

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

LAKESHORE PUBLIC MEDIA



LAKE SHORE 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.



PBS

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.

MASTERPIECE



NOVA



MISTER ROGERS' NEIGHBORHOOD

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.



Audience Profile (Cume)

Total Income: \$31,186,085,750

Median Income: \$67,952

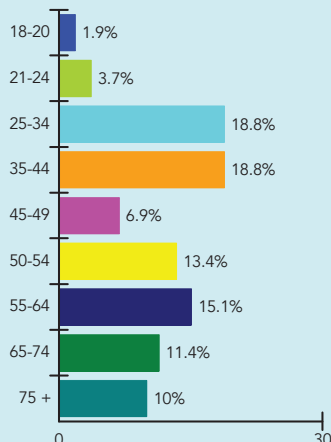
Median Age: 49

Home Owners: 72%

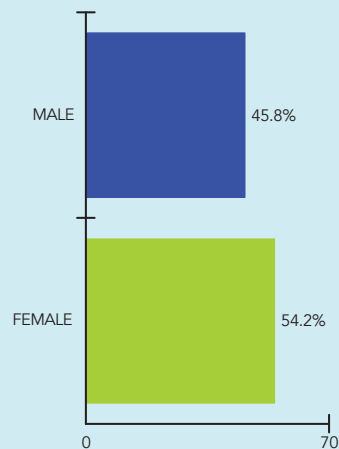
Median Home Value: \$205,134

Median Miles Past Week: 113

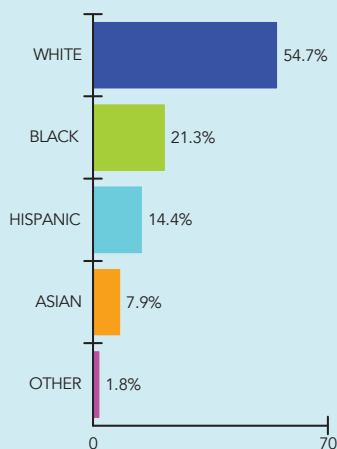
Age Analysis (Cume)



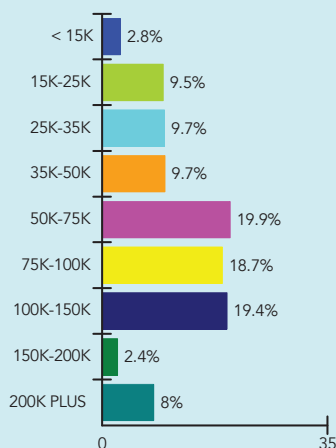
Gender Profile (Cume)



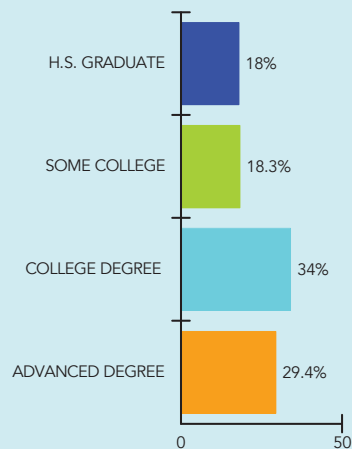
Ethnicity Profile (Cume)



Annual Income (Cume)



Education Profile (Cume)



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



THE PBS "HALO EFFECT"

Viewers' love of PBS
transfers to sponsors,
with increased
brand favorability
and intent to buy

SPECIAL RELATIONSHIP WITH AUDIENCE

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

A SMART, ENGAGED, INFLUENTIAL, DISCERNING AUDIENCE...

with disposable income

SPONSORS COME TO PBS FOR EXCLUSIVE BENEFITS



UNINTERRUPTED, UNCLUTTERED ENVIRONMENT

PBS sponsors stand out
in just two :60
category exclusive
sponsor pods

A TRUSTED, BRAND-SAFE ENVIRONMENT FOR SPONSORS



89.1FM
FREQUENCY

over
5 counties
covered in
NORTHWEST
INDIANA

1 in
every **6**
Hoosiers live in
NORTHWEST
INDIANA

836k
potential listeners
in INDIANA

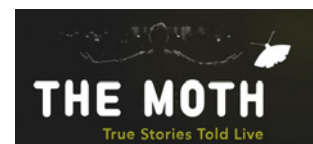
Source: Indiana Business Research Center 2015



YOUR REACH WILL BE EXPANSIVE

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.



