



**“Your Community Owned Station”**

South Texas Public Broadcasting, Incorporated  
**KEDT-TV KEDT 90.3 & KVRT 90.7 FM**  
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**EXTRAORDINARY PROGRAMMING**



**“A CONSISTENT LEADER IN TV’S MOST PRESTIGIOUS  
COMPETITIONS”**

**In the 2007 non-partisan survey conducted by RoperASW, the viewing public named PBS and member stations as the “MOST TRUSTED” institution second only to the Military.**

**Americans are also “MORE SATISFIED” with PBS programming compared with commercial broadcast or cable networks. They also consider PBS news and public affairs reports to be the “MOST TRUSTWORTHY”.**

**THE KEDT-TV MISSION IS *‘To educate, inspire and enlighten all communities of south Texas’.***



**KEDT broadcasts to 13 counties and reaches over 195,000 households.**



**For the 10<sup>th</sup> consecutive year, PBS won more Daytime Emmy awards for children’s programming than all broadcast and cable networks in 2007.**

**KEDT** 

**STAND OUT from the CROWD**

**Greater Impact--**KEDT delivers high-level impact with on-air recognition. Credits air in an uncluttered, commercial free environment so that they STAND-OUT.

**Audience—**KEDT viewers are a ‘one-of-a-kind’ market segment and not easily duplicated. Loyal and influential, they strongly advocate public TV and support the underwriter who contributes to public television programs.

**Demographic—**KEDT-TV is viewed in over 195,000 households in a 13-county region.

**Association/Perception—**Underwriters receive multiple benefits when choosing to support public programming. They are “perceived by our audience as being committed to quality and excellence” and they are “synonymous with **integrity, fairness and vision**”.



## OUR AUDIENCE = INFLUENTIAL LEADERS

**PBS viewers are loyal to PBS-KEDT programs. They are likely to have reached a higher level of education while most hold a university degree.**

**They get involved with the community by volunteering and participating in local government.**

**They are opinion-leaders meaning they write letters to paper editors, visit elected officials and sit on school and college boards.**

**Usually active investors, the KEDT audience is likely to be a business owner or to hold key positions of management.**

**Also, the KEDT audience is loyal to public broadcasting and an ideal market for most business to target with promotional funds. They are diverse in household ethnicity, income and gender with more and more “boomers” tuning in each month.**

WASHINGTON WEEK

**AMERICAN  
EXPERIENCE**

### **Additional Benefits:**

- ❖ 15 second credit/airs prior to & after contracted program
- ❖ Credit may air on re-airs within the contract year
- ❖ Policy to disallow competing industries to sponsor same program
- ❖ Spot production provided at no extra charge

#### South Texas Public Broadcasting and the FCC

Noncommercial television shall remain commercial free and acknowledgments shall be for identification purposes, only. FCC policy also prohibits comparative or qualitative terms for products, services or companies. This applies to all descriptive language in slogans, the company name and product.

