






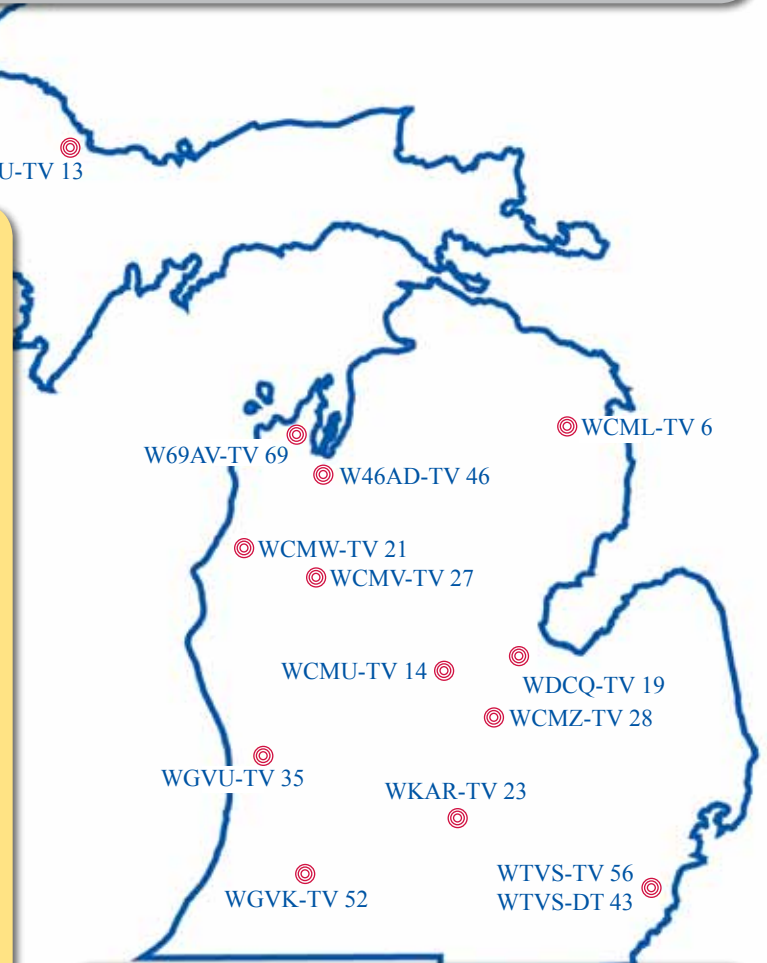
# Target Your Market with Michigan Public Television

# MAPB





WNMU-TV 13

## Providing **TARGETED** Statewide Coverage

-  The **15 public television stations** throughout Michigan have **1.75 million** viewing households each week. Source: November 2001 Nielsen
-  Ability to target specific audiences with unique programming: childrens, drama, public affairs, business, science, outdoor, how-to performance and nature.
-  The PBS viewer is generally upscale, with a household income of over \$75,000 and is more likely to be a college graduate or post-college graduate. Source: 2001 Doublebase MRI
-  Public television earned a 1.8 primetime rating during Fall 2004. The audience is larger than almost every other cable network, with an audience more than twice the size of Discovery and the History Channel, and more than six times as large as Bravo. Source: Nielsen Television Index (10/03-09/04)
-  Sponsorship messages stand out in an uncluttered environment.



## Viewers Agree about Public Television

-  PBS programming is "educational" and "entertaining"
-  PBS is "a valuable national resource"
-  PBS is a trusted place for kids to watch TV
-  Viewers consider PBS sponsors to be industry leaders

Source: TRC, 2000 PBS Image Tracking Study, Oct. 2000

## Contact Your Local Public Television Station For More Information

### Central Michigan Public Broadcasting

(989) 774-3105  
 WCMU-TV 14, Mt. Pleasant  
 WCML-TV 6, Alpena  
 WCMV-TV 27, Cadillac  
 WCMW-TV 21, Manistee  
 WCMZ-TV 28, Flint  
 W69AV-TV 69, Leland  
 W46AD-TV 46, Traverse City

### Detroit Public Television

(248) 305-3788  
 WTVS-TV 56, Detroit  
 WTVS-DT 43, Detroit

### Northern Michigan Public Broadcasting

(906) 227-1300  
 WNMU-TV 13, Marquette

### Delta College Public Broadcasting

(989) 686-9362  
 WDCQ-TV 19, Midland

### WGUV-AM/FM/TV

(616) 331-6666  
 WGUV-TV 35, Grand Rapids  
 WGVK-TV 52, Kalamazoo

### Michigan State University Public Broadcasting

(517) 432-9527  
 WKAR-TV 23, East Lansing