



So Many Ways to Watch

androidtv



COX

DIRECTV

dish

hulu

PBS  Passport



ROKU

SAMSUNG
SMART TV

VIZIO

 YouTubeTV



Affluent Audiences Choose PBS

Over 55 Years of
Service

40% Male
60% Female

17% 18-49
24% 50-64
52% 64+

56% \$40-59k
24% \$60-99K
20% \$100K+

PBS is America's most trusted television brand in the US.

PBS Kansas and has acted as the voice and platform for Central Kansas for over 55 years. Ranking as the #1 safest and most trusted place to watch television, **PBS Kansas** provides lifelong learning opportunities across all our channels and platforms. As an underwriter, you have the opportunity to:

- Reach an influential, premium audience
- Have your message stand out against the clutter of other local stations
- Meet your marketing goals by directly aligning your message with a trusted community partner
- Capture an attentive audience that pays attention to the corporate messages presented



State-Wide Coverage

PBS Kansas delivers your message across the state through broadcast and digital platforms that reach viewers wherever they watch.

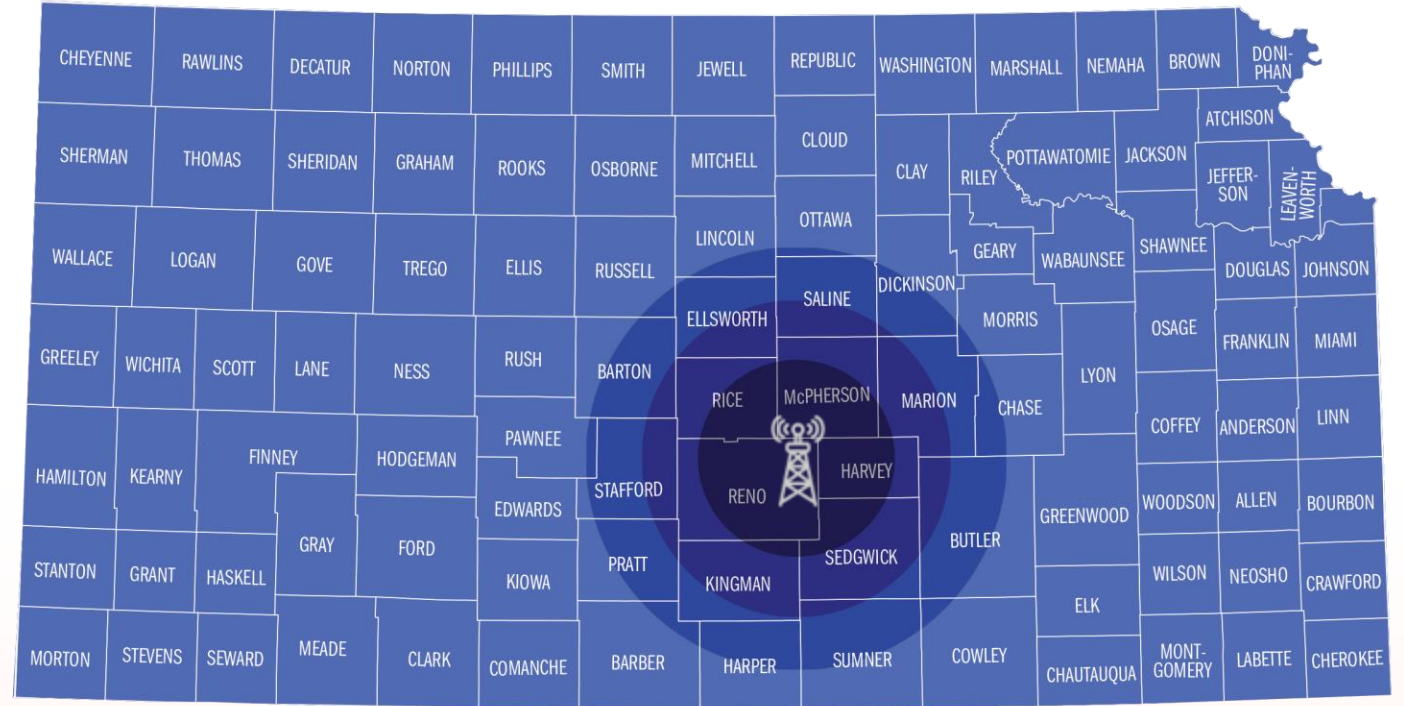
Broadcast Coverage

Our Hutchinson transmission tower provides over-the-air coverage throughout southeastern Kansas, including major markets like Wichita, Hutchinson, Newton, El Dorado, Winfield, and the surrounding counties shown on this map.