MIDWEST BEAT WITH TOM LOUNGES

Region radio and music scene icon Tom Lounges hosts a weekly hour of music and conversation.



EYE ON THE ARTS RADIO

John Cain from South Shore Arts hosts a conversation highlighting the arts from all perspectives in the Region.



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.



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.



LAKESHORE 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.



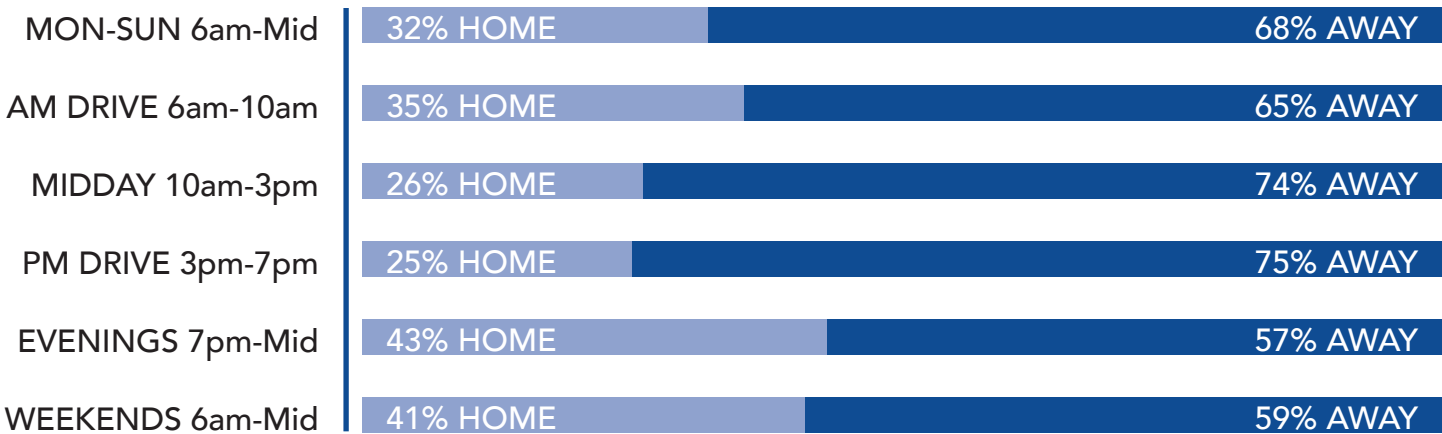
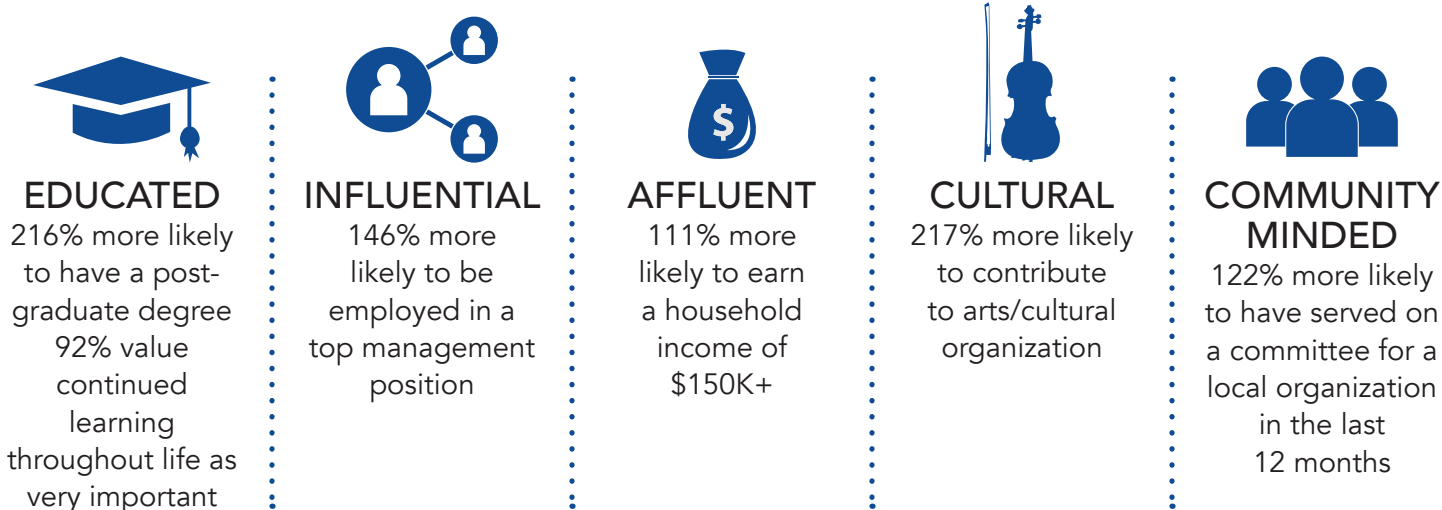
GAMENIGHT

