.

## Nature

Television's longest-running weekly natural history series.

## NOVA

Nova shows the human side behind the science story as it mixes investigative journalism with scientific reporting. Seen in over 100 countries, Nova is one of television's premier science series.

## Rick Steves' Europe

This series has been an introduction to Europe for thousands of many would-be travelers. Rick's many destinations range from Amsterdam to Istanbul, as he provides his viewers with a virtual tour. What to see, what to eat, and where to stay are all addressed by this "happy traveler."

## Secrets of the Dead

Part detective story, part true-life drama, *Secrets of the Dead* unearths evidence from around the world, challenging prevailing ideas and throwing fresh light on unexplained events.

## Tavis Smiley

Tavis Smiley, the first African American to have his own signature talk show on NPR, hosts a new late-night television talk show—a hybrid of news, issues and entertainment, featuring interviews with newsmakers, politicians celebrities, and real people.

## This Old House

The crew of *This Old House* travels to the homes of perplexed homeowners around the nation, responding to home challenges presented to them from viewers. These shows take do-it-yourself to a whole new level.

## The Victory Garden

Full of tips to help your thumb turn greener no matter your experience level, or where you live (in the city or suburbs). *The Victory Garden* is America's longest running garden program.

## PBS Kids

We offer 10 ½ hours daily of the best in children's programming. Including such beloved names as "Sesame Street", "Arthur", "Clifford the Big Red Dog", "Barney & Friends", "Curious George", "Maya & Miguel" and many more.

# PBS 2013 Emmy Winners

## PRIMETIME

OUTSTANDING MUSIC COMPOSITION

**Masterpiece “Downton Abbey, Season 3”**

OUTSTANDING DIRECTING FOR NONFICTION PROGRAMMING

**American Masters**

OUTSTANDING DOCUMENTARY OR NONFICTION SERIES

**American Masters**

## NEWS & DOCUMENTARY

OUTSTANDING NATURE PROGRAMMING

**Nature “An Original DUCKumentary”**

OUTSTANDING RESEARCH

**American Experience “Jesse Owens”**

## DAYTIME CREATIVE ARTS & ENTERTAINMENT

OUTSTANDING PRE-SCHOOL CHILDREN'S SERIES

**Sesame Street**

OUTSTANDING DIRECTING IN A CHILDREN'S SERIES

**Sesame Street**

OUTSTANDING ACHIEVEMENT IN MULTIPLE CAMERA EDITING

**Sesame Street**

OUTSTANDING PERFORMER IN A CHILDREN'S SERIES

**Sesame Street**

OUTSTANDING ACHIEVEMENT IN SOUND EDITING—LIVE ACTION

**Sesame Street**

OUTSTANDING WRITING IN A CHILDREN'S SERIES

**Sesame Street**

OUTSTANDING ACHIEVEMENT IN MAIN TITLE AND GRAPHIC DESIGN

**Sesame Street**

OUTSTANDING CULINARY HOST—LIDIA BASTIANICH

**Lidia's Italy**

OUTSTANDING WRITING IN ANIMATION

**Word Girl**

## 2014 Southeast Emmy Awards Winners

Program Specialty Excellence—Arts and Entertainment:

*Cosplay: Crafting a Secret Identity*

Trevor Keller, Gordon Ray, Jack Walsh

Photographer (non-news): *Cosplay: Crafting a Secret Identity*

Trevor Keller, Gordon Ray, Jack Walsh

Director of Post Production: *Cosplay: Crafting a Secret Identity*

Jack Walsh

Crafts Achievement Excellence: Audio—Live/Post – production: *This is Atlanta with Alicia Steele*

Jack Walsh



# Audience

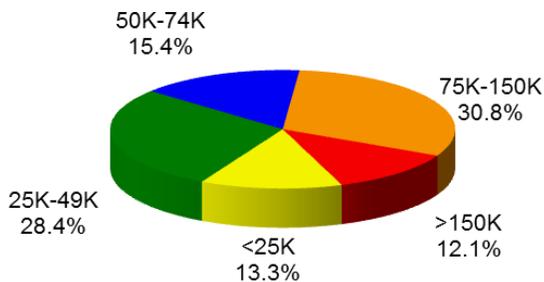
## PBA 30 viewers are your best customers...

