

# WKAR Television



WKAR-TV is mid-Michigan's Public Television station. The station produces numerous programs about state and local issues in addition to broadcasting a diverse schedule of programs from PBS and other sources. PBS features a mix of performance, drama, science, news and daytime children's television. WKAR-TV broadcasts in high definition/stereo, with closed captions for the hearing-impaired. Descriptive Video Service (DVS), explains visual action for the sight-impaired, is also provided when available. More than 100,000 households served by Comcast cable system can watch the station 24 hours-a-day.

WKAR-TV also broadcasts two other channels of programming. *WKAR World* explores all facets of our world, from history and geography to documentary and public affairs, and also airs encores of favorite WKAR programs. *WKAR Create* features how-to and lifestyle programs.

## WKAR Television Underwriting: Philanthropy + Marketing

Underwriters are businesses or organizations offering financial support to WKAR and receive media exposure. Underwriting can be described as a marriage of philanthropy and marketing accessing an exceptionally devoted audience which may be hard to reach through other media. Marketing dollars spent on WKAR are tax deductible!

**WKAR Television reaches educated, affluent boomers for news and primetime. Moms watch with young kids during the day.**

### WKAR TV Top Rated Shows

- **Antiques Roadshow** Monday 8:00 PM  
5.12 rating, 13K Households
- **Call the Midwife** Sunday 8:00 PM  
4.43 rating, 11K households
- **Antiques Roadshow** Sat & Mon 9:00 PM  
3.28 & 3.09, 8K households
- **Masterpiece Theater** Sunday 9:00 PM  
2.76 rating, 6K households
- **This Old House Hour** Thursday  
9:00 PM 2.40 rating, 6K households

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### WKAR-TV Reaches:

- **554,000** program views each week
- **252,000** average primetime views each week
- **135,000** average children's audience views each week
- **61,529** average weekly cume households in Lansing DMA (107,756 for NSI)
- **2,254** total households watching WKAR every 15 minutes!k
- Only 6 underwriting spots per show (3 at beginning & 3 at end of each show)
- TV spots are category exclusive in each break
- Spots are 20 seconds and WKAR will produce free of charge from an existing spot or with photos.

Call NOW to schedule an appointment to see if WKAR is the right fit for your business

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