CORPORATE SUPPORT & SPONSORSHIP

A stronger community.

With your business behind it.

Support the community your business calls home.

Partner with East Tennessee PBS to make learning, discovery, and connection possible. Let your neighbors see your commitment through trusted public media and meaningful local service.

Education. Workforce development. Health & wellness.
Tennessee life, history & heritage.

MEDIA KIT / OCTOBER 2026

THE REASON TO PARTNER IS LOCAL

Shared purpose. Practical local value.

We work with strategic partners to address community issues using our platforms, trusted audiences, and strengths. Your support helps bring that work to life.

Education for life

Make learning accessible to children, families, students, and lifelong learners. Explore PBS KIDS, family engagement, and Scholars' Bowl.

Pathways to opportunity

Help people discover careers, employers, and training through workforce development and initiatives such as Jobs Explained.

Health & wellness

Support useful health information and accessible movement through local wellness programs and community partnerships.

Life, history & heritage

Help tell the stories of Tennessee's people and places, preserve local history, and connect neighbors through shared experiences.

Examples illustrate areas to discuss. Initiative scope, recognition, and availability are determined with East Tennessee PBS.

WHY PUBLIC MEDIA MATTERS

A trusted foundation. A visible commitment.

76%

agree PBS stations deliver excellent value for their communities.

YouGov 2026; PBS Foundation, PBS Fast Facts.

23 years

PBS and member stations ranked first in public trust among the surveyed institutions.

YouGov 2026; PBS Foundation, PBS Fast Facts.

63%

of PBS viewers say they tend to remember companies that sponsor on PBS.

Dynata | SGPTV, US Video Audience Insights 2025; PBS Profile, p. 8.

National survey findings, not measured East Tennessee PBS audience or sponsorship results. Trust ranking reflects the institutions in the survey, including commercial broadcast and cable television, streaming services, and others. Recall is self-reported; it is not a sales guarantee.

EDUCATION SUPPORT WITH EVIDENCE

Learning beyond the screen.

Research on specific PBS KIDS resources has measured gains in children’s learning. Your support helps keep educational public media accessible locally.

INFORMATIONAL LITERACY

Molly of Denali

Two nine-week randomized studies involving 263 first-graders found that access to videos and digital games improved children’s ability to use informational text to answer real-world questions.

EDC / SRI, 2021; summarized in the PBS KIDS research cheat sheet.

EARLY MATHEMATICS

PEG + CAT

Children in a home-based intervention using these resources made greater gains in ordinal numbers, spatial relationships, and three-dimensional shapes than children in the comparison group.

EDC / SRI, 2015; summarized in the PBS KIDS research cheat sheet.

These outcomes apply to the research settings and tested resources. They do not measure East Tennessee PBS viewers or establish the results of an individual sponsorship. Source: supplied PBS KIDS Research Cheat Sheet (body marked updated May 2024), with primary EDC / SRI studies. Study dates are retained.

OUR REGIONAL FOOTPRINT

Local roots. Regional connections.

~2.7 million

People in our service area

Approximate station population-coverage estimate. Two transmitters - WETP in Sneedville and WKOP in Knoxville - connect communities across four states.

30 COUNTIES IN OUR PUBLISHED COVERAGE MATERIALS

Tennessee	Anderson, Blount, Campbell, Carter, Claiborne, Cocke, Grainger, Greene, Hamblen, Hancock, Hawkins, Jefferson, Knox, Loudon, Monroe, Morgan, Roane, Sevier, Sullivan, Union, Washington
Kentucky	Bell, Harlan, Leslie, Letcher
Virginia	Lee, Scott, Washington, Wise
North Carolina	Swain

Sources: East Tennessee PBS published media-kit county list; 2025 station grant narrative population estimate. Geographic coverage is not measured viewership or a current census count. Availability varies by location and provider. Swain corrects the source spelling. County list reflects published coverage materials.

STREAMING & SOCIAL CONNECTIONS

The conversation continues online.

75,000+

Streams per month on average

Station-reported average, supplied October 27, 2026. Streams are plays rather than unique viewers; the averaging period and included platforms have not yet been specified.

EAST TENNESSEE JOBS EXPLAINED / INSTAGRAM

July 27 - October 27, 2026

101,621
People reached

265,071
Video views

1,394
New followers

2,859
Likes & comments

446
Shares & saves

STATION SOCIAL AUDIENCES / OCTOBER 27, 2026

Facebook @EastTennesseePBS: 9.7K followers
Instagram @easttennpbs: 2,127 followers
YouTube @EastTennesseePBS: 2.42K subscribers / 557 videos

Sources: Barbara Shipley, October 27, 2026 (streaming and station social counts); October 2026 Jobs Explained deck (Instagram only). Facebook and YouTube counts are rounded. Followers/subscribers are not measured reach. New followers are growth. Audiences may overlap; figures are not added together.

NATIONAL AUDIENCE RESEARCH

Shared interests. Relevant connections.

PBS reaches people with a wide range of interests. National research can help identify promising conversations for your business.

Financial services	33% more likely to hold $1 million or more in total investments.
Travel & tourism	65% more likely to take a river cruise.
Home & garden	19% more likely to hire an outside contractor for home improvements.
Arts & culture	50% say they are very interested in the fine arts.

National: supplied PBS industry one-sheets citing MRI-Simmons USA, Spring 2026; PBS users = adults using any PBS in the past 30 days. “More likely” compares with the average U.S. adult and is relative, not percentage points. These national findings do not describe the measured local East Tennessee PBS audience.

WAYS TO PARTNER

Choose a connection that fits your purpose.

Sponsor a program

Explore local productions such as Tennessee Life, Scholars' Bowl, Health Matters, and Fit & Fun with Missy Kane. Or discuss national drama, science, nature, history, news, arts, and lifestyle programming carried by the station.

Support an initiative

Align your business with an area of our work: health and wellness, Tennessee history and heritage, education, workforce development, and more. Tell us your priorities and we'll explore the connection through relevant content, resources, and community experiences.

Connect through experiences

Explore family engagement, screenings, educational activities, and community events. Event plans and opportunities vary.

A COORDINATED PRESENCE

Broadcast acknowledgments / Streaming & digital video
Website, email & print / Community events & engagement

Program inventory, platform placements, production scope, and recognition are subject to availability and station approval. Examples are starting points for a proposal, not guaranteed placements.

LET’S START WITH YOUR GOALS

What would you like to make possible?

We’ll shape a partnership around your community priorities, the people you want to reach, your timing, and your budget.

01 Tell us what matters.

Share your business goals, audience interests, and community priorities.

02 Build the right plan.

Discuss programs, initiatives, platforms, creative, deliverables, and current pricing.

03 Make your support visible.

Agree on appropriate recognition and the fulfillment information available for your plan.

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