Each week, PBA 30 reaches over one half million Atlanta households who are among the most educated and affluent audiences watching television. PBA 30 viewers place a high value on creativity, curiosity, and social consciousness and they have a strong attachment to nature and the environment. They are open to trying new products and services, but are less likely to be influenced by the usual means of reaching consumers. They are an audience that is difficult to reach through traditional broadcast television.

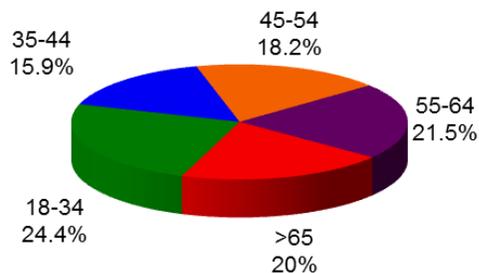
PBA 30 viewers are:

- 52% Men and 48% Women
- 72% are aged 25-64
- 58% earn more than \$50,000 annually
- 43% earn more than \$75,000 annually
- 73% own their own homes
- 39% have college degrees or more

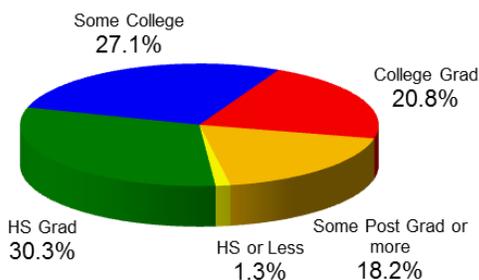
## ANNUAL INCOME



## AGE ANALYSIS



## EDUCATION PROFILE



Source: Atlanta  
Scarborough R1 2014

# Corporate Support

Providing corporate support for PBA 30 brings your organization a strong association with the quality and trustworthiness of public broadcasting. Underwriting on PBA 30 will help enhance your image by sending a message to audiences that you practice corporate citizenship. Audiences have positive opinions of companies that support public television and perceive underwriters to have the same attributes as PBS.

Benefits to underwriters on PBA 30 include the following:

- Your fifteen or thirty-second message is presented in an uncluttered environment before or after the uninterrupted programming, which promotes visibility and retention. In fact, 64% of PBS viewers were able to recall sponsoring companies. (PBS Image Tracking Study)
- You will inform and educate a targeted audience about your organization's products, services, purpose, and achievements. This audience consists of affluent consumers, influential business decision-makers, civic-minded individuals, and other key leaders. 64% of PBS viewers feel that PBS underwriters are industry leaders. (PBS Image Tracking Study)
- You will build brand loyalty and trust by being associated with PBS, the #1 most-trusted institution in the United States. 82% of PBS viewers consider PBS underwriters to be trustworthy organizations. (Cone Roper Poll/Study)
- You will generate goodwill by visibly investing in the community. 70% of PBS viewers feel that companies that fund PBS have a commitment to quality and excellence. (Total Research Tracking Study)
- Through our diverse programming, you can choose a genre or niche that best targets your potential customers, or best represents your corporate interests.

## THE HALO EFFECT

*Integrate* your credits with the values of PBA30's programming

*Affirm* your support for public broadcasting in your credit rather than presenting product information

*Present* your company as providing a service to the community



# Copy Guidelines

Your support of public television probably results from the desire to be affiliated with the high standards of **PBA 30** and **PBS**. **PBA 30** will work with you to create an underwriting announcement that meets your needs and adheres to designated FCC guidelines for public television.