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.



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



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

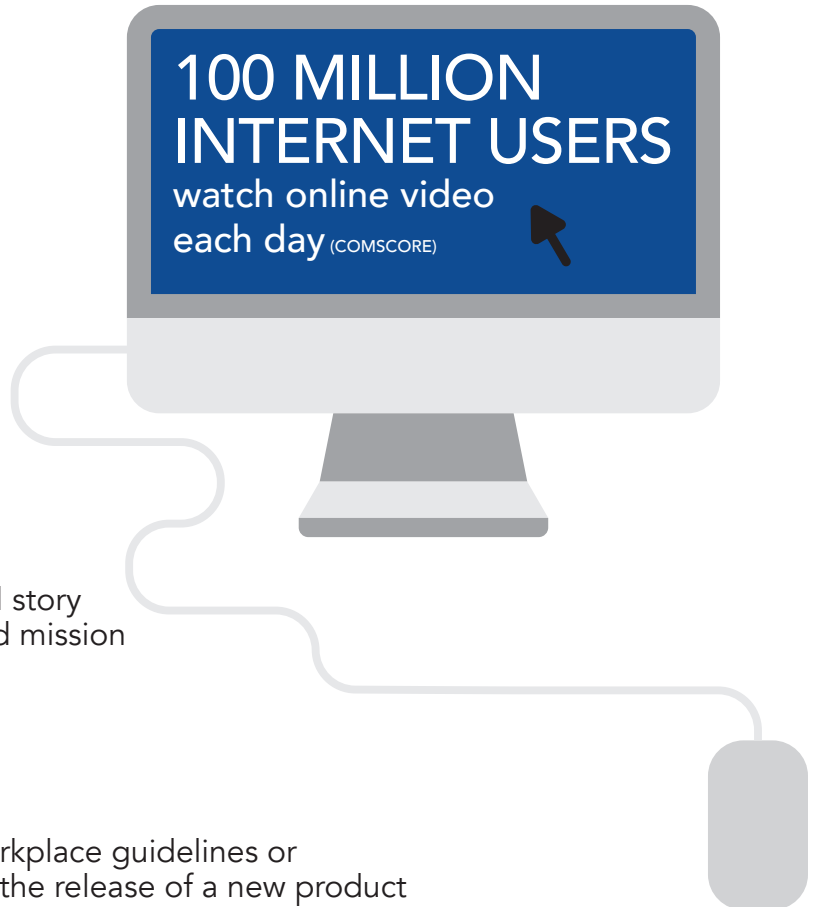


EDUCATE

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

AVA AWARD – 2007, 2008, 2010

"Lakeshore Report"
"Built to Last"
"Lakeshore Focus"

CHICAGO/MIDWEST EMMY AWARD – 2017

Nominee: "CounterPoint w/Gerrard McClendon"

COMMUNICATOR AWARD – 2004, 2008, 2014

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

TELLY AWARD – 2008, 2010, 2013, 2014

"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

AWARDS





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!**

LAKESHORE PUBLIC MEDIA

8625 Indiana Place | Merrillville, Indiana 46410

219.756.5656

www.LakeshorePBS.org

www.LakeshorePublicRadio.org