Statewide Digital Reach

Beyond our broadcast footprint, **PBS Kansas** extends throughout the state and beyond through multiple digital platforms:

- Live streaming services (like kpts.org, and YouTubeTV)
- Digital streaming services (like Roku, and Amazon)
- PBS Passport (a local, membership-based streaming app)
- PBS national app



This multi-platform approach means your underwriting message reaches viewers in every Kansas county, whether they're watching over-the-air in Sedgewick County or streaming in Scott County.

Digital platforms also extend your reach to Kansas expats and supporters nationwide who maintain connections to their home state.

Local Programming You Can Trust



Empowering Seniors

Fridays at 8:30 p.m. (8.1)
Saturdays at 2:00 p.m. (8.1)
Sundays at 5:30 p.m. (8.2)

Katherine Ambrose, a local realtor for over 30 years, focuses on complex issues facing seniors and their families.



Hatteberg's People

Thursdays at 7:00 p.m. (8.1)
Saturdays at 6:00 p.m. (8.2)
Sundays at 3:30 p.m. (8.1)

Award-winning journalist, Larry Hatteberg and co-host Susan Peters present stories on extraordinary Kansans.



Kansas Week

Fridays at 7:30 p.m. (8.1)
Sundays at 3:00 p.m. (8.1)
Mondays at 6:30 p.m. (8.2)

Lively discussion and analysis of the top news stories across the state.



Positively Kansas

Fridays at 8:00 p.m. (8.1)
Saturdays at 6:30 p.m. (8.2)
Sundays at 4:30 p.m. (8.1)

Sierra Scott brings you stories about people and events that help shape and define life in Kansas.

81% of Viewers

Connect programming with quality, and variety



Local Programming That Entertains



Melvin Mania

3rd Mondays at 3:30 p.m. (8.1)
3rd Thursdays at 3:30 p.m. (8.1)

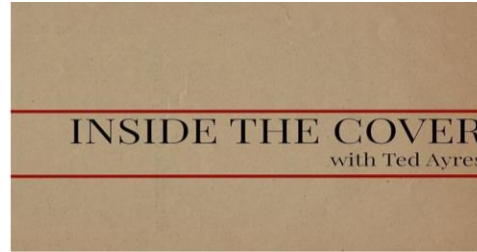
Melvin and his quirky crew pull off a fun and unpredictable talk show the whole family will enjoy.



One on One

Thursdays at 7:30 p.m. (8.1)
Saturdays at 5:30 p.m. (8.2)
Sundays at 4:00 p.m. (8.1)

Each week join some of Central Kansas' notable personalities for a lively, fun, and insightful conversation.



Inside the Cover

Saturdays at 8:45 p.m. (8.1)
Additional airings based on available time

Ted Ayres shares insights into the books he's reading.



See Taste Do

Tuesdays at 8:00 p.m. (8.1)
Wednesdays at 6:00 p.m. (8.2)
Sundays at 1:30 p.m. (8.1)
Sundays at 6:00 p.m. (8.2)

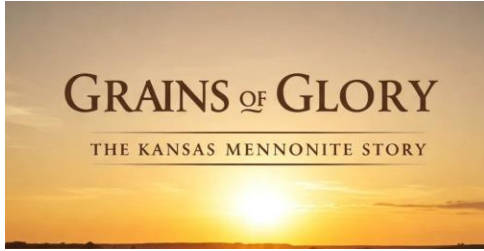
Uncover the hidden gems of Kansas as Phil Richardson showcases the best sights, flavors and experiences here.

53% of Viewers

Have been PBS Kansas members for over 10 years!



Local Documentaries That Educate



Grains of Glory: The Kansas Mennonite Story

From the sweeping plains of central Kansas to the close-knit traditions that endure today, explore the Mennonite legacy that transformed farming, faith and family life in our state.



Great Women of Kansas Parts I & II

A popular documentary series that celebrates remarkable women who shaped Kansas history.



Kansas from Above Parts I & II

See Kansas from another perspective. Take an aerial tour of Kansas landscapes and view revealing landscapes never seen from the ground.



Historic Buildings Parts I, II & III

Discover the dramatic personal stories of tragedy and triumph on a tour of the great historic buildings of Kansas.

Thursdays

Are documentary nights at PBS Kansas where the schedule fills with past documentaries set to entertain and educate.



National Programs