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

## Dos and Don'ts for Underwriters

### **DO:**

- Establish organization's name and location
- Describe your main products or services
- Include a telephone number or website
- Mention well established, recognizable corporate slogan
- Make value-neutral statements about your product or service
- Broadcast how long you have been in business, if you wish
- State that you support PBA 30 or one of the programs it airs
- Use muted background music, if you wish

### **DON'T:**

- Use comparative, qualitative or suggestive language
- Address the usefulness, convenience or advantages of the product or service
- Mention prices, interest rates, or indications of savings associated with product
- Put your message in the form of a question
- Include any use of the first or second person – i.e. omit "you," "yours" etc.
- Employ inducements to buy, sell, rent, lease, borrow or loan
- Issue any calls to action
- Advocate any matter of public interest
- Use jingles or any language in music
- Produce moving pictures which may be considered promotional or commercial in nature.

Rather they should be identifiers only. For further details check with PBA 30.

*PBA 30 IS MOST APPRECIATIVE OF YOUR CONSIDERATION. ALL UNDERWRITING MESSAGES ARE REVIEWED ON A CASE BY CASE BASIS BY PBA 30.*

# Sample Copy

PBA 30 will work with you to create an underwriting announcement that meets your needs and adheres to designated FCC guidelines for public television. Underwriting announcements are strictly for the identification of the sponsor, their products and services and cannot specifically promote these products and services.

## Attractions:

GEORGIA AQUARIUM PRESENTS *SEA MONSTERS REVEALED: AQUATIC BODIES*, A RARE CHANCE TO LOOK AT THE OUTSIDE AND *INSIDES* OF THE WORLD'S MOST INCREDIBLE SEA CREATURES. THIS EXHIBITION IS INCLUDED AS PART OF THE GEORGIA AQUARIUM EXPERIENCE. MORE INFORMATION AT [GEORGIAAQUARIUM.DOT.ORG](http://GEORGIAAQUARIUM.DOT.ORG).

THE WILLIAM BREMAN JEWISH HERITAGE MUSEUM. THE BREMAN INTRODUCES *THE MOLLY BLANK JEWISH CONCERT SERIES* – THREE CONCERTS HIGHLIGHTING THE BEST OF JEWISH COMPOSERS AND BELOVED BROADWAY SOUNDS. INFORMATION ABOUT THE SERIES FOUND AT [THE B-R-E-M-A-N.DOT.ORG](http://THEB-R-E-M-A-N.DOT.ORG).

## Medical:

WELLSTAR HEALTH SYSTEM. WELLSTAR BELIEVES IN LIFE WELL LIVED AND TO WELLSTAR THAT INCLUDES COMPREHENSIVE HEALTH CARE SERVICES DESIGNED FOR WOMEN. HEART AND LUNG SCREENINGS, YEARLY MAMMOGRAMS, MATERNITY CARE AND MORE. INFO AT [WELLSTAR.DOT.ORG](http://WELLSTAR.DOT.ORG).

PIEDMONT WELLSTAR HEALTHPLANS. HEALTH COVERAGE OPTIONS FOR GEORGIANS BACKED BY THE NURSES AND DOCTORS OF PIEDMONT AND WELLSTAR. INFORMATION AVAILABLE AT [P-W PLANS.DOT.ORG](http://P-W PLANS.DOT.ORG).

## Education:

THE TERRY COLLEGE OF BUSINESS EXECUTIVE M.B.A. PROGRAM AT THE UNIVERSITY OF GEORGIA. THE EIGHTEEN-MONTH PROGRAM, IN BUCKHEAD, IS ACCEPTING APPLICATIONS FOR THE NEXT CLASS BEGINNING IN SEPTEMBER. THE WEB SITE IS [TERRY-DOT-UGA-EDU-SLASH-E-M-B-A](http://TERRY-DOT-UGA-EDU-SLASH-E-M-B-A).

All underwriting messages are reviewed on a case by case basis by PBA 30.



# Sample Copy 2

## Professional Services:

KUCK CASABLANCA, "THE IMMIGRATION LAW FIRM." KUCK CASABLANCA IS DEDICATED TO ASSISTING EMPLOYERS IN NAVIGATING THE COMPLEX AREA OF IMMIGRATION LAW. AT KUCK CASABLANCA, THE GOAL IS TO PROVIDE SOLUTIONS FOR YOUR IMMIGRATION ISSUES. TO LEARN MORE... IMMIGRATION DOT NET.

FISHER AND PHILLIPS L-L-P, A NATIONAL LABOR AND EMPLOYMENT LAW FIRM THAT REPRESENTS EMPLOYERS IN GEORGIA AND ACROSS THE NATION. FISHER AND PHILLIPS IS ON THE WEB AT LABOR LAWYERS DOT COM

## Transportation:

MARTA- THIS YEAR MARTA IS CELEBRATING THIRTY-FIVE YEARS OF PROVIDING BOTH BUS AND TRAIN SERVICE IN ATLANTA.

## Retail:

SHARIAN RUGS, OFFERING A SELECTION OF ANTIQUE AND NEW ORIENTAL RUGS FROM AROUND THE WORLD -ALL HAND-WOVEN OF WOOL OR SILK .OUR SHOWROOM IS OPEN TO THE PUBLIC AND FEATURES RUGS OF ALL SHAPES, SIZES, PATTERNS AND COLORS. TO LEARN MORE, SHARIAN DOT COM.

All underwriting messages are reviewed on a case by case basis by PBA 30.

# Program Schedule

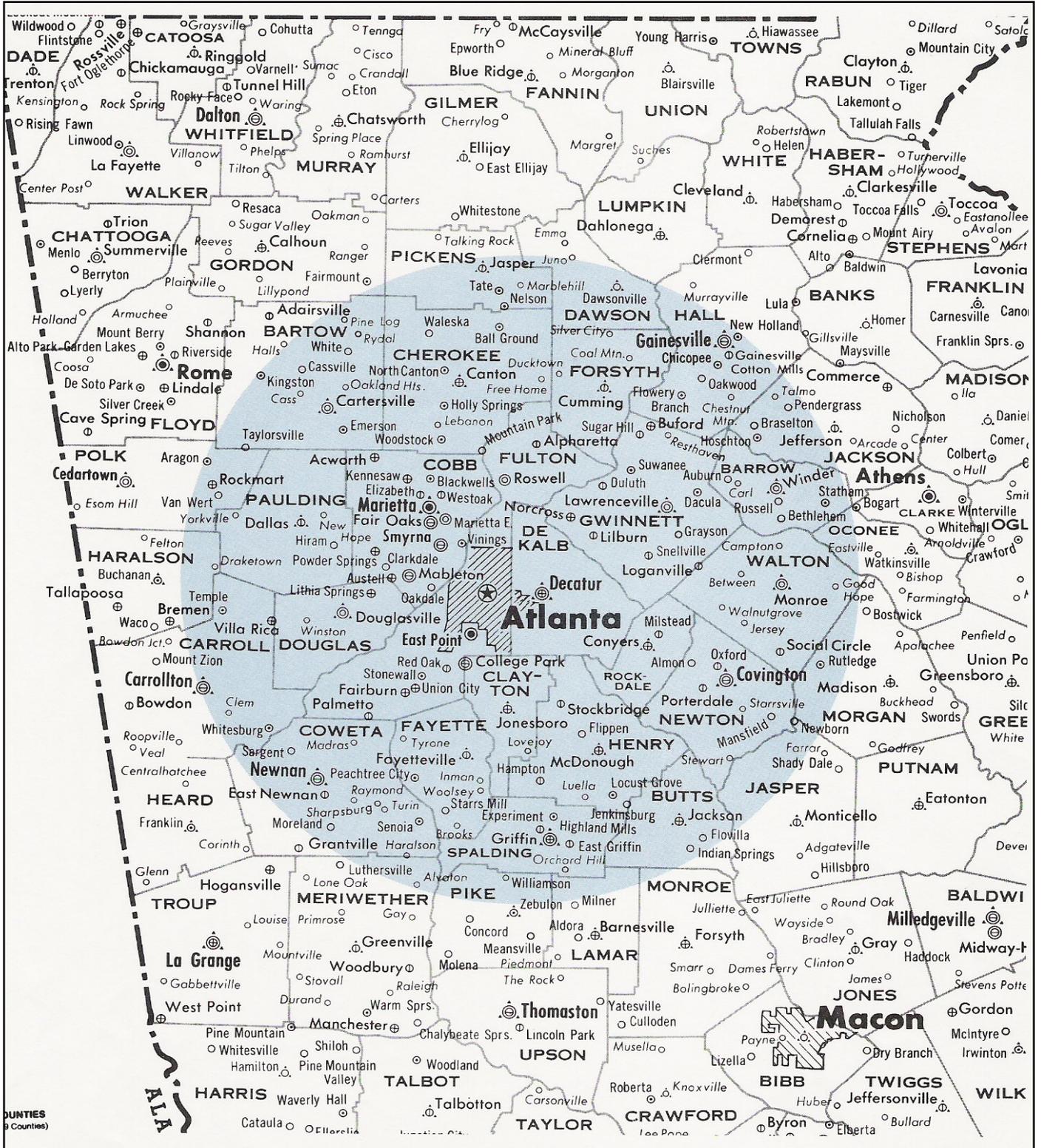


## Program Schedule

(effective January 1, 2013)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
6am	Word Girl					Sewing	Word Girl	6am
	Arthur					Joy of Paint	Arthur	
7am	Wild Kratts					Jerry Yarnell	C. George	7am
	Super Why!					Grdn Smart	Dinosaur Train	
8am	Curious George					Victory Grdn	Angelina	8am
	The Cat in the Hat					Motorweek	Mclaughlin	
9am	Peg + Cat					Hometime	In Contact	9am
	Dinosaur Train					Ask...House	Leyes	
10am	Daniel Tiger's Neighborhood					Old House	Moyers & Co.	10am
	Thomas and Friends					Woodsmith		
11am	Sesame Street					Cooking Block	Various	11am
12pm	Charlie Rose					Antiques Roadshow		12pm
1pm	Tavis Smiley							1pm
	Rick Steve's Travels in Europe					Rick Steves'		
2pm	Word World					Cooking Block		2pm
	Caillou					Martha Stewart		
3pm	Sid the Science Kid							3pm
	Peg + Cat					Cooking Block		
4pm	Arthur							4pm
	Clifford							
5pm	Martha Speaks					British Antiques		5pm
	Curious George					British Antiques		
6pm	Dinosaur Train					Antiques Roadshow		6pm
	Wild Kratts							
7pm	Father Brown	Secrets/ Nova	History Detectives	Various/ History	Various	Various	7pm	
8pm	Inspector Morse	Nature Programs	Antiques Roadshow	Various	Death in Paradise			8pm
9pm	Foyle's War		British Antiques		New Tricks	Movie		9pm
10pm	DCI Banks		British Antiques		Masterpiece			
11pm	Various	Various	Various		Various	Various		11pm
12 m								
1am	Tavis Smiley					Austin City	Nova	1am
	Charlie Rose (60 mins)							Various

# Coverage Map



# PBA30 Local Productions

**Atlanta Best B-B-Q** – This PBA 30 production takes a look at the many styles of barbecue served in Atlanta, and at the various restaurants serving it up.

**Atlanta Shorts** – Hosted by Atlanta actress-singer Deborah McDavid, it highlights short films created by local filmmakers, showcasing the diverse cinema talent from the Atlanta area. Sunday 12m and Saturday 11:30pm.

**Atlanta Voices “The Civil Rights Movement”** – It looks at the Civil Rights movement from Atlanta’s perspective. Included are interviews with many of the participants in the effort that took place here in Atlanta, as well as rarely-seen archival footage. Highlighted is the role that Atlanta students took in advancing the civil rights movement.

**Atlanta Voices “Memories of World War II”** – This documentary focuses on World War II’s effect on Atlanta and its population. It features interviews with veterans and their families, archival footage and photographs.

**Cosplay** – Winning a 2014 GABBY Award for “Best Locally Produced Program,” *Cosplay! Crafting a Secret Identity* goes into the workshops and lives of people who have elevated fantasy costuming to the professional level and explores why Atlanta has become an unlikely epicenter of the craft. A mainstay of “geek culture” for years, Cosplay has only recently come out of the shadows of the sci-fi convention and into the mainstream.

**Dragon\*Con** – A documentary that features interviews with fans, staff, performers, artists, stars and would-be superheroes of the largest convention of geeky pop-culture fandom in the Southeast.

**Get Delicious!** – Host Jim Stacy guides viewers on a tour of some Atlanta neighborhood restaurants that serve great food, have plenty of character (and characters), and don’t leave your wallet empty...some hidden gems that include The Colonnade, Red Snapper, and Nick’s Food to Go.

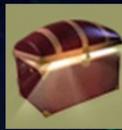
**Get Delicious Again! Atlanta’s Global Eateries** – This special features Jim Stacy visiting hot spots for Atlanta’s best international food, including Havana, Chef Liu’s, Penang, Pho Dai Loi, and more.

**Get Delicious! Barbeque, Bacon, and Other Adventures in Meat** – This special explores the diverse array of barbeque available in Atlanta from Southern-style baby back ribs to Peking duck. Jim Stacy also charts the route of the city’s favorite comfort food from farm to table and even show the viewer how to make excellent barbeque at home.

**Leyes Cotidianas** – The show is hosted by attorney Ralph Perales, and designed to provide practical tools to Georgia’s Hispanic community for working with the civil justice system.

**This is Atlanta** – This is a Telly Award-winning series of mini-documentaries, with new episodes produced bi-monthly. Alicia Steele hosts this fascinating look at the people who make Atlanta an exciting place to live. We’ll explore society, history, and creativity— sometimes all at once!

**What’ll You Have – The History of Varsity** – The Varsity, founded in 1928, is an Atlanta institution and is considered to be the world’s largest drive-in restaurant. This documentary chronicles the history of the hot dog and hamburger haven and takes viewers on a behind-the-scenes tour.



# Antiques Roadshow

Sunday 7:00-8:00pm; Wednesday 8:00-9:00pm; Saturday 12:30-1:30pm; 6:00-7:00pm

## PBS'S #1 ONGOING SERIES

In each hour-long *Antiques Roadshow* episode, specialists from the country's leading auction houses — Bonhams and Butterfields, Christie's, Doyle New York, Skinner and Sotheby's — and independent dealers from across the nation offer free appraisals of antiques and collectibles brought to them by everyday people. *Antiques Roadshow* cameras capture tales of family heirlooms, yard sale bargains and long-lost items salvaged from attics and basements, while experts reveal the fascinating truths about these finds. The experts reveal fascinating truths about these objects, as well as their current value. The fun is watching the reactions as owners learn that their “piece of junk” is actually quite a treasure. Part history lesson, part drama, and part how-to-program, *Antiques Roadshow* is a smash hit.



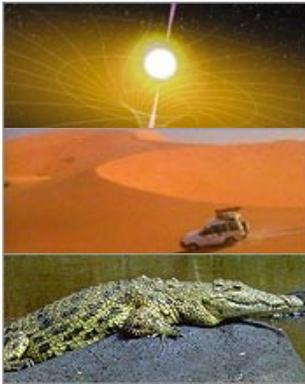
# NATURE

Monday 7:00-8:00pm

# NOVA

Tuesday 7:00-8:00pm; Sunday 12:30am-1:30am

# NOVA



*Nova* is the most watched science television series in the world and the most watched documentary series on PBS. It is also one of television's most acclaimed series, having won every major television award, most of them many times over.

*Nova's* approach, developed over more than a quarter century, is to select a topic of great interest to viewers and then produce a film that is as entertaining as it is informative, using the tools of good pacing, clear writing, and crisp editing. Equally important, *Nova* shows the human story behind the science story. Whether exploring a galaxy or an atom, the series delves into the personalities responsible for the discoveries, and the social consequences of events in the lab.



*Nature* presents wildlife in unique situations that raise challenging questions in both natural science and environmental protection. These questions can bring to light different viewpoints as well as inspire further inquiry.

This format for the show is an excellent jumping off point for more discussion and research on a certain subject.

Because of the amazing technology of modern photography and the patience and dedication of some of the photographers, zoologists, botanists and scientists who create these shows, we can view the marvels and wonders of nature.



# Downton Abbey

Set in the Yorkshire country estate of Downton Abbey, the series depicts the lives of the aristocratic Crawley family and their servants in the post-Edwardian era — with the great events in history having an effect on their lives and on the British social hierarchy. Such events depicted throughout the series include news of the sinking of the RMS *Titanic*, the outbreak of World War I, the Spanish influenza pandemic, the Marconi scandal, the Interwar period, and the formation of the Irish Free State.



*Downton Abbey* has received critical acclaim from television critics and won numerous accolades, including a Golden Globe Award for Best Miniseries or Television Film and a Primetime Emmy Award for Outstanding Miniseries or Movie. It was recognized by *Guinness World Records* as the most critically acclaimed English-language television series of 2011. It earned the most nominations of any international television series in the history of the Primetime Emmy Awards, with twenty-seven in total (after two seasons). It is the most watched television series on PBS, and subsequently became the most successful British costume drama series since the 1981 television serial of *Brideshead Revisited*. By the third series, it had become one of the most widely watched television shows in the world.

# Masterpiece

Wednesday 10:00pm-11:00pm

## Lark Rise to Candleford

Friday 7:00-8:00pm

# MASTERPIECE

*Lark Rise To Candleford*

# MASTERPIECE



During its forty-year storied history — the longest-running prime time drama in American television — *Masterpiece* has remained steadfast in our commitment to bring the best in literature-based drama, mysteries filled with eclectic characters, and groundbreaking contemporary works.

In winter and spring, *Masterpiece classic* features beloved signature period dramas like *Bleak House*, *Jane Eyre*, and *The Complete Jane Austen*. In summer, *Masterpiece mystery!* presents the best British mysteries such as *The Inspector Lynley Mysteries* and *Miss Marple*. And in fall, *Masterpiece contemporary* features dramas set in today's world such as *Reckless*, the acclaimed *White Teeth*, and the Emmy-award-winning *Prime Suspect*.

## *Lark Rise To Candleford*

This BBC period drama is set in the small English hamlet of Lark Rise and the wealthier neighboring town of Candleford, and chronicles the daily lives of the townspeople at the end of the 19<sup>th</sup> century. The main character is a teenage girl, Laura Timmins, who leaves Lark Rise to start a new life under the wing of an independent woman and effervescent in Candleford, her cousin Dorcas Lane.

Through them, viewers experience the force of friendship as they see each other through the best and worst of times. *Lark Rise To Candleford* is warm, funny, poignant, occasionally tragic but overall a celebration of the spirit of community.



P B A 30

# Inspector Morse

Monday 8-9p

# Death in Paradise

Friday 8-9p

# DCI Banks

Monday 10-11:30p

# New Tricks

Friday 9-10p

**INSPECTOR MORSE** This award-winning detective drama series follows the exploits of Inspector Endeavour Morse as he solves murders in Oxford, England accompanied by his subordinate, Sergeant Lewis. Morse is not the ideal policeman, his superiors think. He is prickly and sarcastic, and he doesn't always follow protocol strictly as he should. But he gets results.



**DCI BANKS.** Yorkshire, England provides the setting for this BBC drama series which covers the murder investigations undertaken by Chief Inspector Alan Banks and Detective Sergeant Annie Cabbot.



**NEW TRICKS** The investigation leads the team, headed by Sandra Pullman, to the port of Gibraltar where they have to work hand in hand with the local police force to solve two separate murders linked by the same gun. This series also sees the arrival of Dan Griffin (Nicholas Lyndhurst), a former diplomatic protection officer. Dan is an interesting character with an inscrutable face and an air of mystery surrounding him. Standing is suspicious of him but Dan soon proves his worth to the team with his smart, analytical brain and his dark and dry sense of humour.

**DEATH IN PARADISE.** When a quintessential British cop who can't stand sun and sand is sent to the tiny island of Saint-Marie in the Caribbean to solve a murder, he finds himself a fish-out-of-water. But his success on this case results in a permanent relocation, and he strives to maintain his British rigor in this relaxed workplace. But he always gets the job done and the killer caught in this light-hearted BBC detective series.





Loved ones share their stories



*StoryCorps* is an independent nonprofit project whose mission is to honor and celebrate one another's lives through listening. It was created by award-winning radio documentary producer and MacArthur Genius Award recipient Dave Isay.

Since 2003, tens of thousands of everyday people have interviewed family and friends through *StoryCorps*. A trained facilitator guides the participants through the interview process and handles the technical aspects of the recording. At the end of a 40-minute session, participants receive a CD of their interview. With their permission, a second copy is sent to the American Folklife Center (AFC) at the Library of Congress where it becomes a part of a high-quality, digital archive that will eventually grow into an oral history of America. Millions listen to the award-winning broadcasts on public radio and the Internet. *StoryCorps* is one of the largest oral history projects of its kind.

In August 2010, *StoryCorps* began broadcasting a series of animated shorts on the PBS documentary series *POV* (Point of View).

*StoryCorps'* animation team includes Mike and Tim Rauch of Rauch Brothers Animation. *StoryCorps* also works with Public Broadcasting Atlanta to distribute these shorts to public television stations as stand-alone shorts for broadcast before and after regularly scheduled programming.

**The 2 1/2 - 5 minute StoryCorps TV vignettes air on PBA30, Monday-Sunday, 7p-12m.**

This animated story, entitled **Q&A**, is one of *StoryCorps'* most popular and features Joshua Littman, a 12-year-old boy with Asperger syndrome, interviewing his mother, Sarah. Joshua's unique questions and Sarah's loving, unguarded answers reveal a relationship that reminds us of the best—and the most challenging—parts of being a mother.

**Q&A** and other vignettes can be viewed at *StoryCorps'* animation page:

[www.storycorps.org/animation](http://www.storycorps.org/animation)



# PBS KIDS

Monday–Friday 6:00am-12:00noon, 2:00-7:00pm; Sunday 6:00-8:30am

PBS KIDS is committed to providing the highest quality programming and learning environment for children to stimulate their curiosity, encourage interaction and foster their imagination. Available to families of all income levels, PBA 30 remains a leader in the industry, educating, entertaining, and enriching the lives of children across Atlanta.



PBA 30 airs children’s programming ranging from Clifford the Big Red Dog to such PBS staples as Reading Rainbow. These shows air each weekday from 6am to 12noon and then again in the afternoon from 2pm to 7pm. They also air on Sundays from 6am until 8:30am.



## Positive Role Models

Providing the highest quality programming and learning environment for children, PBS’ children’s programs are non-violent, age-appropriate and offer positive role models for children to learn from and grow with. The series’ characters emulate good behavior towards one another and demonstrate respect and tolerance towards family members, peers and other individuals.

## Diverse Audience, Diverse Characters

As America’s public broadcaster, PBS KIDS reaches a diverse population of children with varying backgrounds and cultures. Programs on PBS KIDS and PBS KIDS GO! are available free to families of all income levels across the country. Black, Hispanic, low income and low education households make up a large percentage of PBS’ daytime audience, exceeding that of the U.S. population with 15.5% Black (compared to 12.1% in the U.S.), 17.6% Hispanic (10.2%), 26.2% with an annual income lower than \$20,000 (22.1%) and 19.9% with less than four years of high school (14.4%).

## Age-Appropriate

PBS follows the development and growth of its audience, recognizing ages from two up until nine and refers to these as “stages” rather than “ages” as every child develops at a different pace. PBS began to drill down into these stages with PBS KIDS GO! for the early elementary school-age group, and is now distilling further to meet the needs of toddlers and preschoolers to build the blocks of development for them to grow along with PBS KIDS. In January 2006, PBS made some slight modifications to further group age-appropriate shows to maximize the viewer’s learning experience. In September 2006, PBS launched a new preschool destination on-air and online that further reflects this.

